

VR As The New Experience Economy



Clifton Dawson, CEO

clifton@greenlightinsights.com

About Me



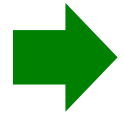
Clifton Dawson
San Francisco, CA USA

- BA in Economics, Harvard University
- MBA, Harvard Business School
- Former Analyst, Snapchat

Add Me on WeChat



Contents



1. About
2. VR as a New Experience Medium
3. Virtual Reality Industry Monitor
4. What We Should Ask Ourselves
5. What's Next for Greenlight

About Greenlight Insights

New school boutique for research & data-driven insights

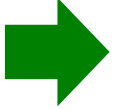


Greenlight Insights -- Market Insights for the Experience Economy

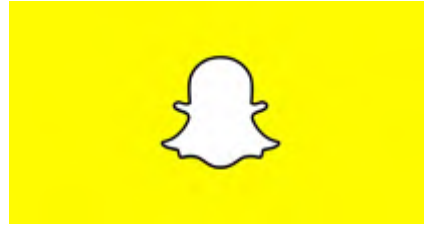
What We Do

1. Market Research
2. Consumer Insights
3. Business Analysis

Contents

1. About
-  2. VR as a New Experience Medium
3. Virtual Reality Industry Monitor
4. Implications
5. What's Next for Greenlight

YouTube to Mobile Video to 360 Experience

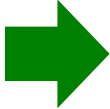


YouTube to Mobile Video to 360 Experience



Greenlight Insights -- Market Insights for the Experience Economy

Contents

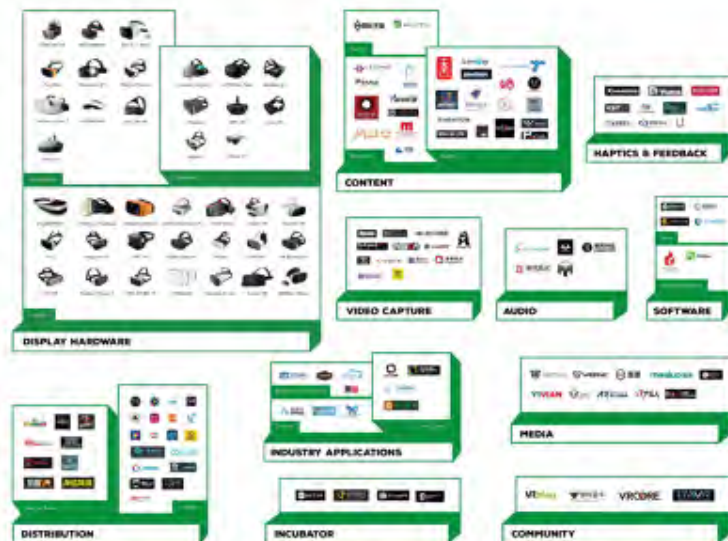
1. About
2. VR as a New Experience Medium
-  3. Virtual Reality Industry Monitor
4. What We Should Ask Ourselves

It Started With An Ecosystem Map

2015 Virtual Reality Ecosystem Map



2016 CHINA VR ECOSYSTEM



Goals

1. Opt-in & anonymous
2. Provide empirical-based insights on the most important topics at the current stage in the industry

Built for the Industry. By the Industry.



Built for the Industry. By the Industry.



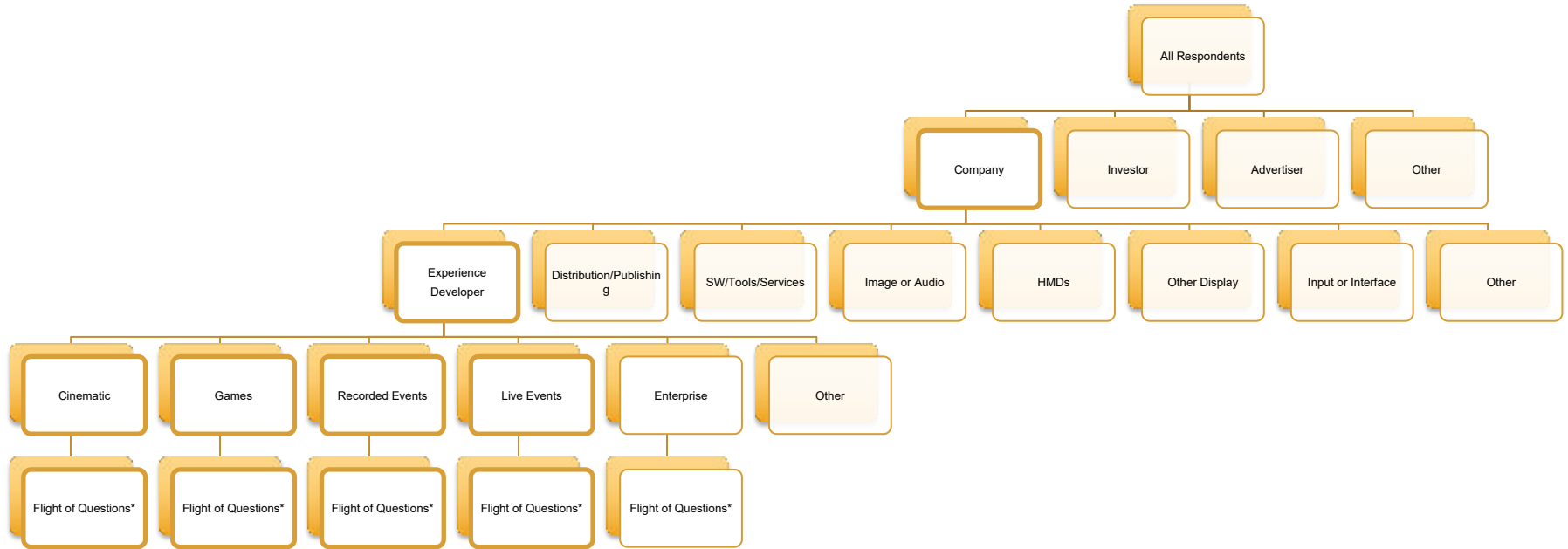
Built for the Industry. By the Industry.



