

**From the jungle to the structured market:**

**AFNOR mobilizes the metaverse sector in search of benchmarks**

**A metaverse; dominant technologies. Europeans have their say! On Wednesday February 22, Jean-Noël Barrot, Minister Delegate in charge of digital transition and telecommunications, and Franck Lebeugle, director of AFNOR standardization activities, launched the standardization commission at national level aimed at defining the French strategy in terms of metaverse and put a still embryonic sector into working order.**

Engaging in a voluntary standardization process means putting in place, with the greatest number of stakeholders, the conditions favorable to the development of a market, of a technology, by establishing a framework of trust, a language common and interoperable processes. All stakeholders – publishers, operators, operators, manufacturers, but also data regulators, consumer protection associations – are therefore called upon to join the new commission on the metaverse hosted by AFNOR to draft voluntary standards.

**Trust, security, interoperability objective**

Sometimes referred to as the successor to the Internet, the metaverse is poised to profoundly modify social interactions, identities in the digital field, commercial interactions, consumption habits, and even the relationship of users to public spaces. It also faces ethical and legal questions. *“I expect the AFNOR commission to enable us to write the standards of tomorrow, in the name of France,”* announced Jean-Noël Barrot. *“Ensuring that our voice is heard in international standardization forums is of fundamental strategic importance. We have already lost industrial battles because we were unable to participate in the development of these standards upstream. In accordance with the wishes of the President of the Republic, things must go differently from now on to build European metaverses that guarantee our technological and cultural sovereignty, and respect our democratic values. »*

The Minister Delegate in charge of digital transition and telecommunications added that *“the development of these immersive universes offering high-quality sound, visual and tactile experiences must go hand in hand with the establishment of standards that are as open and interoperable as possible. Voluntary standardization will have a major role to play in answering questions of compatibility of technologies and equipment, management of digital identities, and ability to access these immersive worlds for all of our fellow citizens.”*

- How to build a responsible, sustainable, ethical metaverse at all levels?
- How can we ensure the interoperability of various technologies?
- How can we build on all the initiatives launched on this concept?

In response to these questions, defining a framework of trust becomes necessary. This is the challenge of the work to develop voluntary standards which will be co-constructed following consultation, within the metaverse standardization commission, whether at European or international level.

**The standards of tomorrow are written today**

3 million euros raised by a start-up offering a no-code version of the metaverse, 4 million by a manufacturer of VR headsets, 14 million euros by virtual dog breeders... At a time when fundraising funds are increasing, French players must contribute to international work to define standards. *“Alignment between technologies, manufacturers, distributors, operators and users is not yet a reality. French actors cannot let others define in their place - or worse, without them - what international standards will be. This is what the European Commissioner for the Internal Market, Thierry Breton, called for when presenting the new European standardization strategy a year ago,* comments Franck Lebeugle, director of AFNOR standardization activities. *France has the necessary assets to take strong initiatives, with a few nuggets to support in this international work.”* AFNOR will bring French work to the European level via CEN-CENELEC, then internationally to ISO and IEC, the international standardization organization for electrotechnologies.

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**About AFNOR Standardization**

Mobilized in favor of a sustainable economy, AFNOR (Law 1901) manages the French standardization system and acts to create a common language and the interoperability of sectors of excellence. It brings together those who want to develop a sector under the best conditions and brings together the entire value chain around them. Together, they define the guiding principles of an activity and develop standards, shared and adopted on a voluntary basis. Nearly 20,000 representatives of companies, associations, federations and the State participate each year in this co-construction exercise. An essential tool to promote progress and promote French innovation, since AFNOR represents France in European (CEN-CENELEC) and international (ISO) standardization bodies. Franck Lebeugle is the director of AFNOR's standardization activities. Press service: Anne-Lise François - 01 41 62 85 55 – [presse@afnor.org](mailto:presse@afnor.org)