



# Virtual Reality Industry Survey

Conducted by VR Intelligence in conjunction with the VRX event series

VR Intelligence is the world's leading global network of senior-level decision makers in the virtual reality industry.

Our ongoing dialogue with the industry provides us with insights from those on the frontline, culminating in our industry leading VRX events in London (May 11-12) and San Francisco (Dec 7-8).

In the lead-up to VRX Europe, our survey was completed by 523 VR professionals representing everybody from those creating the building blocks of VR hardware, software and middleware; the developers and studios bringing content to life in gaming, film and immersive experiences; and those testing the benefits of VR in areas from education, automotive, healthcare, retail, travel & tourism, architecture, engineering and beyond.

Conducted in March 2017, the survey is designed to give a snapshot of the industry's views, opinions, experiences, hopes and fears, as VR goes mainstream. To go more in-depth, connect with our network and understand where your business can make the most of the industry's progression, join us for our market-leading events.

Produced by VR Intelligence in conjunction with **VRX Europe 2017 (London, May 11-12)**



## KEY FINDINGS

### Most VR companies claim to be on-track ... but a quarter are off target

- The VR industry is reporting healthy development, with nearly half (46%) of companies citing either “very strong” or “strong” growth.
- With 26% reporting growth that was “weaker than hoped”, are we seeing the first signs of those who’ll ride the wave, and those who may drop off, as the industry matures?

### This year’s big push is in product development and marketing

- VR tech providers are going big on both product development and marketing in 2017, with 71% and 46% of companies prioritising these areas, respectively.
- With competition so high, it seems that now is the time to put a stake in the ground with the best quality innovations and a strong brand presence to secure first-mover advantage, as VR goes mainstream.

### Lack of content is holding us back – but content creators need better distribution, monetisation and standardisation

- Amongst the widely-touted barriers to widespread adoption, lack of content (62%) and the price of HMDs (58%) are the key elements that most agree are holding the industry back.
- But ahead of concerns over the availability of more engaging content, the content creators themselves are citing standardisation (27%), distribution and monetisation (38%) as the main challenges they’re facing, highlighting the key links in the chain that require focus and resources.

### Enterprise companies have seen a positive impact and are ready to invest more

- VR is bringing major benefits to enterprise with 85% of companies overwhelmingly citing the positive impact the technology has had on their business.
- But there is clearly also potential in educating the 28% of companies who are unaware of the true benefits it can bring.
- With nearly three quarters of companies (74%) factoring investment in VR into their budgets, and another quarter (24%) considering it, opportunities are massive for those providing the best solutions to help them.



# Respondent Breakdown

**20%**  
**VR Technology**

Hardware  
Software  
Middleware



**48%**  
**Content Creator/  
Content Developer**

VR experiences  
Broadcast  
Gaming  
Film



**18%**  
**Consultancy  
Analyst  
Press  
or other**



**14%**  
**Industry End-User**

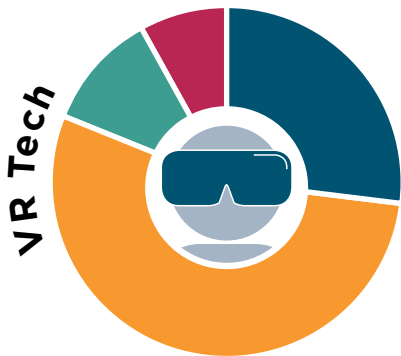
i.e. core business lies in:  
Automotive  
Medical  
Education  
Architecture  
Engineering  
Retail  
Enterprise  
etc.



# Insider Tips

Opinions and forecasts from those who know the industry best. As we see, the overwhelming winners in the industry's best quality VR experiences come from HTC and Samsung.