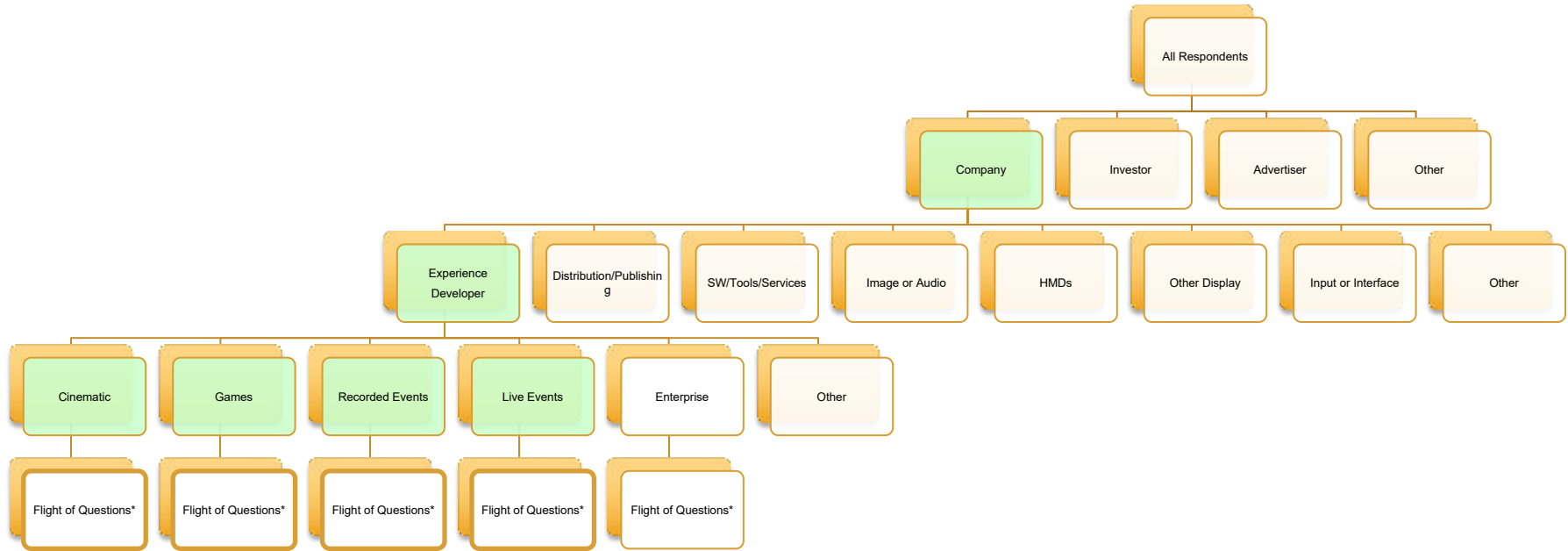
Built for the Industry. By the Industry.



VRIM Survey Structure



VRIM Survey Structure



Contents

1. About
2. VR as a New Experience Medium
3. Virtual Reality Industry Monitor
-  4. Findings
5. What's Next for Greenlight

Early Findings

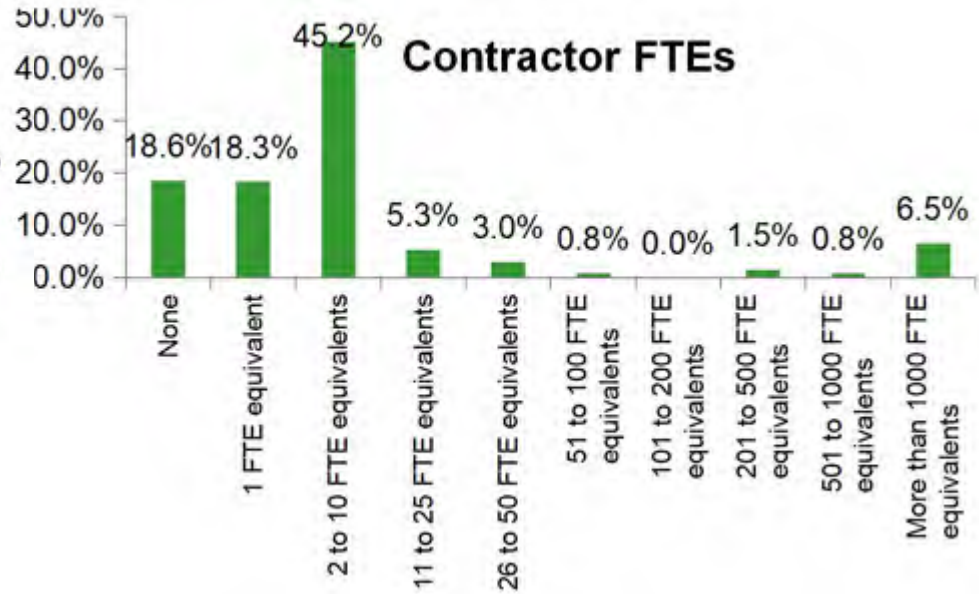
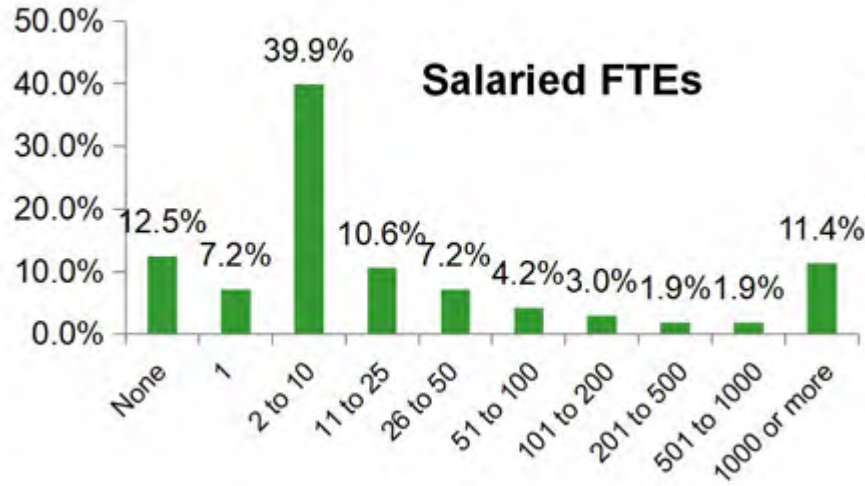
1. Industry is fragile by most conservative measures
2. Developers are focused
3. Virtual Reality Industry Monitor
4. Findings
5. What's Next for Greenlight

