



VIRTUAL AND AUGMENTED REALITY

Primed for take-off in 2017

One third of consumers found the concept of Virtual Reality (VR) "very appealing" in 2016.



PlayStation is the top device being considered by those consumers who are thinking about buying a VR device in the next 12 months.

65% of Leading Edge Consumers (LECs) expect to watch video using VR.

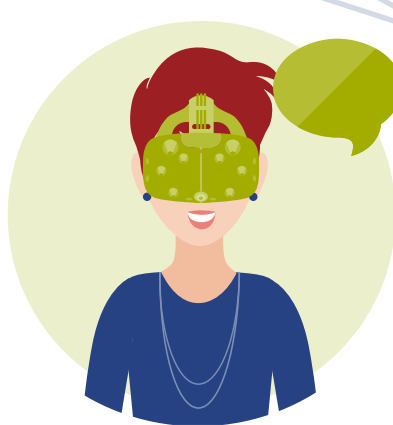
Top three activities LECs expect to undertake using VR¹



64%
education

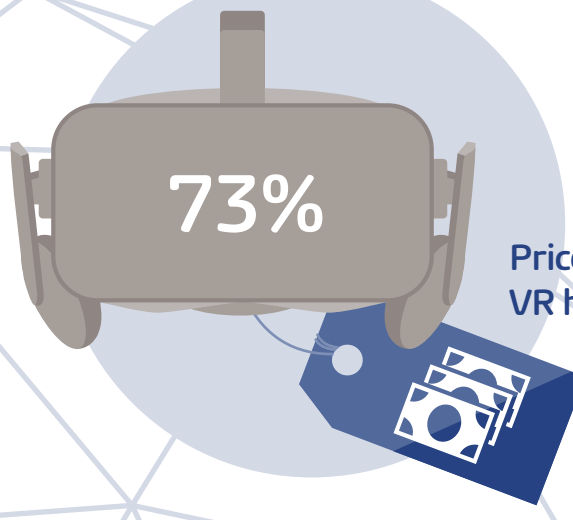


57%
design



47%
communication

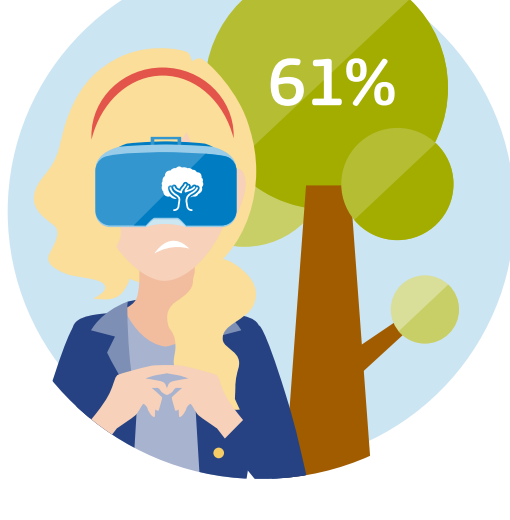
Barriers to VR²



73%

Price of VR headsets

Safety concerns about using VR outside the home



61%

Worries about VR excluding others from sharing the experience

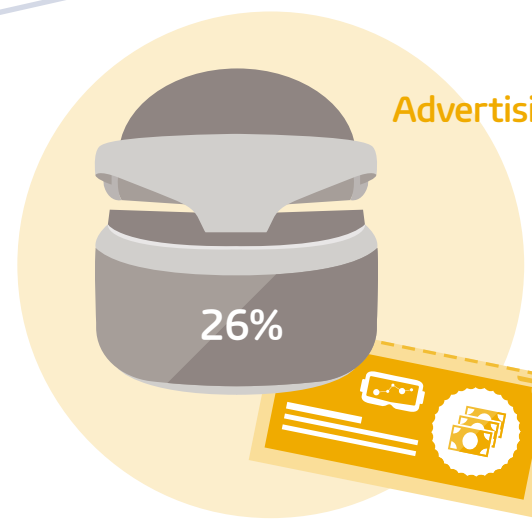


44%

Motion sickness



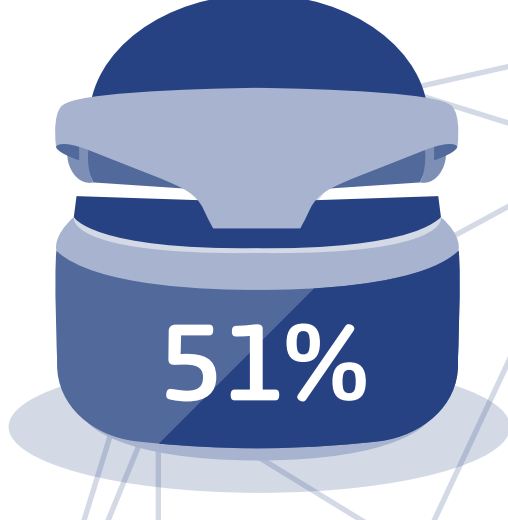
33%



Advertising

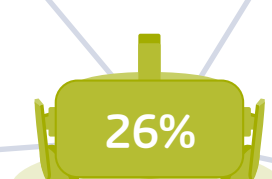
26%

Most desired VR devices³



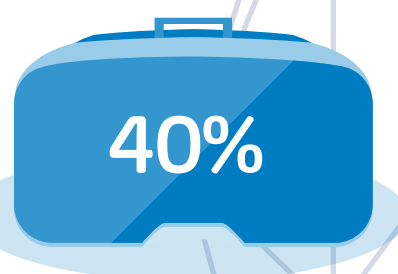
51%

PlayStation



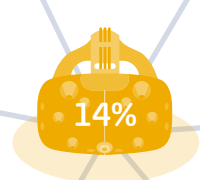
26%

Oculus Rift



40%

PC headsets combined



14%

HTC Vive

Our VR experts say:

2017 is set to be a turning point for VR. With the launch of PlayStation VR last year, a small but influential group of consumers got a glimpse of what VR could offer. Now it's catching on and consumers are being blown away by what VR can deliver.

2017 WILL BE THE PRIME TIME FOR VR.



We expect to see content developers enhancing every single consumer experience using VR – from shopping to healthcare, travel to education and beyond.

Source: ^{1,2,3} GfK quantitative online survey amongst 1,268 consumers 18+ in UK, 2016

Do you have any questions? We are happy to help. Contact: gfk@gfk.com