Daydream: High Quality Mobile VR Platform

Google VR in 2017

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Business Development, Google Play

Intros

$15

$79

$500+

7:00
October 4
TUESDAY, 2016

UPDATES

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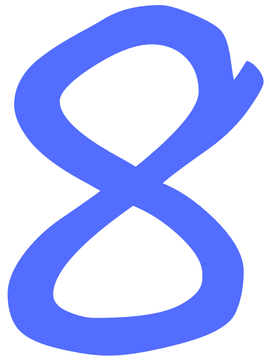
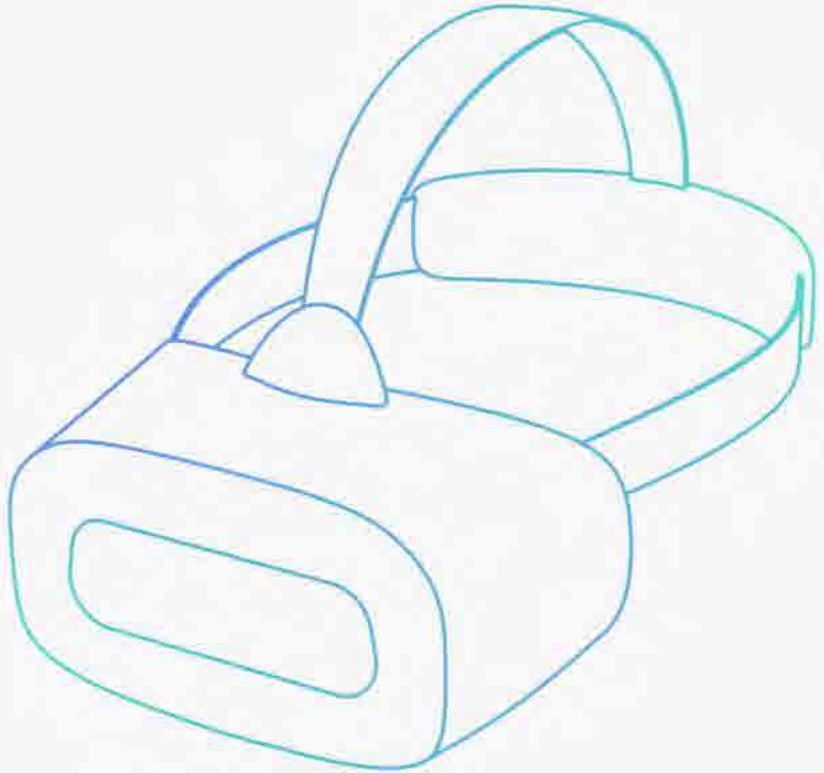