Content



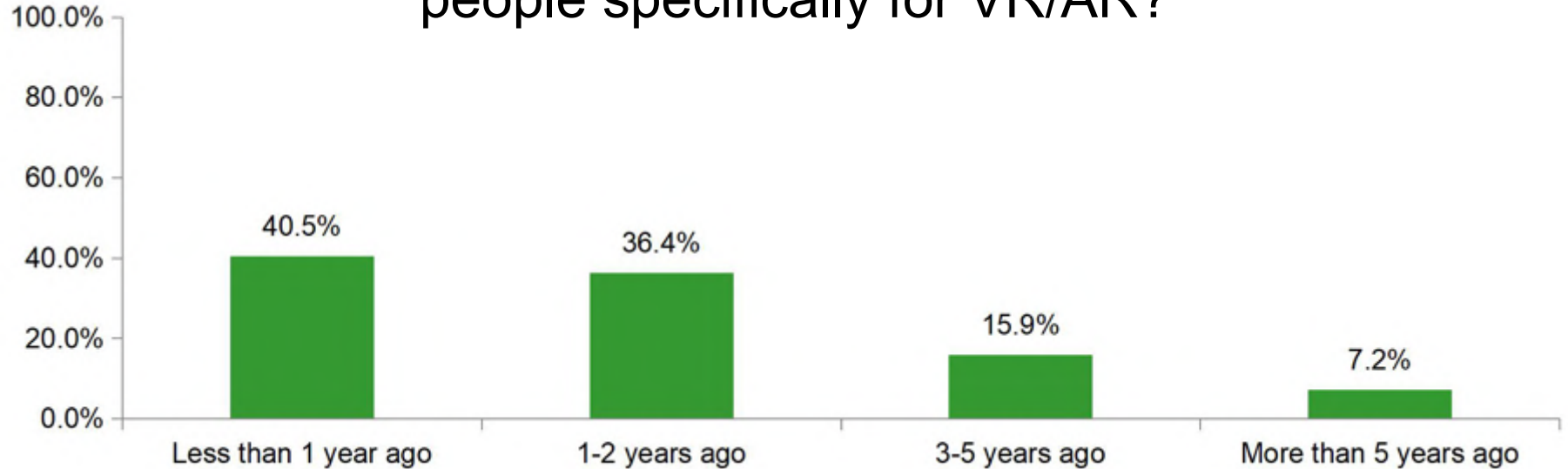
- *A Pulse on the Industry*
- *Content*
- *Path to Industry Growth*

Companies are still small teams



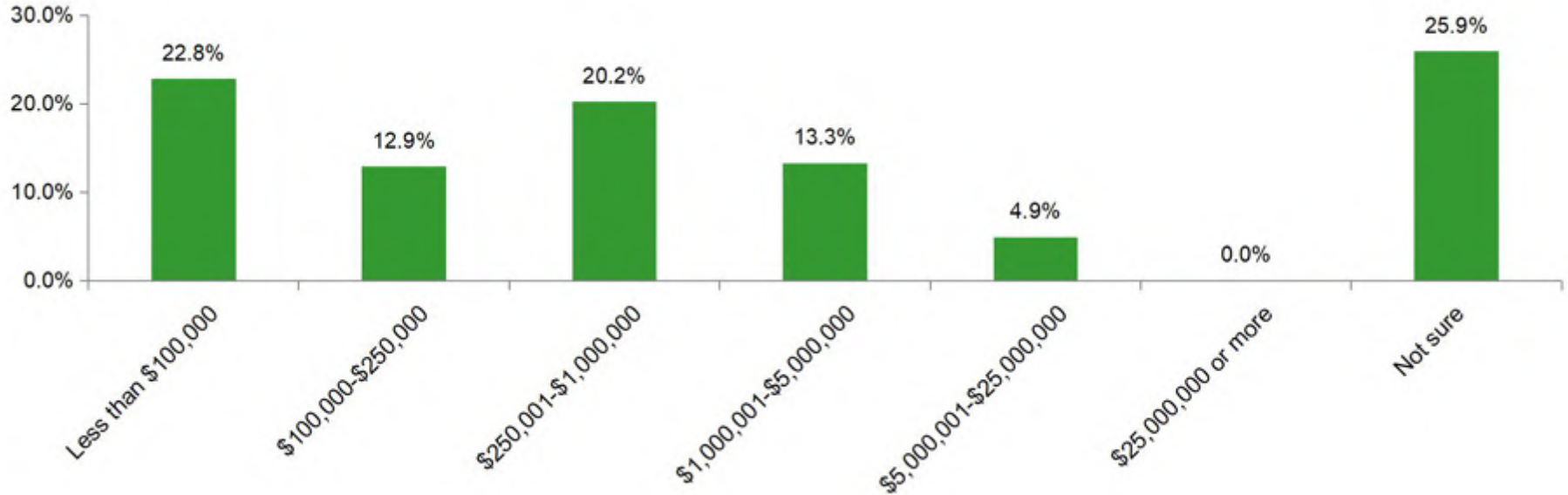
Companies have only recently begin hiring

Q: When did your organization first employ people specifically for VR/AR?