## Which tethered HMD do you rate for the best quality experience?

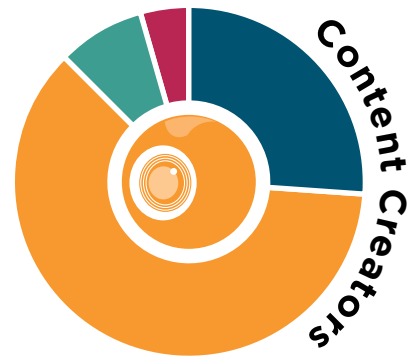


27% **Oculus Rift** 26%

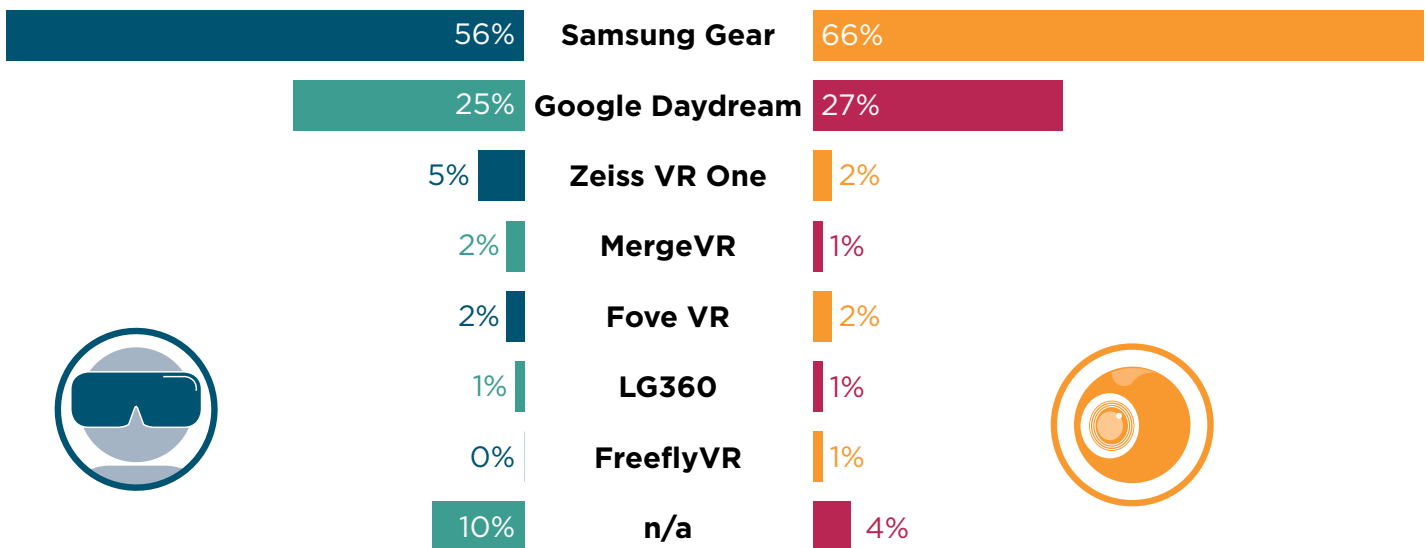
54% **HTC Vive** 62%

11% **PlaystationVR** 8%

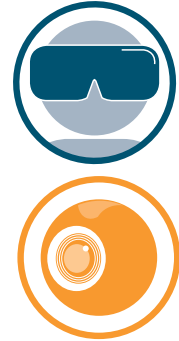
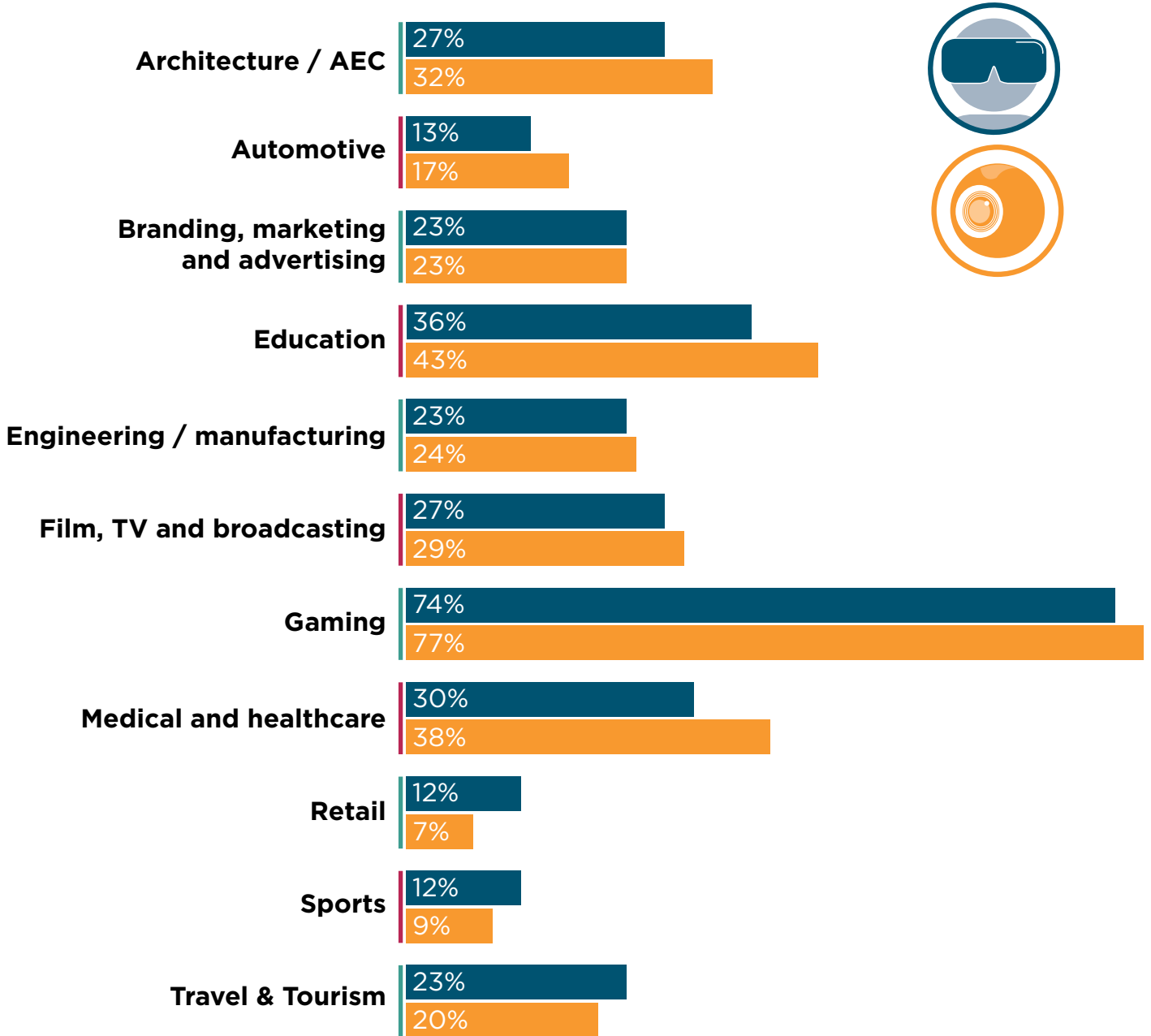
8% **n/a** 4%



## Which Mobile HMD do you rate for the best quality experience?



