

Press Release



June 2, 2023
transcosmos inc.

transcosmos launches a Metaverse Fan Community with QON

Aims to liven up the Japanese metaverse market via continuous interactive communication

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) is delighted to announce that the company launched MINNA-NO Metaverse Community (Metaverse Community for All) (<https://www.beach.jp/community/METAVVERSE-TCI>) with QON Inc. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Takashi Takeda), on June 1, 2023.

みんなのメタバースコミュニティ

Supported by  transcosmos
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1. MINNA-NO Metaverse Community Overview

As the name indicates, a metaverse fan community, MINNA-NO Metaverse Community, welcomes everyone including those who enjoy the metaverse experience every day as well as those who know nothing about the metaverse. You can deepen your understanding of the metaverse while enjoying interaction with community members like talking about a specific theme, reading experiences shared in the community, and more.

URL (no translation available): <https://www.beach.jp/community/METAVVERSE-TCI>



PC版

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MINNA-NO Metaverse Community opened in KIZUNA-NO Community, or community built on strong Bonds. KIZUNA-NO Community is an online fan community platform launched in January 2020, and is operated by QON. Today, more than 40 companies and local governments and over two million consumers come together on the platform, interacting on various events and activities on the theme of KIZUNA - Bonds. Members can not only enjoy collaborative plans between member companies and organizations, but also events planned based on the voice of consumers gathered through two-way communication for co-creating value.

URL (no translation available): <https://www.beach.jp/community/KIZUNA/>

2. Reason and Purpose of launching MINNA-NO Metaverse Community

According to the 2022 report by the Ministry of Internal Affairs and Communications, the global metaverse market is expected to reach as much as about 79 trillion yen by 2030 (*1). Accordingly, the metaverse is expected to bring about a drastic change in both our lives and business practices, establishing a new way of communication. In addition, transcosmos market research report published last year showed that one in four consumers said they have used the metaverse. transcosmos believes that metaverse users will continue to increase even more going forward. transcosmos and QON will connect with consumers through the community to grasp consumer trends focusing on the metaverse while monitoring changes in their awareness and attitudes towards the metaverse. Furthermore, the two companies aim to enhance the value of the metaverse experience and increase users, leveraging the voice of consumers and insights gained in the community.

■ QON Inc.

Since its establishment in 1996, QON has been dedicated to managing fan communities for over 250 companies and local governments. Our expertise lies in fostering strong connections between these entities and their target audience, addressing these entities' challenges, and fostering sustainable growth through the application of data science and leveraging a range of patented technologies. QON stands for Quality of Network. We believe that networks are about quality. There is a prevailing sentiment across the internet worldwide that while an individual alone may feel powerless, when multiple people unite, they can wield considerable influence and effect change on a global level. We, through our services and products, harness the collective power of individuals to contribute to society. By accommodating the wishes and needs of the community participants, companies can become strong partners with their communities. Consumer networks formed in resonance with the corporate stance and values have a high level of engagement and can be a source of enormous economic benefits. We aim to foster connections between companies and their existing or potential user bases, facilitate interactions among users, and forge links between local communities and the broader scope of Japan. We strive to communicate this message to the world and nurture bonds among all people.

URL: <https://www.q-o-n.com/en/>



*1 Source:

※1 Information and Communications in Japan WHITE PAPER 2022

<https://www.soumu.go.jp/johotsusintokei/whitepaper/eng/WP2022/2022-index.html>

【Metaverse Consumer Survey 2022 (no translation available)】: <https://www.transcosmos-cotra.jp/report/usage-status-of-metaverse1>

About transcocosmos inc.

transcocosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 170 bases across 28 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcocosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

Contact for Media Inquiries

transcocosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp