



Web3 & the Metaverse – How did we get there?

Web1

The Era of **Read**

Decentralization of Location

Web1 (from roughly 1990 to 2005) operated on open protocols that were decentralized and community-governed. Much of the value of Web1 was created and owned at the edges of the network — this was the time of users and builders.

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Web2

The Era of **Write**

Decentralization of Media & Content

Web2 (from roughly 2005 to 2020) ushered in the creation of user-generated content en masse. Blogs led to posts, which led to social networks. These, in turn, led to established new platforms like Google, Amazon, Facebook and Apple.

Web3

The Era of **Own**

Decentralization of Finance, Governance & Ownership

We are now at the beginning of the Web3 era, which combines the decentralized, community-governed ethos of Web1 with the advanced, modern functionality of Web2. Web3 is the internet owned by the builders and users, orchestrated with tokens.

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