**In which industries will VR have the most impact in the next 3 years?**

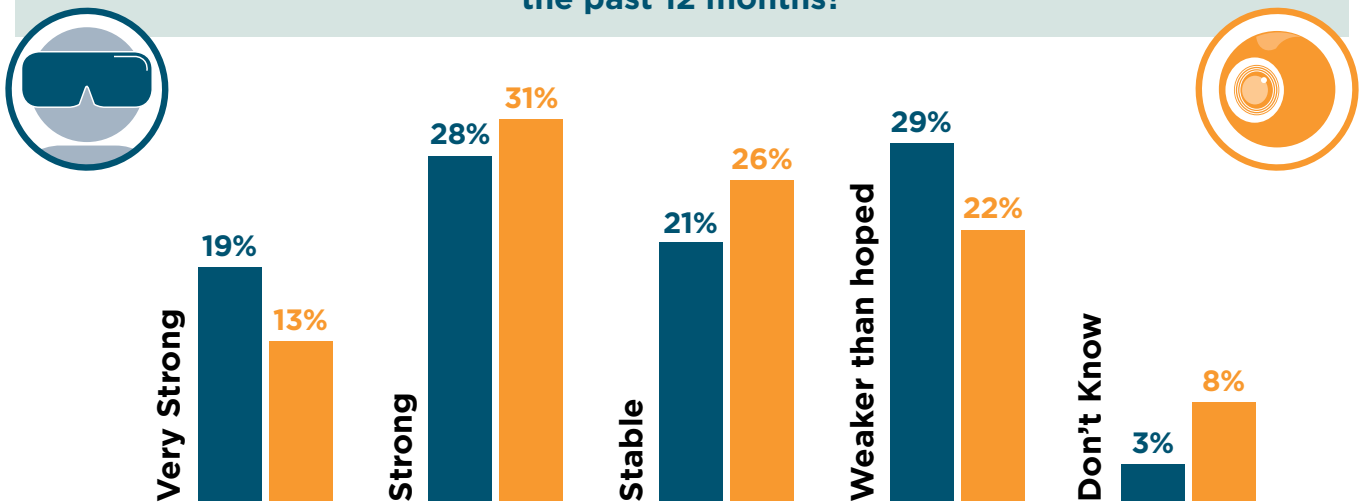


Unsurprisingly, most agree that gaming is the industry where VR will have the biggest impact. But as there will inevitably be those who have better knowledge of some industries than others, there is optimism across the board, particularly in healthcare and education.