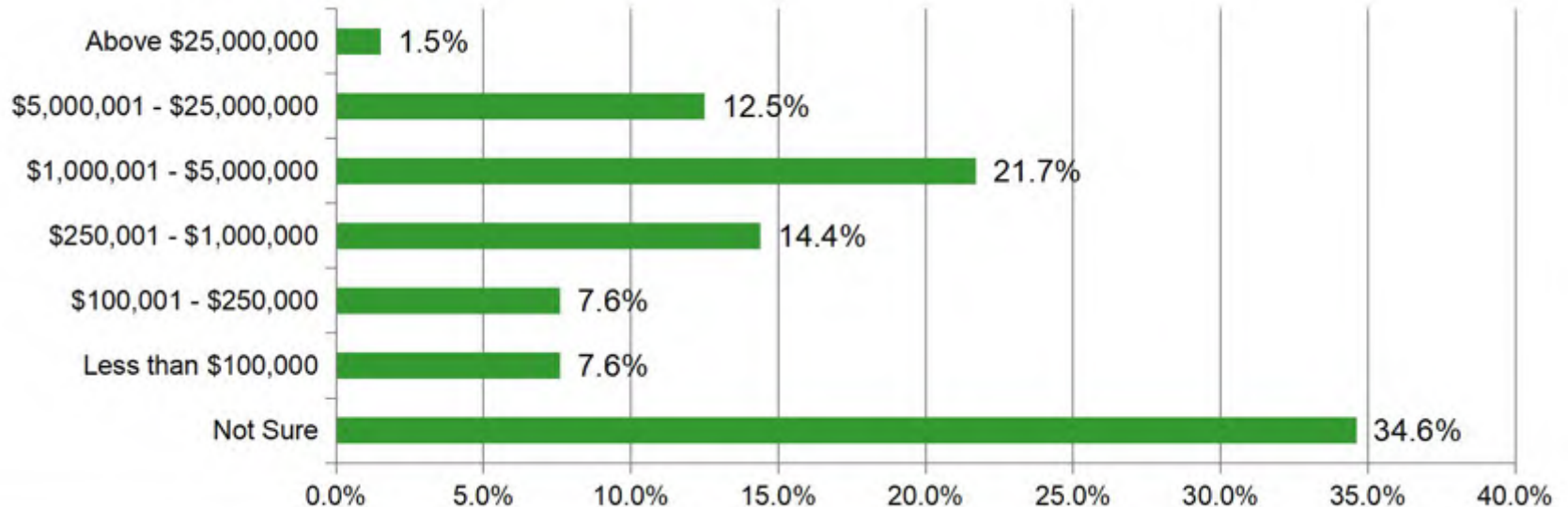
Companies expect limited revenues in short-term

Q: What are the gross revenues you expect your company to generate from VR/AR over the next 12 months?



Many Companies Expect to Seek Funding

Q: How much funding do you expect your company to raise over the next 12 months?

