



Into the Metaverse

There's a buying frenzy in the metaverse. Even brokers are setting up shop.

BY ANDREW WOODRIDGE-COLE

The metaverse can be many things to many people. In fact, the term has been used for a variety of applications and technologies. At its core, the metaverse is a virtual platform that can be accessed through different devices, where various virtual people/computerized characters move through different digital environments. But for now, it is more than just a new technology.

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KEY TAKEAWAYS
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The Beach of Google

The tech giant's broad influence drives the company's multipronged insurance play.

BY ROSS SWAN

As the large global insurer and reinsurer AXA XL, Swiss Re and other players across the industry are vying for market share, Google is making a move. In November 2022, Google signed a deal with Swiss Re to establish a new insurance subsidiary, Google Re. The deal is part of a broader strategy for the insurance giant to expand its presence in the market and to provide a new source of revenue for the company.

One year later, Karra says, she and a team of Google data scientists and engineers are in full partnership mode, collaborating with dozens of leading insurance companies and software companies, among them Munich in the Allianz, MetLife and Applied Finance. While these relationships are in their formative stages, Karra says she expects the partnership with Google's cloud computing, AI, machine learning, advanced analytics, geospatial mapping, unparalleled search capabilities, and other cutting-edge tools will transform the global insurance value chain.

2023 Editorial Calendar

PRINT ISSUE	FEATURE STORY	AD CLOSE	MATERIALS DUE	BONUS DISTRIBUTION
JAN/FEB	Property & Casualty	Dec 21	Jan 4	
MAR	Operations	Feb 1	Feb 8	
APR	Risk Trends	Mar 1	Mar 8	RIMS
MAY	Mergers & Acquisitions	Apr 3	Apr 10	
JUN	Health & Benefits	May 2	May 9	EBLF
JUL/AUG	Emerging Trends	Jun 16	Jun 23	
SEP	Leadership and Management	Aug 1	Aug 8	
OCT	Property & Casualty	Sep 1	Sep 8	ILF
NOV	Health & Benefits	Oct 3	Oct 10	
DEC	Talent	Nov 1	Nov 8	

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