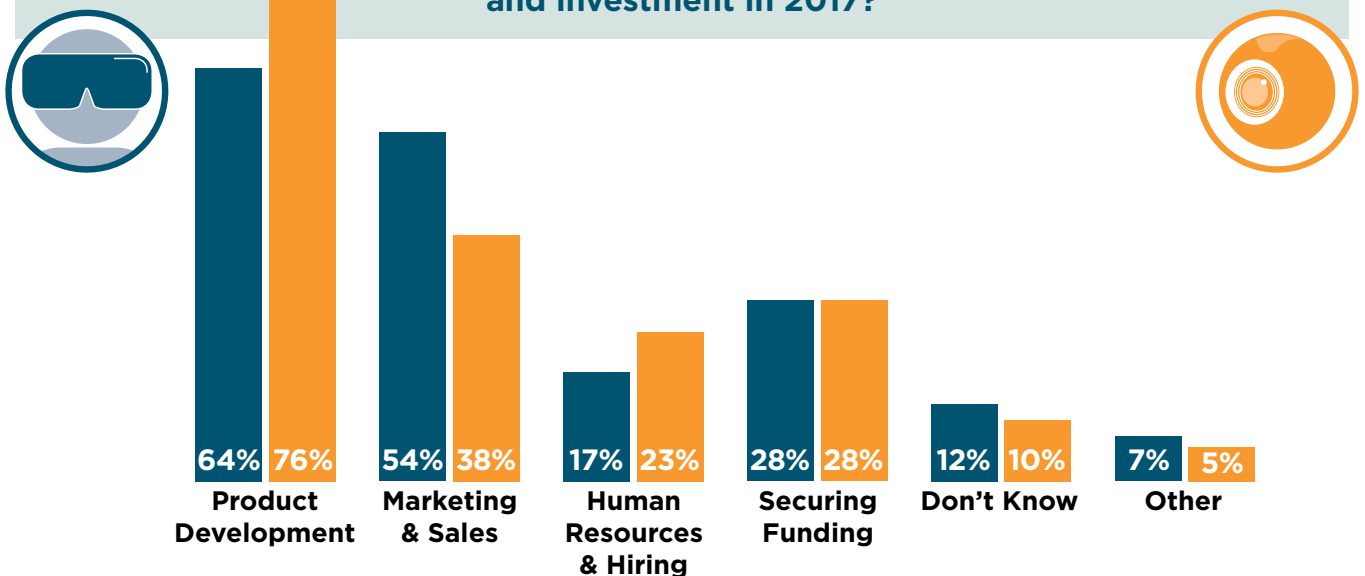
## Talking Business – on the frontline

Most companies report growth, but aim to push marketing and product development to gain that first mover advantage. Amongst the opportunities, this section also highlights the challenges VR professionals see as their biggest concerns and where resources need to be spent to alleviate the current barriers to widespread adoption.

How would you describe the growth of your VR business over the past 12 months?



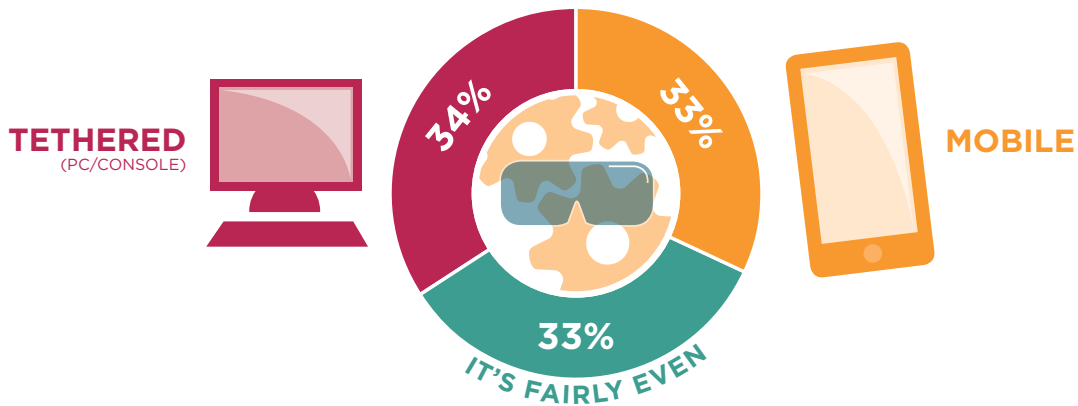
In which areas does your business intend to prioritise resources and investment in 2017?



