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## ABOUT THIS ISSUE

**H**ow different can our World Wide Web be in the years to come compared to now, and how will it change our online experience? What else can blockchain do for both individuals and businesses beyond its most obvious application, cryptocurrency? How can the metaverse transform the way we work, transact, and operate?

These are the kinds of questions we sought to figure out in the stories in this issue of *BusinessWorld In-Depth*. With Web3, blockchain, and the metaverse becoming buzzwords that might still be quite hard for many to grasp at present, this issue's stories will explore each of these innovations, explaining how each generally works and how each is seen to factor in in a digital economy.

Our main story for this issue gives an overview of what this “decentralized web ecosystem” called Web3 truly means, how it works, and what it could offer both users and businesses. We are fortunate to have Leah Callon-Butler, director of Web3-centric company Emfaris, help us understand Web3 and what it can possibly do for business.

Following that story is quite a deep dive into blockchain, which also serves as the core of Web3, and its potential to be leveraged by industries here in the Philippines. In an economy that is becoming more and more digital, blockchain is seen to help companies build “digital trust,” and as this story further expounds, some companies within our shores are beginning to appreciate this distinct feature of the technology.

While there has been news of the metaverse being “buried” by the executive who renamed the popular social media company after the said technology, our last story reflects the optimism of some executives from metaverse-based companies on how it can transform consumption, business, and work. Ash Mandhyan of MetaverseGo and Renz Chong of BreederDAO gave their thoughts on how it brings new experiences for consumers and new opportunities for sectors.

Our utmost gratitude to Messrs. Chong and Mandhyan for sharing their thoughts, and especially to Ms. Callon-Butler, who pointed us to possible sources to interview for this issue, aside from giving her expertise.

Even after reading this issue, there might still be a lot of questions yet to be answered. Nonetheless, we hope these stories will continue the conversations on these trends, which could even yield for more stories to be told.

Let us know, dear reader, what else you would like *In-Depth* to discuss and explore, not just within the developments discussed in this issue, but also concerning other trends and issues that are worth going deeper into.

**Adrian Paul B. Conoza**  
*Special Features Editor*