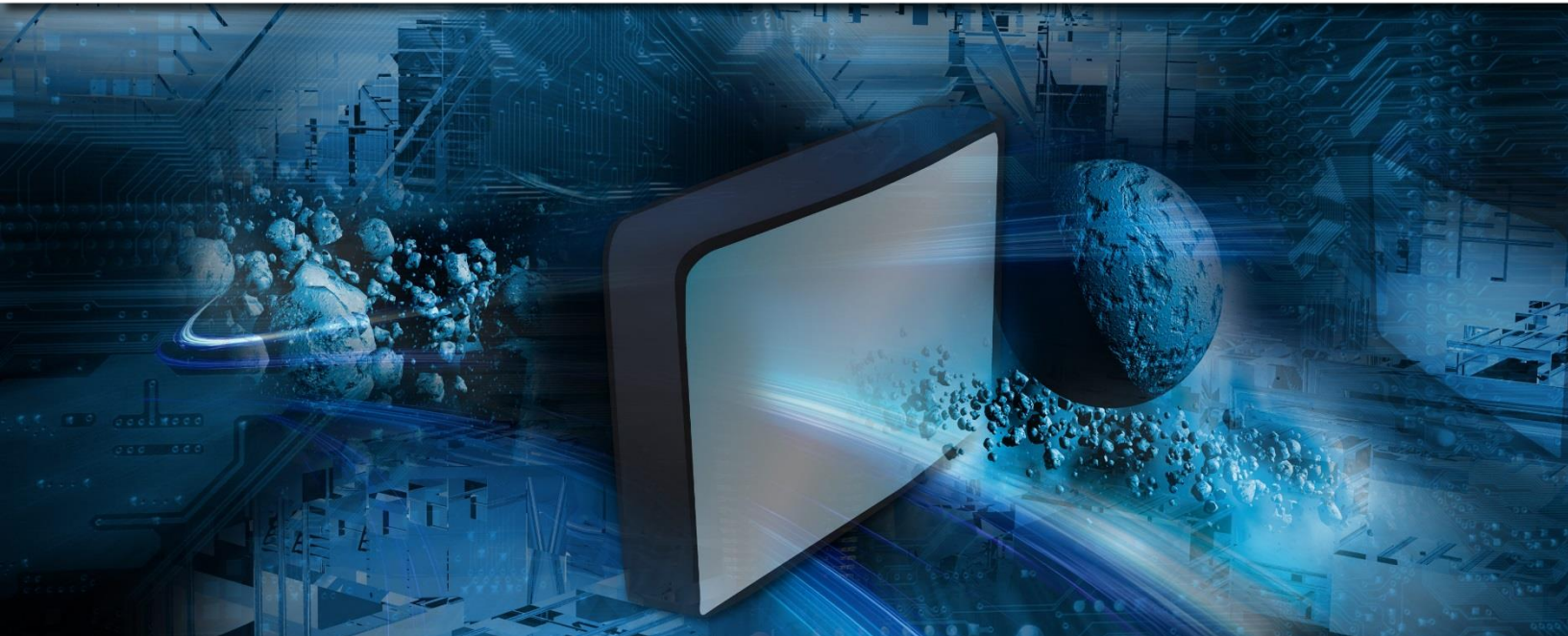


Industry Report

Virtual Reality: Disrupting the Entertainment Experience

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2017



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

Synopsis	Anticipated VR Use Cases among VR Shoppers										
<p>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.</p>	<div style="text-align: center;"> <h3>Top VR Use Cases</h3> <p>VR Purchase Intenders</p> <table border="1"> <caption>Top VR Use Cases Data</caption> <thead> <tr> <th>Activity</th> <th>% of Users Expecting to Use VR</th> </tr> </thead> <tbody> <tr> <td>Play Video Games</td> <td>~65%</td> </tr> <tr> <td>Watch Entertainment Videos</td> <td>~55%</td> </tr> <tr> <td>Virtual Tours or Travel</td> <td>~50%</td> </tr> <tr> <td>Watch live events (sports, concerts, etc.)</td> <td>~40%</td> </tr> </tbody> </table> <p><small>© Parks Associates</small></p> </div>	Activity	% of Users Expecting to Use VR	Play Video Games	~65%	Watch Entertainment Videos	~55%	Virtual Tours or Travel	~50%	Watch live events (sports, concerts, etc.)	~40%
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<p>Publish Date: 2Q 17</p>	<p>“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.</p>										
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List of Companies	
<p>Acer Alcatel Facebook Fove GloveOne Google Hands Omni HTC Intel Leap Motion</p>	<p>Manus VR Oculus OSVR Samsung Sony StarVR Sulon Valve VicoVR</p>

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<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Glenn Hower, Hunter Sappington, Jennifer Kent, and Tu Skuse Executive Editor: Jennifer Kent Published by Parks Associates</p> <p>© June 2017 Parks Associates Dallas, Texas 75248</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>