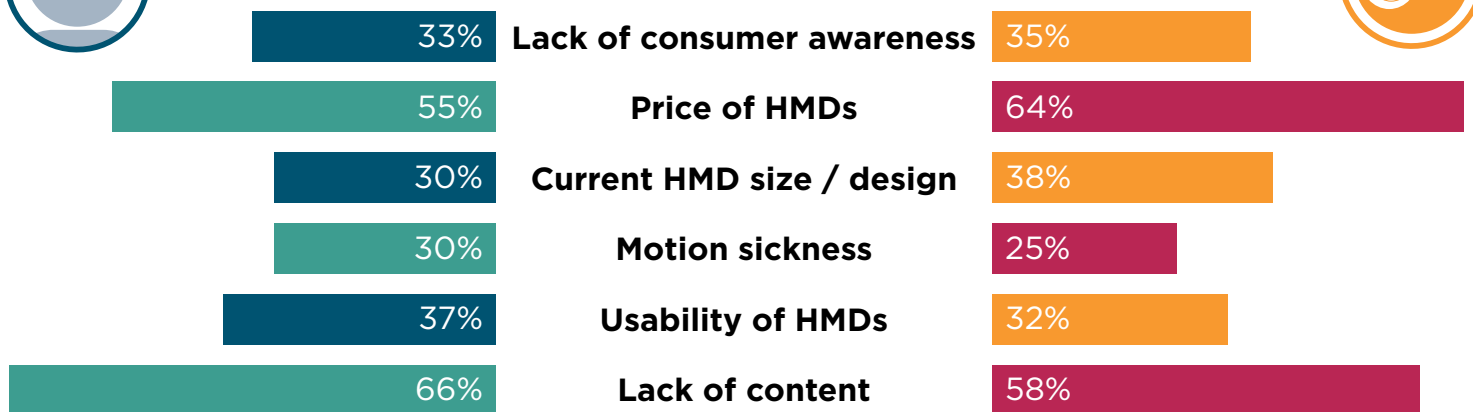




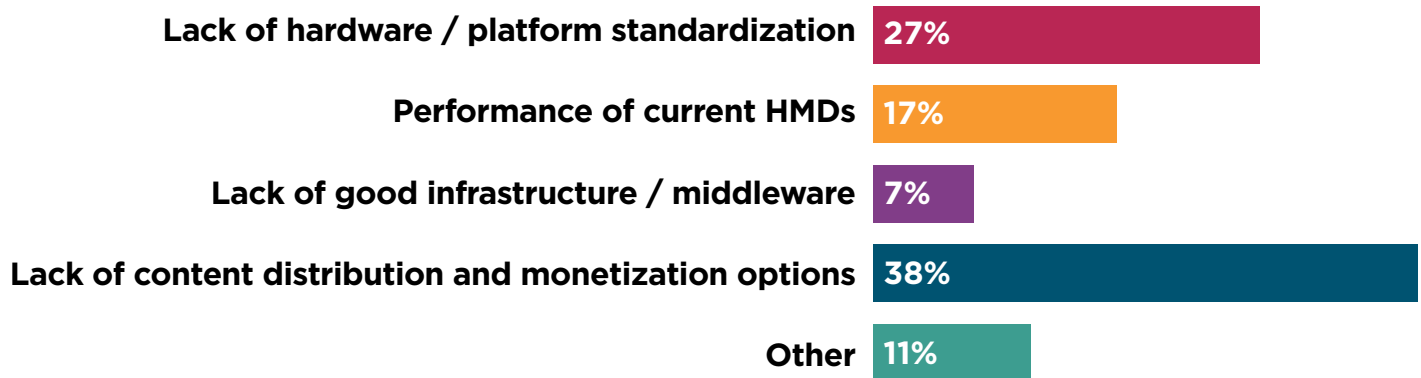
**Content creators - Is the majority of your VR work developing for mobile or tethered HMDs?**