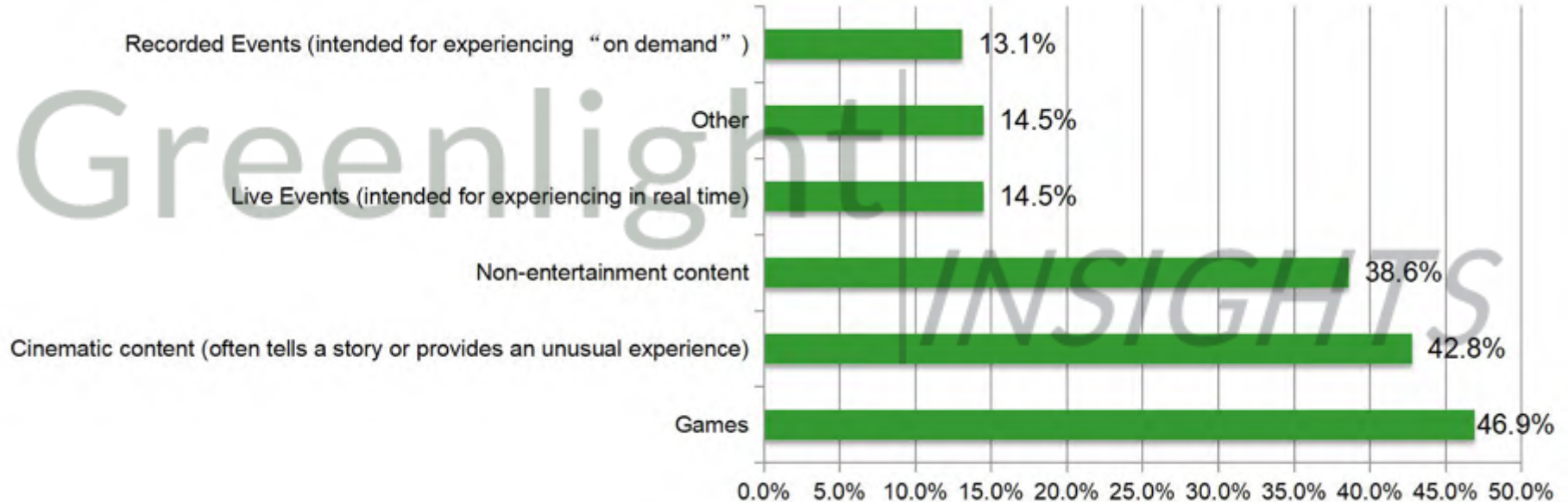


Content



- *A Pulse on the Industry*
- *Content*
- *Path to Industry Growth*

Content Developers Focused on Several Categories



Q401. What are the primary type(s) of content your company produces? N=145

Key Parameters Vary Widely by Content Type

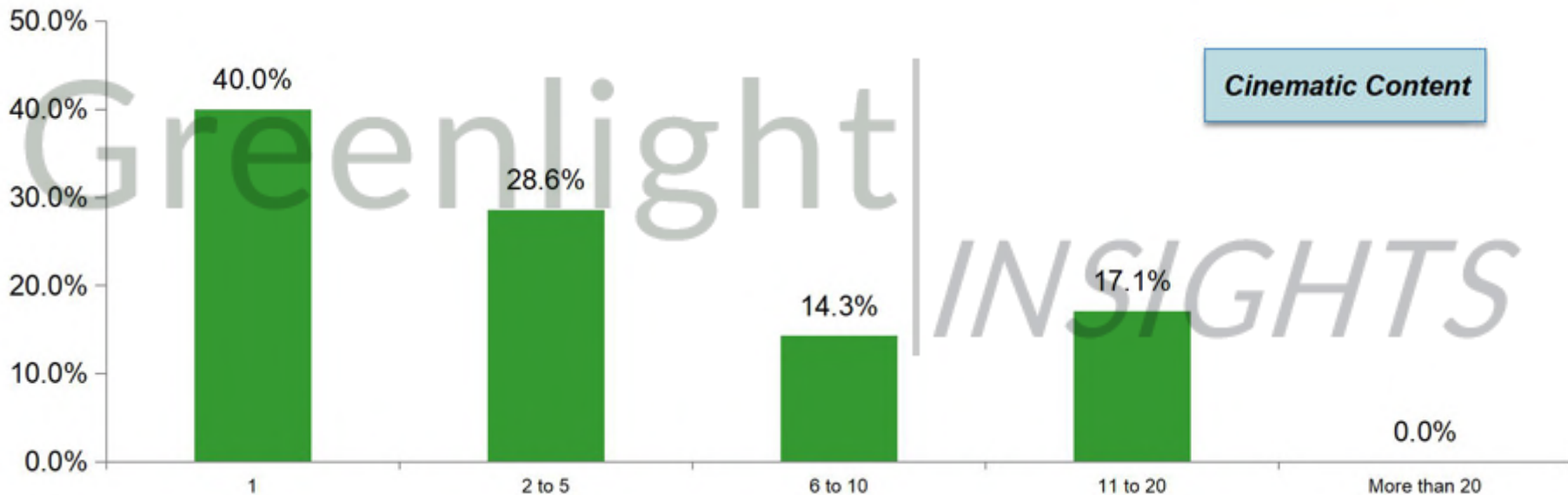
Parameter (Developer Expectations)	Content Types				Comments
	Cinematic	Games	Recorded Events (Sports, Ent'mnt, etc)	Live Events (Sports, Ent'mnt, etc)	
Session Length (Av.)	13.4 min.	26.7 min.	14.5 min.	25.5 min.	
Retail Price (Av.)	\$19.60	\$23.80	NA*	0\$**	
Belong to Existing "Franchise" (Pct.)	11.4%	7.4%	0.0%	20.0%	
Experienced Primarily Solo (Pct.)	85.7%	51.5%	40.0%	0.0%	
Self-Published (Pct.)	65.7%	64.7%	80.0%	80.0%	
# Currently on Market (Av.)	5.2	2.8	3.9	NA	
# in Pipeline (Next 12 mo's.)	7.1	3.6	9.2	7.1	

*Most of this content will be part of a bundle, and not priced separately.

© 2018 Greenlight VR, Inc. All rights reserved. This document is proprietary and confidential. Basic content expected to be free, monetization on other parameters (e.g. advertising). Grey columns indicate very small n (@5 in both cases).

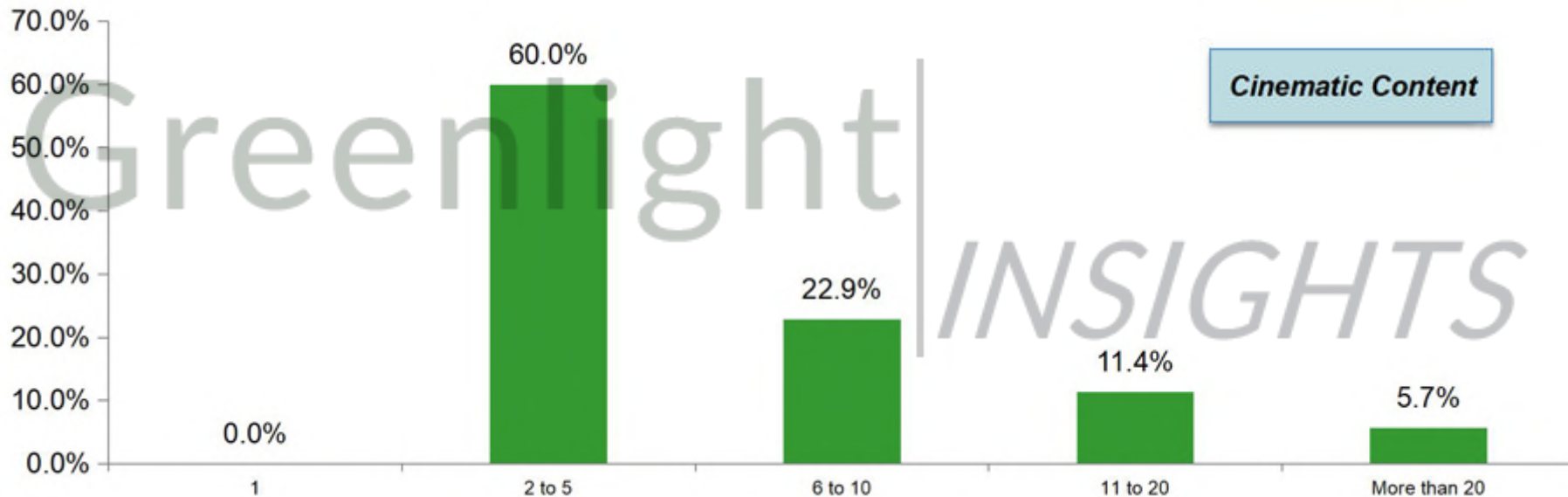
GREENLIGHT VR

Developers Offer Just A Few Titles...



