

By Billy Nayden, Research Analyst, Parks Associates

Synopsis	Adoption								
<p>Virtual reality is capturing the imaginations of consumers and the video industry regarding new use cases and levels of immersion. However, for VR to succeed, a full ecosystem of devices, services, and content must exist as well as a viable economy that allows profitability. This report examines the evolving ecosystem for VR, including content creation, distribution, and monetization and the major players and new entrants that are making it all happen. The report assesses areas of opportunity and the growth of this new area of entertainment.</p>	<div style="text-align: center;"> <h3>Virtual Reality Headset Adoption</h3> <p>US Broadband Households</p> <table border="1"> <caption>Virtual Reality Headset Adoption Data</caption> <thead> <tr> <th>Quarter</th> <th>Adoption Rate (%)</th> </tr> </thead> <tbody> <tr> <td>Q1/2016</td> <td>~4%</td> </tr> <tr> <td>Q1/2017</td> <td>~6%</td> </tr> <tr> <td>Q1/2018</td> <td>~8%</td> </tr> </tbody> </table> <p>© Parks Associates</p> </div>	Quarter	Adoption Rate (%)	Q1/2016	~4%	Q1/2017	~6%	Q1/2018	~8%
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<p>Publish Date: 1Q 19</p>	<p>“Both familiarity and ownership of VR headsets have been relatively flat over the past year, with a sense of stalling occurring in the VR market. However, the emergence of new headset technologies in early 2019 by Oculus and Pico, has offered some optimism in the market,” said Billy Nayden, Research Analyst, Parks Associates.</p>								
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	Apple	Netflix
	Bethesda	Nintendo
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	Elara	Oculus
	Enscape	Oreo
	ESPN	Ovation
	Floreo	Patron
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	Game Console-based	Ready Player One
	GirjaeSoft	Samsung
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	HBO	SteamVR
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	Lenovo	Valve
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	Merge VR	Warner Brothers
	Microsoft	YouTube
	MOCOM	ZEISS

Attributes		
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