**What do you see as the biggest barrier to mass consumer adoption of VR?**



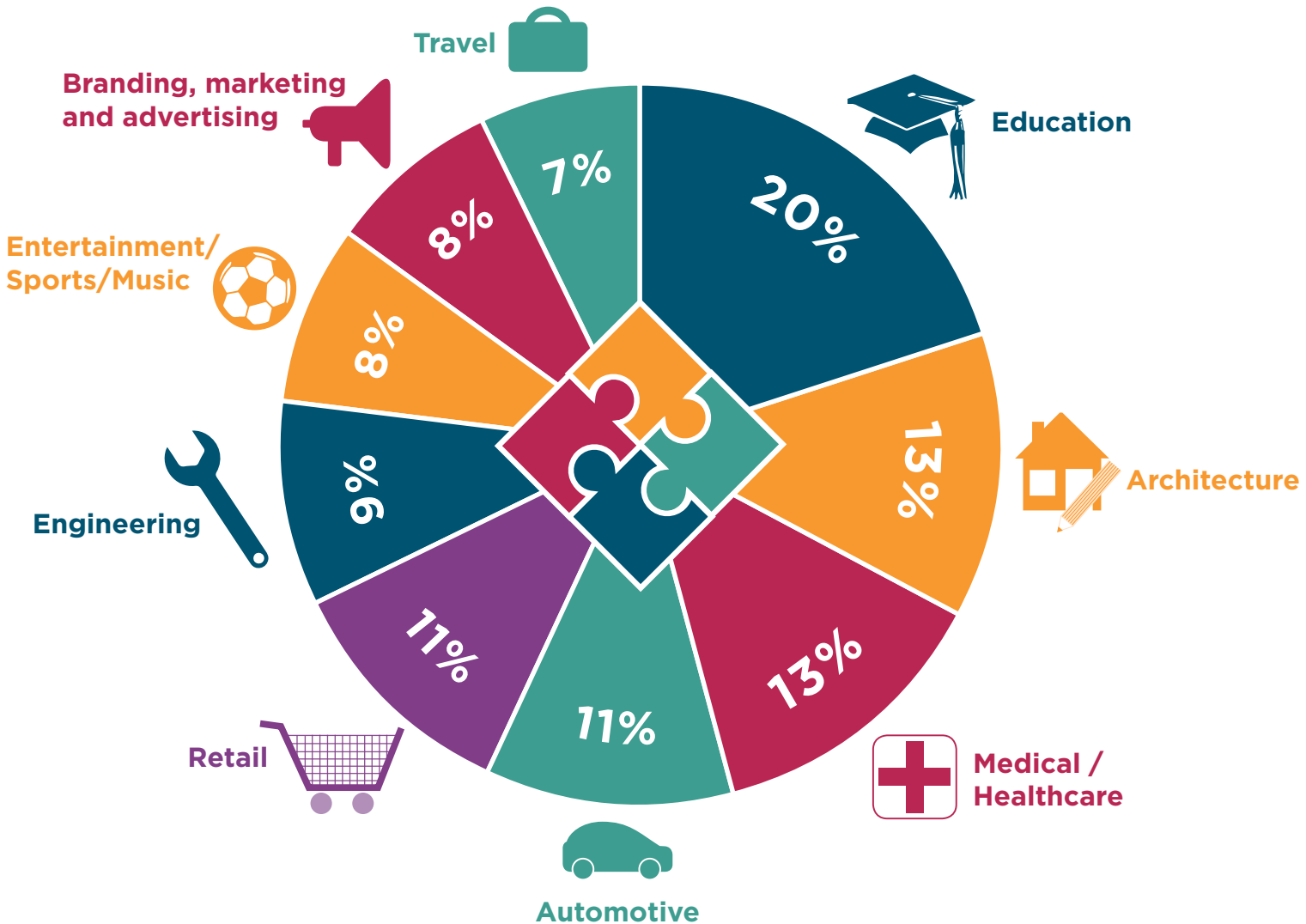
**Content Creators - What's the biggest challenge for VR content development?**