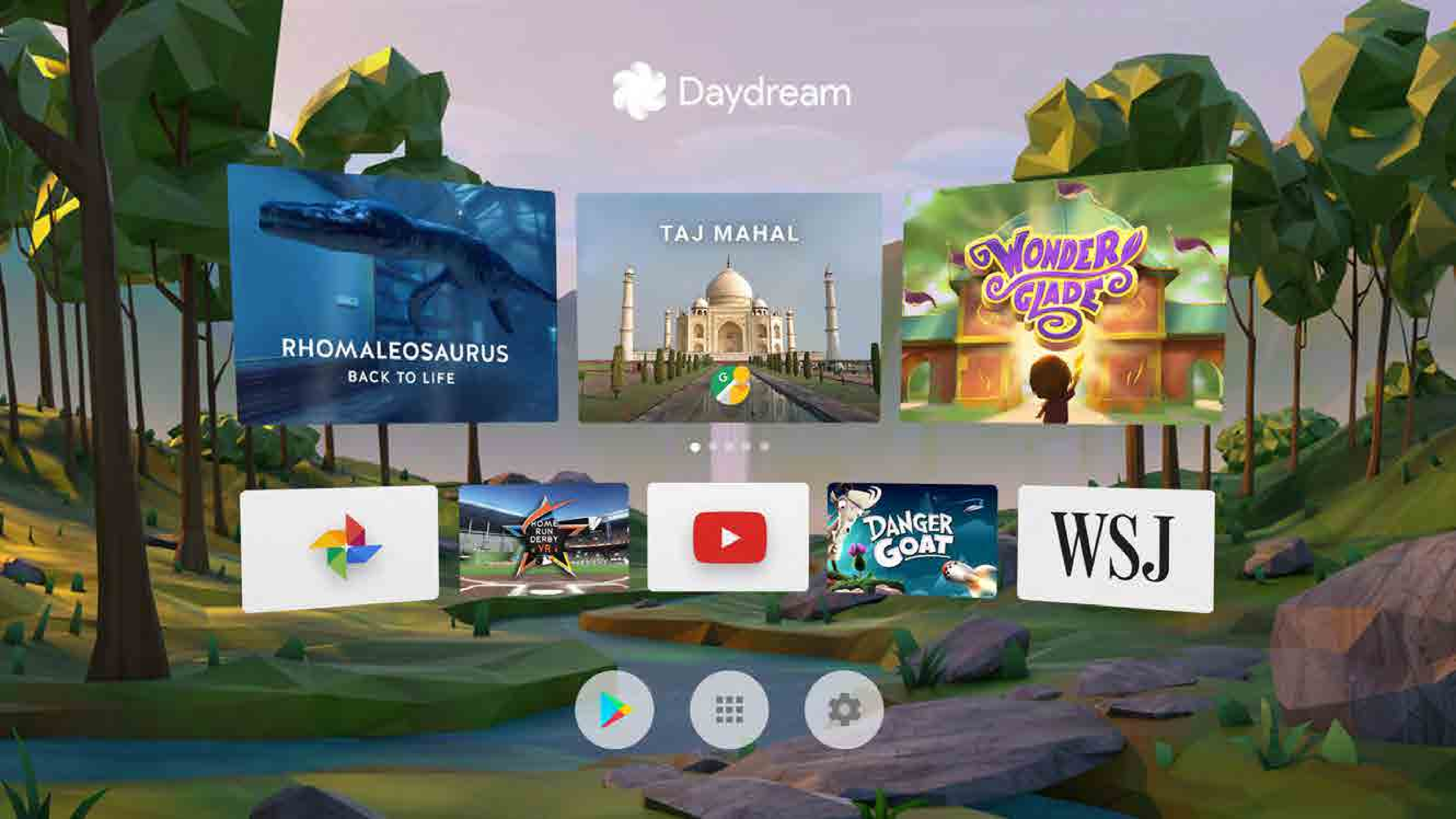
Daydream-ready phones

Standalone VR Headsets



150 Apps & Games
3X increase since early 2017

5 INSIGHTS


Daydream
RHOMALEOSAURUS
BACK TO LIFE
TAJ MAHAL
WONDER GLADE
HOME RUN DERBY VR
DANGER GOAT
WSJ

25%

Of all sessions begin with no specific intent

40%

Of all sessions include at least one click on a “Discovery Window”

35%

Of all sessions include a Play store VR visit

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INSIGHT #1

> Now is the time to create VR's "angry birds"

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3X

More buyers per active user relative to 2D apps

32%

More spend per active user relative to 2D apps.

