Virtual Reality: Disrupting the Entertainment Experience

By Hunter Sappington, Researcher; Glenn Hower, Senior Analyst; Jennifer Kent, Director, Research Quality and Product Development; and Tu Skuse, Research Analyst

Synopsis

This report studies virtual reality hardware including headsets and peripherals. It assesses five VR headset market leaders, their products, and their strategies, as well as additional noteworthy headsets both on market and in development. It explains the differences among the various VR techniques and assesses how these methods are shaping VR product development. This report includes five-year global forecasts of households adopting VR headsets.

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"Virtual reality is an early market that has not yet reached mass market awareness. Less than a quarter of U.S. broadband households are familiar with virtual reality headsets. Even fewer have tried using one. Since virtual reality is best experienced first-hand rather than described, higher trial rates can help increase adoption," said Hunter Sappington, Research Analyst.

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## Attributes

Authored by Glenn Hower, Hunter Sappington, Jennifer Kent, and Tu Skuse  
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