# Enterprise

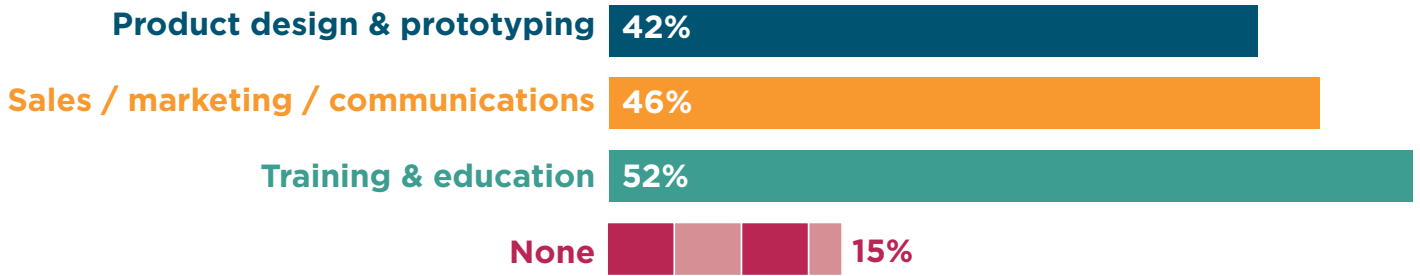
We've been talking the talk - now it's time to take VR beyond development to provide real value to business and consumers. So what are the organisations in enterprise, education, healthcare and beyond, saying about VR?

In which category does your organisation fit?





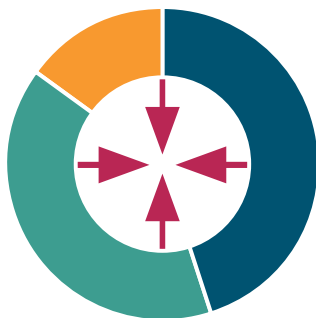
**In which of these areas do you use VR in your business?**



**What's the main thing stopping you from integrating VR into your business?**

- 28% Cost
- 28% Lack of understanding of benefits/options
- 28% Technology doesn't do what is required
- 14% Problems integrating

**How would you describe the impact of VR on your business?**



- 45% It's had a very positive impact
- 40% It's had some positive impact
- 15% It's had no significant impact

**Do you intend to invest more in VR over the coming years?**





# Get ready for a virtual future: Lead from the front as consumer and enterprise VR takes hold

Conference & Exhibition | May 11-12, 2017 | London, UK

## Bringing world leading VR expert speakers from across industry...



**Tim Webber**  
Chief Creative Officer  
FRAMESTORE



**Tony Parisi**  
Head of VR/AR  
UNITY TECHNOLOGIES



**Leila Martine**  
Director of New Devices  
MICROSOFT



**Peter Frølund**  
Vice President, Europe  
HTC VIVE



**Simon Benson**  
Director - WWS Immersive  
Technology Group  
SONY INTERACTIVE  
ENTERTAINMENT



**Cassia Curran**  
International Business  
Development Manager  
NETEASE GAMES



**Marcus Kühne**  
Strategy Lead,  
Immersive Technologies  
AUDI



**Raz Schwartz**  
UX Research Lead  
OCULUS

- ✔ **GET THE LATEST VR MARKET KNOWLEDGE:** Find out how to capitalise on the right opportunities as consumer and business leader awareness of the wide applications of VR increases
- ✔ **UNDERSTAND THE COMMERCIALS OF VR:** Explore the business models, distribution channels and content genres that will propel VR forward and position your business to grow as the market takes off
- ✔ **THE SOCIALISATION OF VR:** Hear from those creating the best virtual worlds, games and social applications and how it promises to fundamentally change the way we work, play and communicate over the next decade
- ✔ **DISCOVER REAL-WORLD VR APPLICATIONS:** See what pioneering studios, agencies and enterprises are doing right now – get insight on what works and what doesn't to create compelling, immersive and intuitive experiences
- ✔ **HEAR HOW VR IS SET TO REVOLUTIONISE FILM & BROADCAST MEDIA:** Find out how studios are starting to make truly immersive cinematic VR content. And look at how the medium is going to hugely disrupt how content is made - and watched - over the next decade.
- ✔ **EXPERIENCE THE BEST VR CONTENT DEMOS:** Try out the latest VR games and experiences and learn the thought processes behind every stage of development
- ✔ **MAKE THE RIGHT PARTNERSHIPS:** Find out who the fastest growing and most innovative players that will allow you to grow are – they'll all be in attendance... from start-ups and independents to global juggernauts

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Skip D'amico, Digital Manager, General Motors / Cadillac