



Industry Insight

DIRECTOR OF BUSINESS INTELLIGENCE

Alexander Vicksen - alex@emerginginsider.com

The Maturation of Virtual Reality

The Numbers

- **\$2 billion** - The amount VR hardware is expected to reach in sales in 2016
- **110 million** - Total amount of VR units sold in 2020
- **86%** - Percentage of VR users who rate their experience as positive

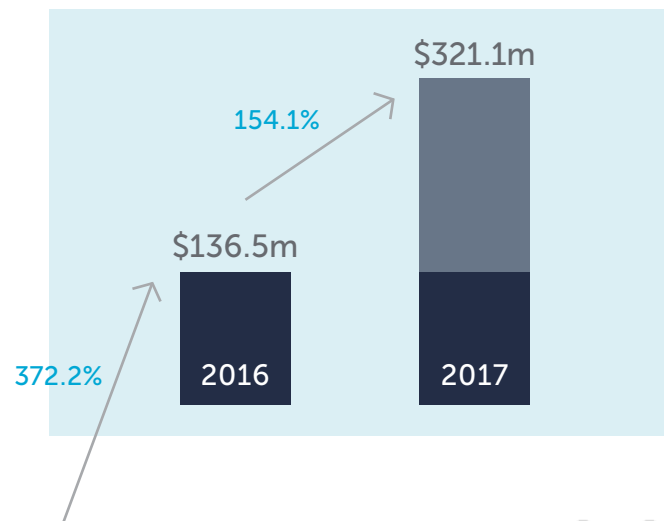
Top categories of VR usage that interest consumers

TRAVEL/TOURISM
 MOVIES/VIDEO - LIVE EVENTS
 HOME DESIGN - EDUCATION - GAMING

VR Users Worldwide



VR Hardware Revenues in China



IN THE NEWS



- Mark Zuckerberg: "VR Will Be The Most Social Platform"
- Google Is Right On VR Bandwagon Jumping
- The CMO's Guide To Virtual Reality
- VR Nearly Overshadows Video At NewFronts
- Too Many Marketers Have VR Concepts That Are Essentially TV Scripts

EVENTS



- **VR for Global Brands**
June, London
- **ARVR Innovate**
April, Dublin
- **Adobe Inside Summit**
March, Las Vegas

RESOURCES



- **New Dawn for VR & AR**
- **VR for Marketers**