Trials will further increase willingness to pay for content

INSIGHT #2

> Look for ways to offer a trial of your experience

40min

Average weekly time in Daydream

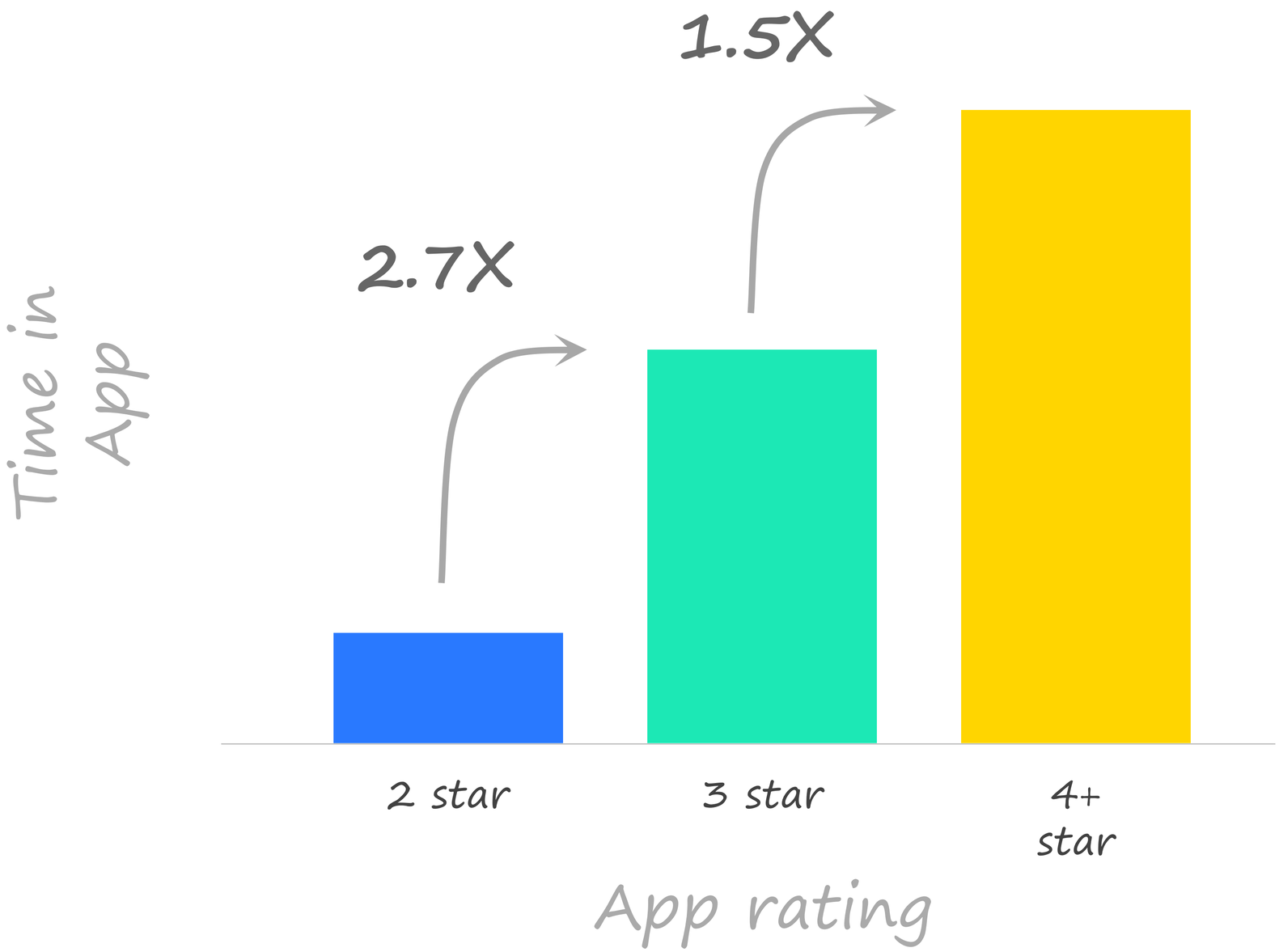
INSIGHT #3

> Think sit-down meal, not a snack.

nearly 50% of time in Daydream is spent in Video experiences

INSIGHT #4

Video is a core use case of Mobile VR


1.5X
2.7X
Time in App
2 star
3 star
4+ star
App rating

INSIGHT #5

Quality. Quality. Quality.

Now is the time to create VR's "angry birds"

Look for ways to offer a trial experience

Think sit-down meal, not a snack

Video is a core use case of Mobile VR

Quality. Quality. Quality.

