

ITV Studios' hit singing competition series "The Voice" launching new Metaverse Studios

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ITV Studios and The Virtual Brand Group ([VBG](#)) are set to launch "The Voice Studios" on May 12, an immersive virtual experience based on the Emmy Award-winning series "The Voice" that allows fans to go on a musical journey to find their voice, just like the contestants on the global hit show in 148 different versions around the world.

"The Voice Studios," which is free for everyone worldwide, offers fans an opportunity to create their own music, show off their dancing skills, compete in Battle rounds, test their musical knowledge and audition to be on an upcoming season of the hit series.

And in a specially created NBC metaverse fan zone, fans of the show will be able to audition and win limited edition virtual clothing exactly like celebrity coaches Kelly Clarkson, Chance the Rapper, Niall Horan and Blake Shelton gift to their teams on the primetime show. The initiative is timed to debut in the final weeks

of NBC's 23rd season of "The Voice."

"The Voice Studios" is the newest virtual experience in Vegas City, the premier metaverse entertainment destination in Decentraland ([JUMP IN HERE](#)) and follows a successful "The Voice" virtual pop-up event last year in the Decentraland Metaverse Music Festival.

ITV Studios' "The Voice" currently airs in 148 versions around the world and fans will now be able to engage with the brand anytime, anywhere and in an environment built for them to pursue their musical dreams. [Virtual Brand Group](#) (VBG), an award-winning metaverse pioneer known for building immersive experiences, communities and virtual fashion, is collaborating with ITV Studios to develop, build and operate "The Voice Studios."

Lucie Stoffers, Head of Brand Licensing, Global Partnerships, ITV Studios, said: "After the very successful first pop-up area within the Decentraland Metaverse Music Festival, we are very excited to continue on this journey together with VBG bringing The Voice Studios to Decentraland. And while very few people get to be in a studio where 'The Voice' is being recorded, let alone receive a tailored gift from their favourite Coach, it will now be possible for all fans to get access and have fun in this new immersive experience."

"The Voice Studios is the future of entertainment, fashion and youth culture marketing," said Justin W. Hochberg, CEO of the Virtual Brand Group. "Last fall, in 'The Voice's' first metaverse experience, fans spent an average of 49 minutes, and we were able to generate 13 times more engagement than typical social media platforms. Building the next generation that is bigger and better for the show, advertisers and fans was the obvious logical step."

The four-time Emmy Award-winning musical competition series "The Voice" currently airs on NBC and features new coaches, Grammy Award-winning hip-hop star Chance the Rapper and platinum-selling singer-songwriter Horan, alongside returning coaches Clarkson and Shelton, as they vie to discover and coach the next singing phenomenon.

"The Voice Studios" is set to launch with five music-themed experiences, including *Music Maker*, where users can publish a track and compete to win prizes or just make music for fun. Other games include an immersive *Musical Treasure Hunt*, *Dance Off*, *Rhythm Challenge* and *Music Trivia*.

Fans can play games and navigate "The Voice Studios" on their own or participate in head-to-head Battles with others vying to be the top Gamer, Dancer and

Creator. The fans themselves will get to vote on who ultimately gets crowned the winner in each category. And the more content and gameplay fans participate in, the more features they can unlock and chances there are to win Voice-themed MetaMerch.

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