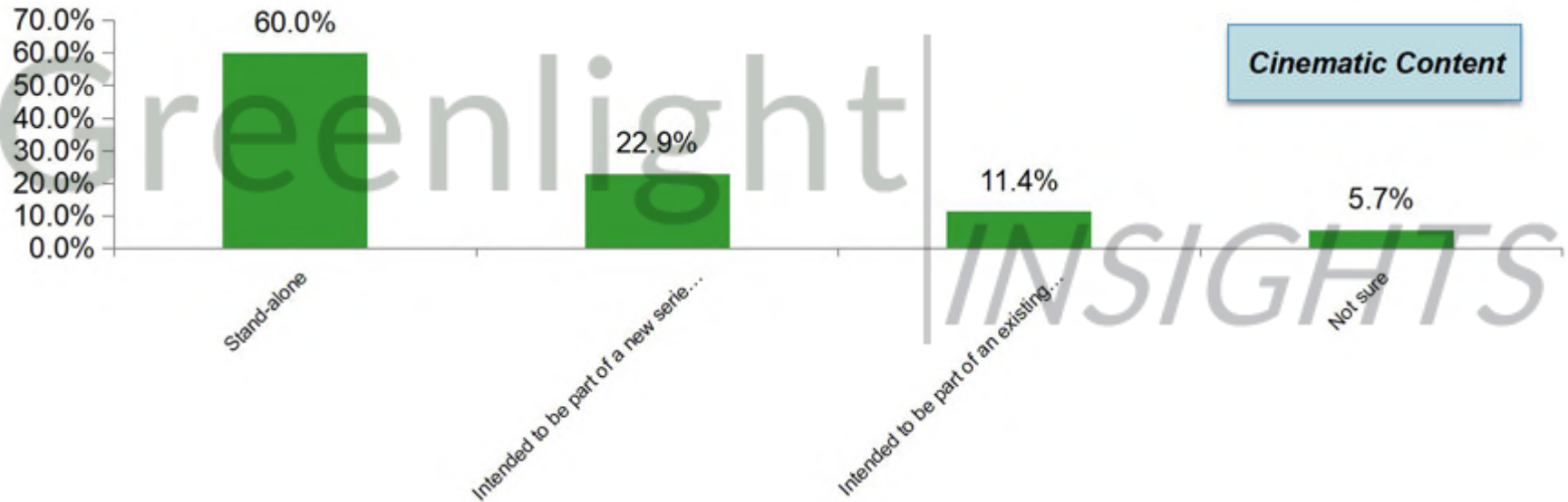
Q425. How many VR/AR experiences does your company currently offer? N=25

...but More Titles are in the Pipeline



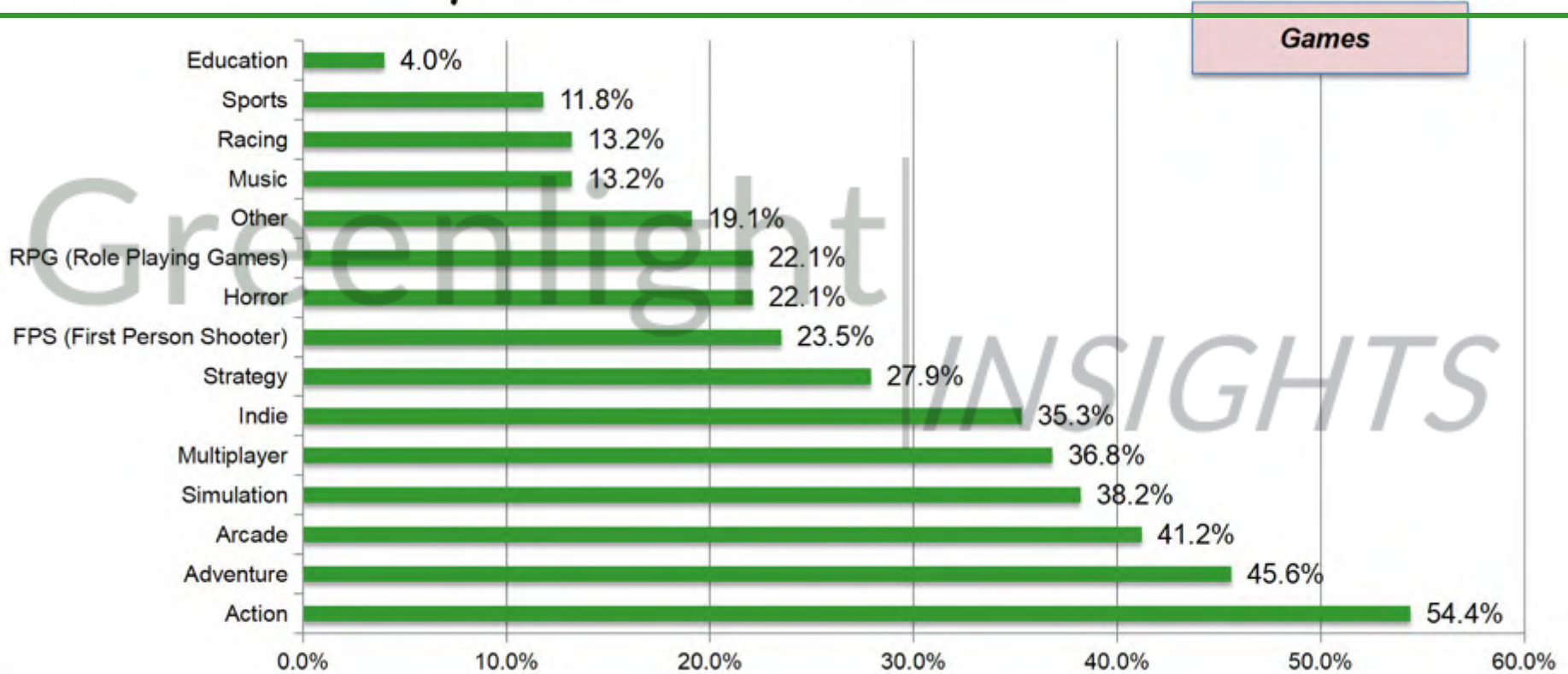
Q426. How many VR/AR experiences does your company intend to bring to market in the next 12 months? N=35

Most Content Not Part of a “Franchise”