WHAT'S NEW

Daydream standalone headsets with WorldSense

Daydream standalone headsets with WorldSense

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The Guardian

relax vr
Relax VR

HORIZONS
Horizons

INVASION
INVASION!

G
Google Street View

nytvr
NYT VR

WSJ
Wall Street Journal

FANTASTIC BEASTS
Fantastic Beasts

TWILIGHT PIONEERS
Twilight Pioneers

Moatboat

SHERLOCK VR
Sherlock VR

Archer E. Bowman

Google Arts & Culture

CNN
CNN

USA TODAY VR STORIES
USA TODAY

Google Photos

WONDERGLADE
Wonderglade

Virtual Rabbids
THE BIG PLAN
Virtual Rabbids

DANGER GOAT
Danger Goat

GUNJACK 2
END OF SHIFT
Gunjack 2: End of Shift

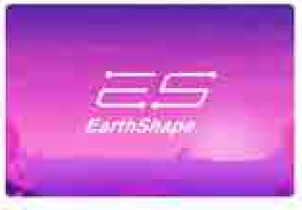
YouTube
YouTube

hulu
Hulu

NETFLIX
Netflix

HBO NOW
HBO Now

Builder VR
LEGO
BRICK HEADZ
LEGO® BrickHeadz


ES
EarthShape
EarthShape

Mekorama

NEED FOR SPEED
NO LIMITS
Need for Speed

HBO GO
VR
HBO GO VR

Google Play
Movies & TV
Google Play Movies

NEXTVR
NextVR

WITHIN
Within

HUNTERS GATE
Hunters Gate

Action Bowling

VR
KARTS
SPRINT
VR Karts Sprint

