

One Time Password API

Carrier Billing API

Device Location API

Sri Lankan operators explore metaverse potential with Open Gateway APIs

Case study for enterprises using CAMARA-standardised One Time Password, Carrier Billing and Device Location APIs - [View API Descriptions](#)

Business Problem

The buzz around the consumer metaverse may have quietened down in the past year, but developments in this space have continued on various fronts. For example, Axiata Digital Labs' recently delivered Axiata's first metaverse concert in Sri Lanka and Indonesia. The concert was a proof-of concept for GSMA's Open Gateway initiative, with Sri Lanka's Dialog Axiata and Indonesia's XL Axiata demonstrating the potential of network APIs to deliver unique experiences to customers.

Impact and Value

According to the GSMA Intelligence Enterprise Opportunity Survey from December 2023, 43% of operators in Asia Pacific see an opportunity in the consumer metaverse (13% view it as a significant business opportunity, while 30% see it as a marginal business opportunity). Operator interest has risen notably year on year: in our December 2022 survey, only 28% of operators reported seeing an opportunity (of which 13% saw a significant opportunity).

This improving operator sentiment reflects the fact that steady progress is continuing across all the building blocks of the metaverse, including the development of network APIs that enable operators to enhance existing services and deploy new offerings to their customers, as highlighted by the success of Axiata MetaStage. Such initiatives should help boost consumer awareness of the metaverse, which remains highest in markets where operators are actively engaged in metaverse projects (e.g. South Korea).

Technical Solution

Axiata Group's MetaStage concept leveraged multiple GSMA Open Gateway APIs:

- One Time Password (OTP) API: improved the security of the online concert by delivering a one-time password via SMS which enabled end users to access the concert portal by providing proof of possession of a phone number and verifying their identity.
- Carrier Billing API: enabled customers to pay for concert tickets, memorabilia and other items.
- Device Location API: provided users with content specific to their region.