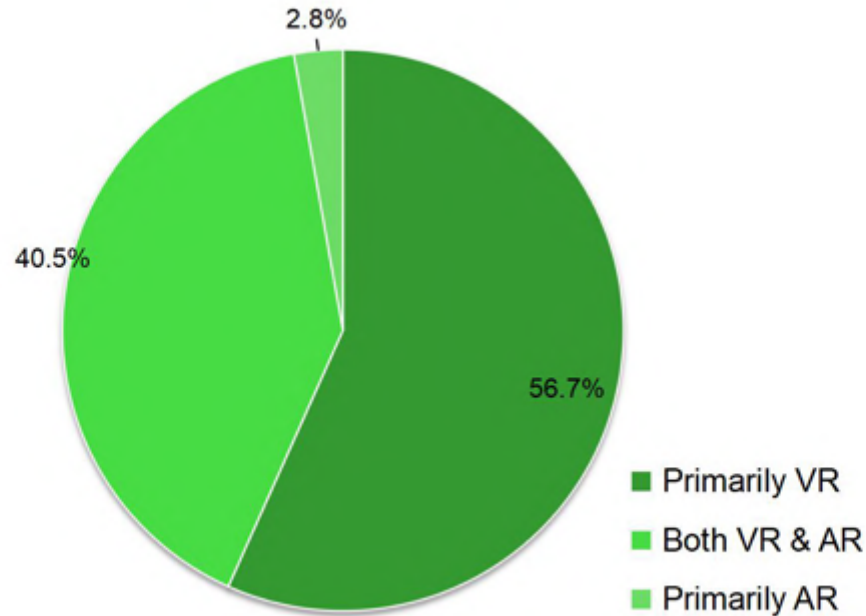


Q419. Is this VR/AR content intended to be a stand-alone title, or part of a “franchise” of titles around the same theme? N=35

Game Developers Focused on a Half-Dozen Genres



Industry Focus is on Both VR & AR



Content

- *A Pulse on the Industry*
- *Content*
- *Paths to Industry Growth*



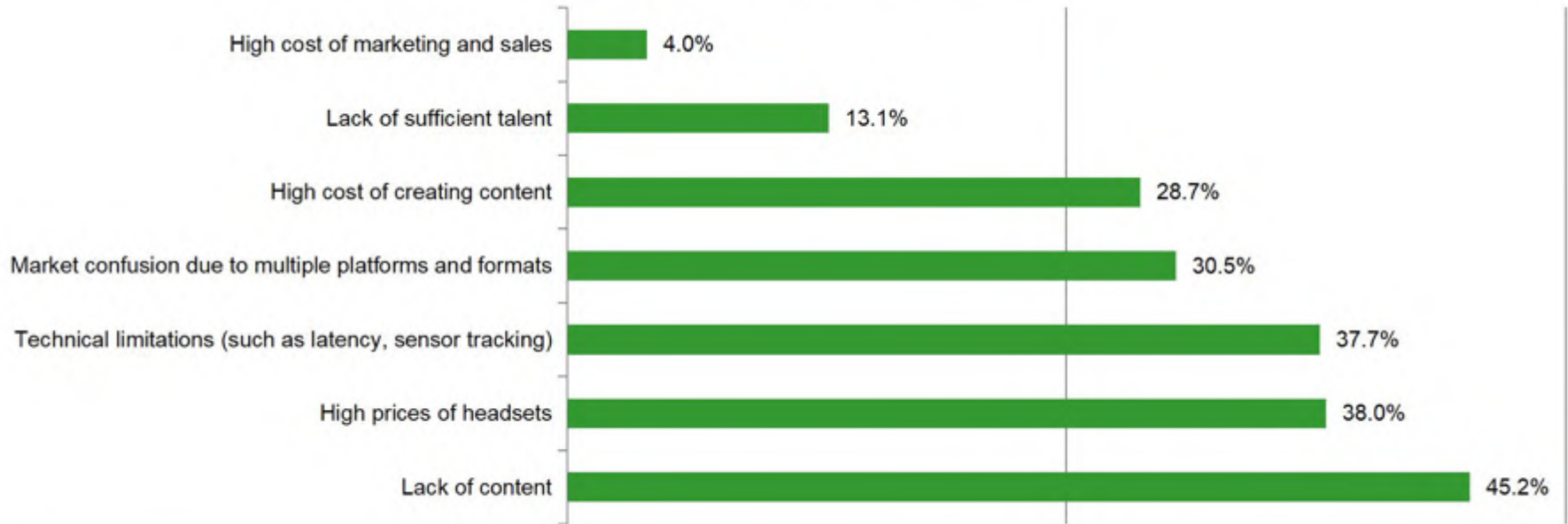
Several Skill Sets Highly Valued

Q: What skill sets or experience are important for content developers in VR/AR?

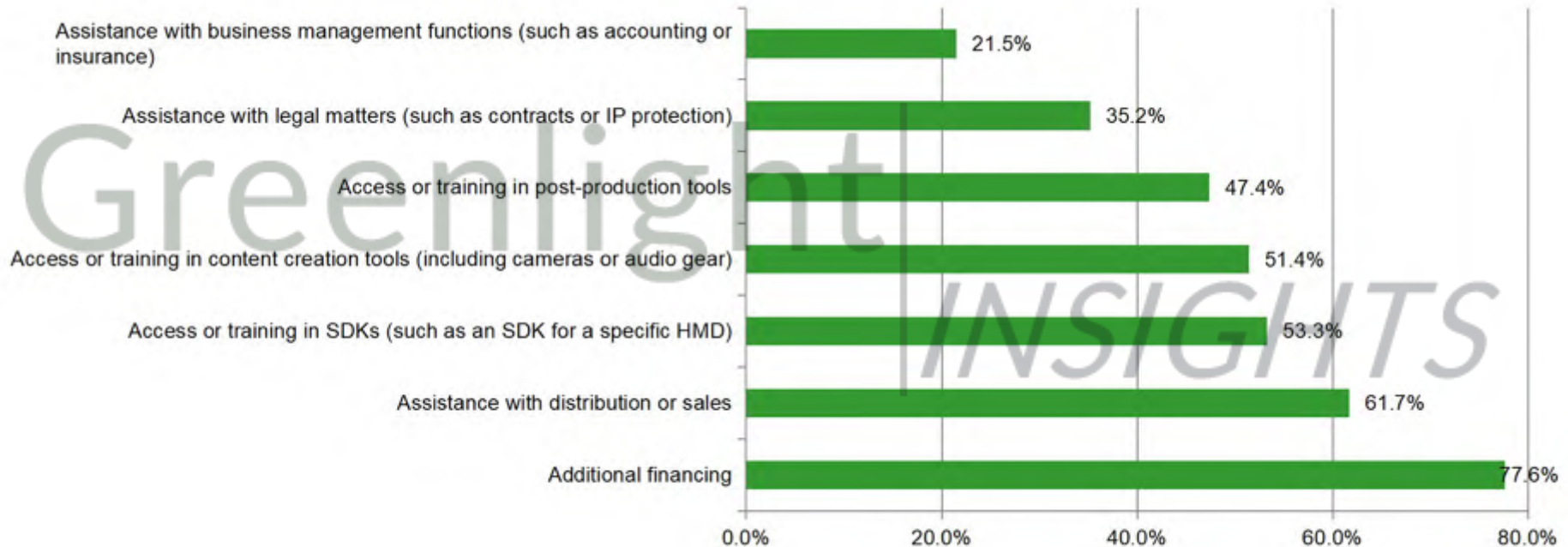


Industry Challenges Highlight Issues with Content

Q8. What are the two biggest challenges to growth for the VR/AR industries?