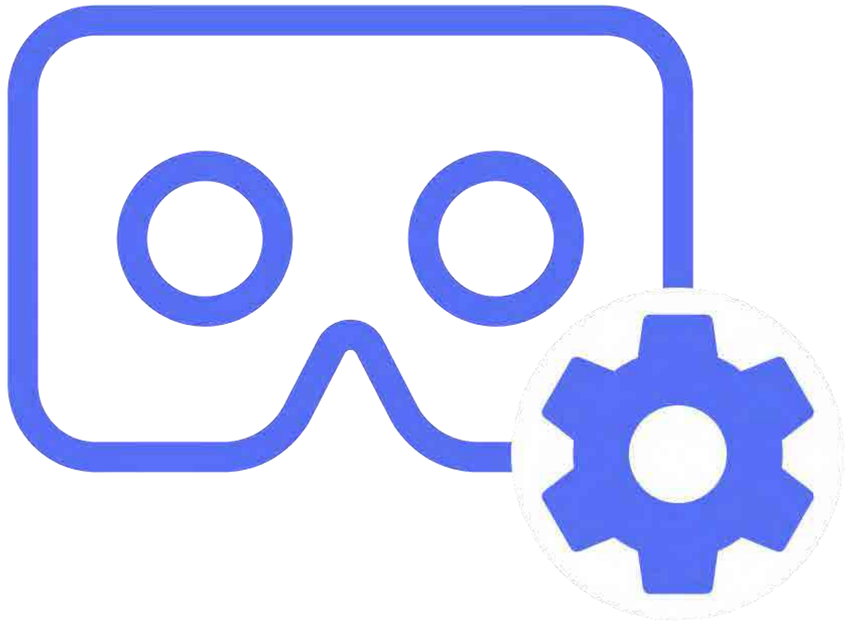
THE ARCSLINGER
The Arcslinger

JAUNT
Jaunt

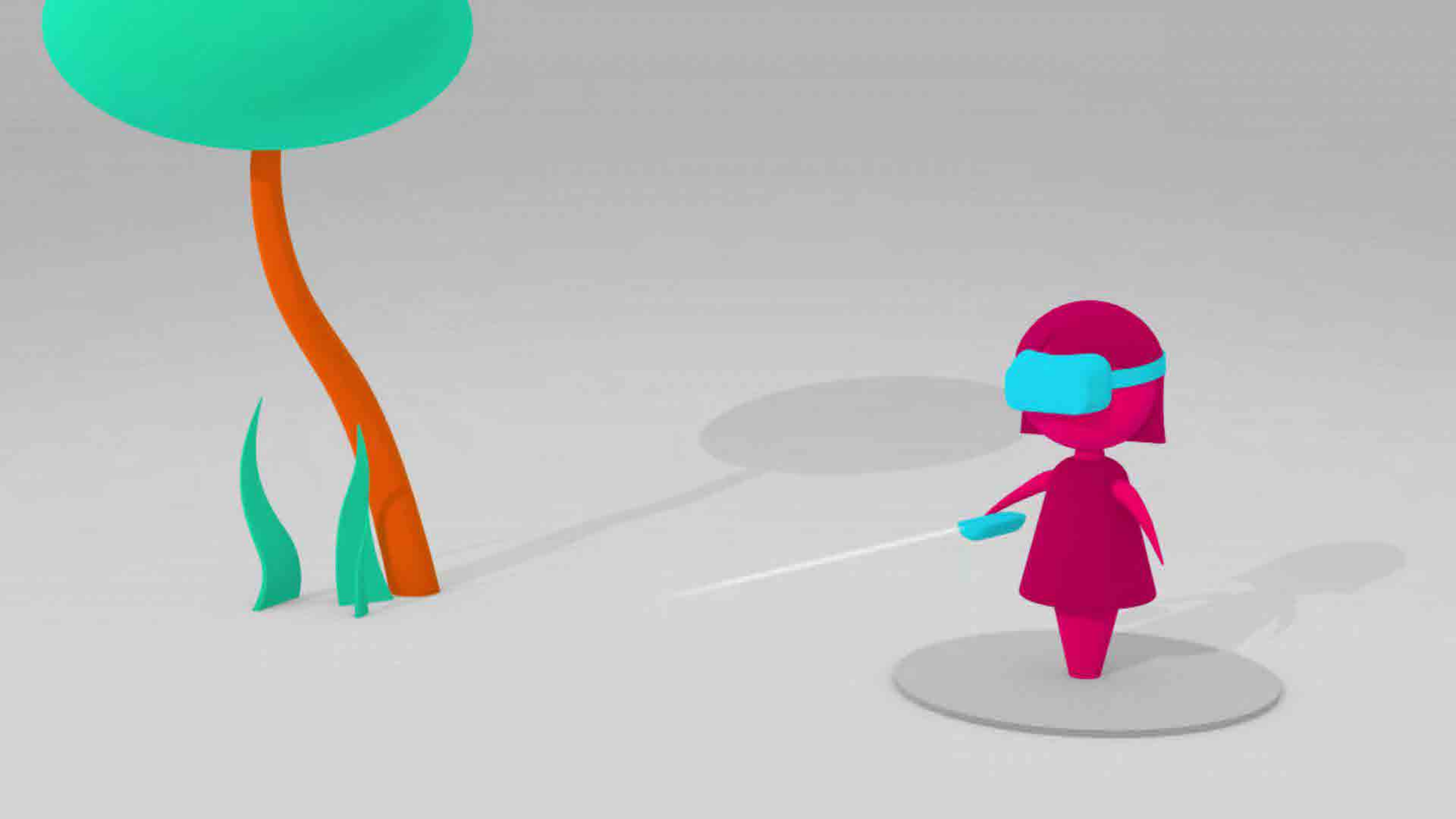
LITTLSTAR
VR Cinema
Littlstar VR Cinema

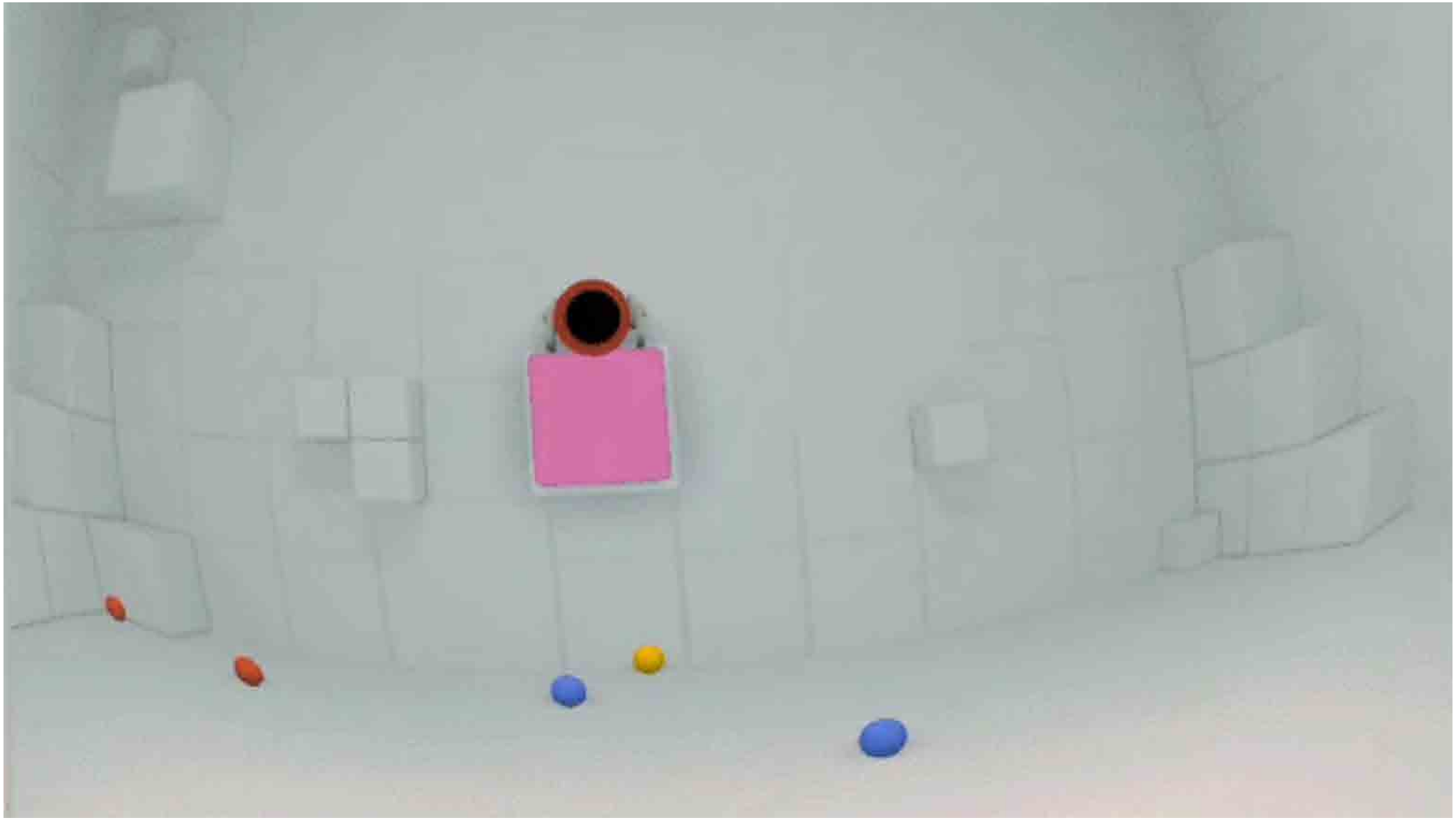
NFL
VR
NFL VR

NBA
VR
NBA VR



Daydream standalone headsets with WorldSense



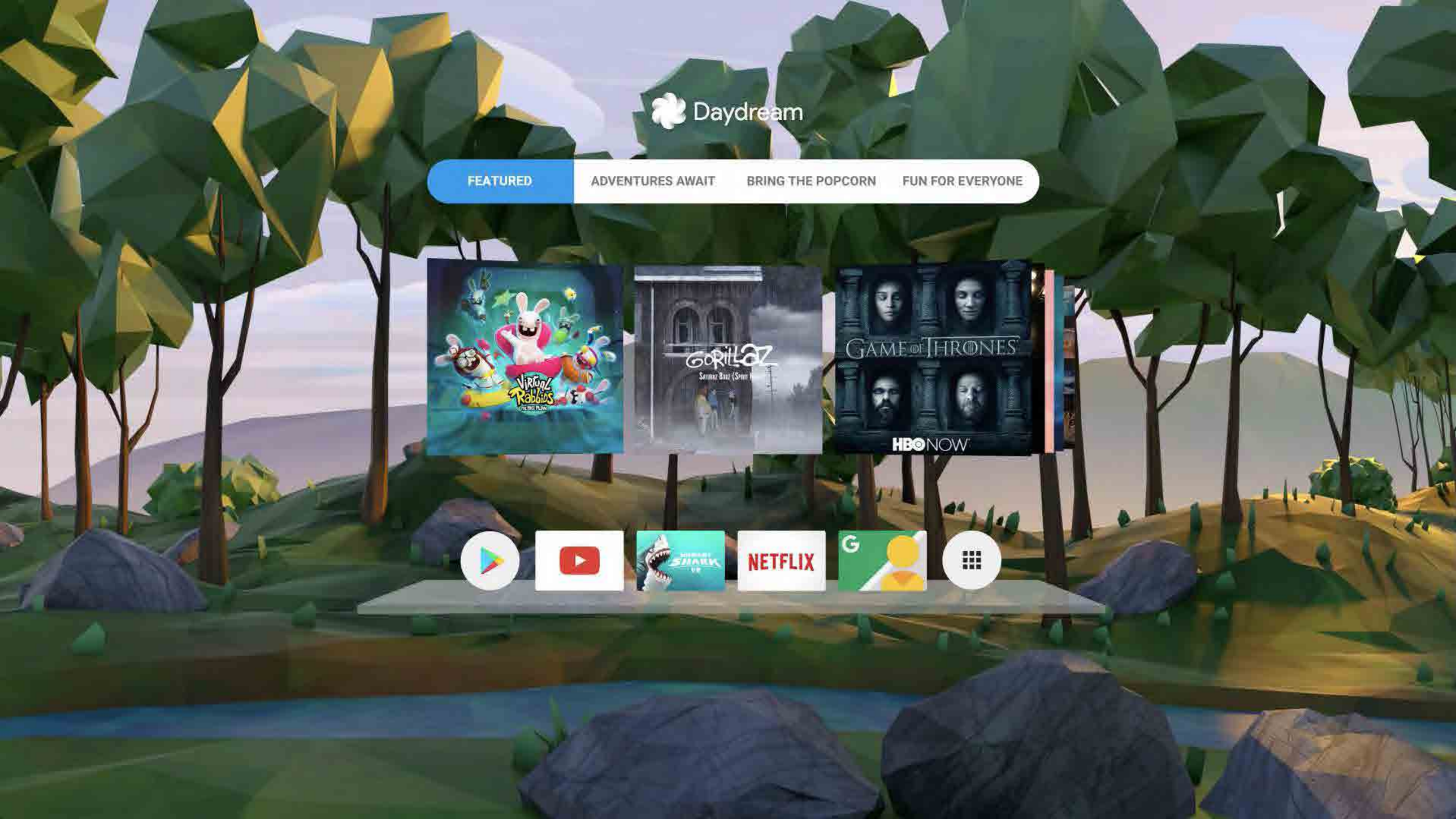


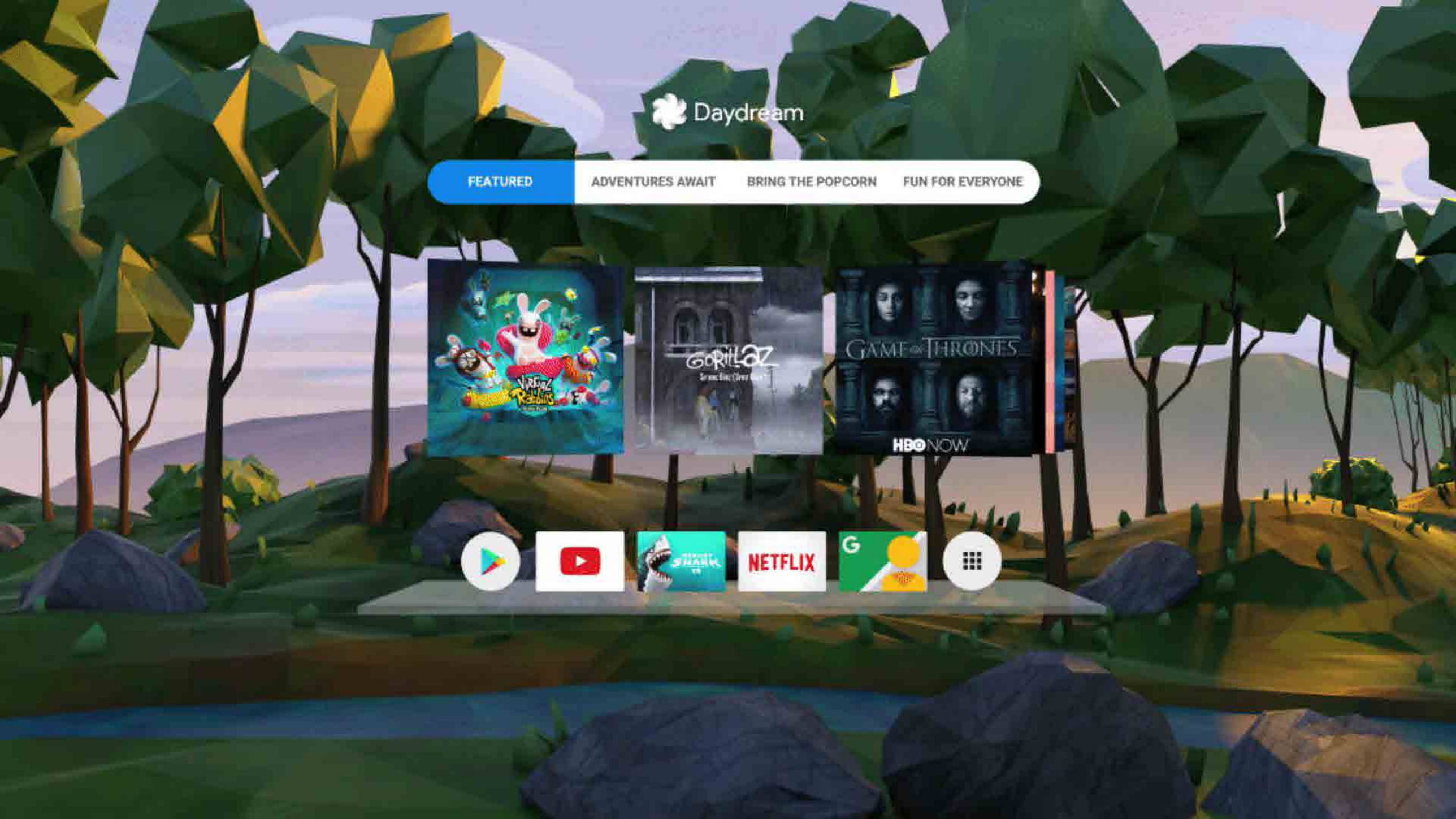
Staying safe

Encourage looking around and leaning in any direction, but not walking around

Teleporting

Daydream 2.0
Euphrates:
User Experience


Daydream
FEATURED
ADVENTURES AWAIT
BRING THE POPCORN
FUN FOR EVERYONE
Virtual Rabbids
GORILLAZ
GAME OF THRONES
HBO NOW
NETFLIX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