Multiple Needs for Growth; Emphasis on Financing



Q204. As VR/AR industry participant, what are your biggest needs? In other words - what would maximize your success over the next 12 months?

N = 52

Key Parameters Vary Widely by Experience Type

Parameters	Experience Type			
	Cinematic	Games	Recorded Events	Live Events
Session Length (Av.)	13.4 min.	26.7 min.	14.5 min.	25.5 min.
Retail Price (Av.)	\$19.60	\$23.80	NA*	0\$**
Belongs to Existing Franchise (Pct.)	11.4%	7.4%	0.0%	20.0%
Experienced Primarily Solo (Pct.)	85.7%	51.5%	40.0%	0.0%
# Currently Available (Av.)	5.2	2.8	3.9	NA
# in Pipeline (Next 12 mos.)	7.1	3.6	9.2	7.1

Type

Parameters	Experience Type			
	Cinematic	Games	Recorded Events	Live Events
Session Length (Av.)	13.4 min.	26.7 min.	14.5 min.	25.5 min.
Retail Price (Av.)	\$19.60	\$23.80	NA*	0\$**
Belongs to Existing Franchise (Pct.)	11.4%	7.4%	0.0%	20.0%
Experienced Primarily Solo (Pct.)	85.7%	51.5%	40.0%	0.0%
# Currently Available (Av.)	5.2	2.8	3.9	NA
# in Pipeline (Next 12 mos.)	7.1	3.6	9.2	7.1

Type

Parameters	Experience Type			
	Cinematic	Games	Recorded Events	Live Events
Session Length (Av.)	13.4 min.	26.7 min.	14.5 min.	25.5 min.
Retail Price (Av.)	\$19.60	\$23.80	NA*	0\$**
Belongs to Existing Franchise (Pct.)	11.4%	7.4%	0.0%	20.0%
Experienced Primarily Solo (Pct.)	85.7%	51.5%	40.0%	0.0%
# Currently Available (Av.)	5.2	2.8	3.9	NA
# in Pipeline (Next 12 mos.)	7.1	3.6	9.2	7.1

Key Parameters Vary Widely by Experience Type

Parameters	Experience Type			
	Cinematic	Games	Recorded Events	Live Events
Session Length (Av.)	13.4 min.	26.7 min.	14.5 min.	25.5 min.
Retail Price (Av.)	\$19.60	\$23.80	NA*	0\$**
Belongs to Existing Franchise (Pct.)	11.4%	7.4%	0.0%	20.0%
Experienced Primarily Solo (Pct.)	85.7%	51.5%	40.0%	0.0%
# Currently Available (Av.)	5.2	2.8	3.9	NA
# in Pipeline (Next 12 mos.)	7.1	3.6	9.2	7.1

Key Parameters Vary Widely by Experience Type

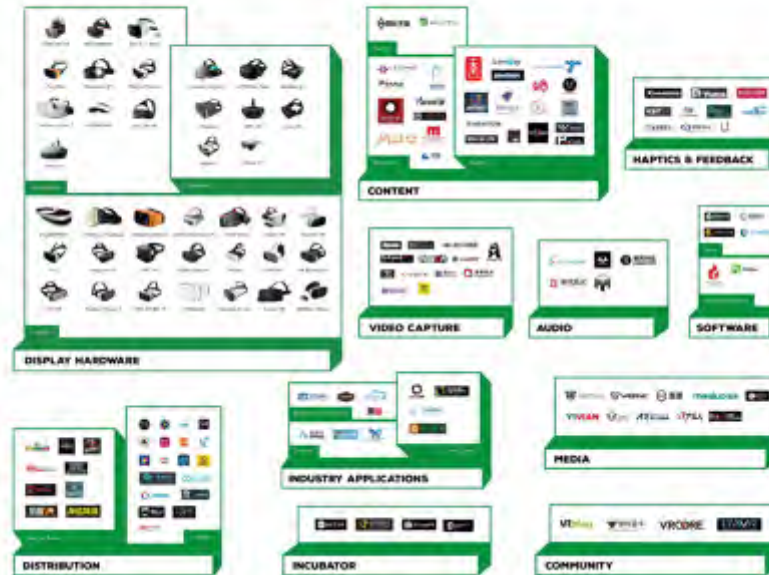
Parameters	Experience Type			
	Cinematic	Games	Recorded Events	Live Events
Session Length (Av.)	13.4 min.	26.7 min.	14.5 min.	25.5 min.
Retail Price (Av.)	\$19.60	\$23.80	NA*	0\$**
Belongs to Existing Franchise (Pct.)	11.4%	7.4%	0.0%	20.0%
Experienced Primarily Solo (Pct.)	85.7%	51.5%	40.0%	0.0%
# Currently Available (Av.)	5.2	2.8	3.9	NA
# in Pipeline (Next 12 mos.)	7.1	3.6	9.2	7.1

Summary

- 1. What are the features that drive real value (e.g. engagement, pricing)?**
- 1. Should all experiences be treated equally?**
- 1. What are there obstacles to expanding the experience pipeline? How do we resolve them?**

-
1. About
 2. VR as a New Experience Medium
 3. Virtual Reality Industry Monitor
 4. Implications
 -  5. What's Next for Greenlight

2016 CHINA VR ECOSYSTEM



Greenlight | *INSIGHTS*



iResearch
艾瑞咨询集团

Greenlight Insights -- Market Insights for the Experience Economy

Get in touch on WeChat

