

MCCA  
GLOBAL TEC  
FORUM

RECLAIMING OUR SPACE:  
HOW VIRTUAL REALITY  
IS CREATING A NEW SPACE FOR WOMEN

# A New Reality: VR



# The VR Market

The screenshot shows a web browser displaying an IDC press release. The page header includes the IDC logo and navigation links. The main headline is "Worldwide Spending on Augmented and Virtual Reality Forecast to Reach \$17.8 Billion in 2018, According to IDC". The article text discusses the forecast for AR/VR spending, mentioning a 95% increase in 2018 and a five-year CAGR of 98.8%. It also includes contact information for Michael Shirer and Marcus Torchia.

Worldwide Spending on Augmented and Virtual Reality Forecast to Reach \$17.8 Billion in 2018, According to IDC

FRAMINGHAM, Mass., November 29, 2017 - Worldwide spending on augmented reality and virtual reality (AR/VR) is forecast to reach \$17.8 billion in 2018, an increase of nearly 95% over the \$9.1 billion International Data Corporation (IDC) expects will be spent this year. A new update to IDC's *Worldwide Semiannual Augmented and Virtual Reality Spending Guide* also shows that worldwide spending on AR/VR products and services will continue to grow at a similar rate throughout the remainder of the 2017-2021 forecast period, achieving a five-year compound annual growth rate (CAGR) of 98.8%.

"Virtual reality will continue to drive greater levels of spending in the next 12-18 months, as both consumer and commercial use cases gain traction. There is currently a huge appetite from companies that see tremendous potential in the technology, from product design to retail sales to employee training," said Tom Mainelli, program vice president, Devices and AR/VR at IDC. "Meanwhile, the augmented reality market will deliver more modest levels of spending near term with mobile AR on smartphones and tablets likely to garner the most attention from consumers, while head-mounted displays will primarily sell into commercial use cases."

The consumer sector will remain the single largest source of spending for AR/VR products and services with worldwide spending in 2018 expected to reach \$6.8 billion. Nearly three quarters of this total will be for VR hardware and software while AR spending will be dominated by software purchases. Gaming will be the dominant AR/VR use case for consumers throughout the forecast period. The five-year CAGR for consumer AR/VR spending will be 45.2% with total spending exceeding \$20 billion in 2021.

In contrast, the commercial sectors will represent more than 60% of AR/VR spending in 2018 and grow to more than 85% of the worldwide total in 2021. Each of the five commercial sectors is forecast to undergo triple-digit spending growth throughout the forecast, led by the public sector with a five-year CAGR of 156.7%. The largest of the commercial sectors in 2018 will be distribution and services (\$4.1 billion), led by the retail, transportation, and professional services industries. The second largest sector will be manufacturing and resources (\$3.2 billion) with balanced spending across the process manufacturing, construction, and discrete manufacturing industries. Retail will be the industry with the largest AR/VR spending in 2018, followed by the process manufacturing and construction industries.

Commercial use cases will vary from sector to sector and industry to industry. In the distribution and services sector, retail showcasing and online retail showcasing will be the two largest use cases with combined spending of more than \$950 million in 2018. Online retail showcasing will also experience exceptional spending growth with a five-year CAGR of 225%. Onsite assembly and

Press FAQ  
Contact Press Relations

Contact

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“Virtual reality will continue to drive greater levels of spending in the next 12-18 months, as both consumer and commercial use cases gain traction. There is currently a huge appetite from companies that see tremendous potential in the technology, from product design to retail sales to employee training," said [Tom Mainelli](#), program vice president, Devices and [AR/VR](#) at IDC.

“The VR market will continue to expand and women filmmakers/content makers with good stories that resonate across color lines have an opportunity – they can produce content without much of the traditional barriers to overcome in terms of access to film studios and high film production costs.”

Guy Primus, CEO, The Virtual Reality Company



# The Expanding VR Market

VR headsets pass 1 million shipments for the first time in a single quarter

CHRIS OSBORN @OSBORN NOVEMBER 27, 2017 3:10 AM

THE LONDON MOTOR COMPANY  
READY FOR EVERYTHING  
THE ALL-IN-ONE VR HEADSET

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## How a Kansas University Uses InstaVR to Publish Cross-Platform Apps Quickly & Easily for their History, Forensic Science, and Business Classes



Perth startup tackles unconscious bias and diversity in the workplace through VR

Diversity VR is looking to tackle 'people issues' one by one through immersive learning.

By Tas Bredt | July 19, 2017 -- 02:24 GMT (09:24 PDT) | Topic: Start-Ups

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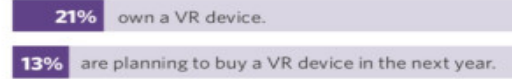
Unconscious Bias Lite

# CHALLENGES WITH VR: CONSUMER PERCEPTION



## Virtual reality is just beginning to emerge in families' homes.

PERCENT OF FAMILIES WITH CHILDREN UNDER 18



## Kids don't use VR much.

PERCENT OF PARENTS OF 8- TO 17-YEAR-OLDS WHO USE VR



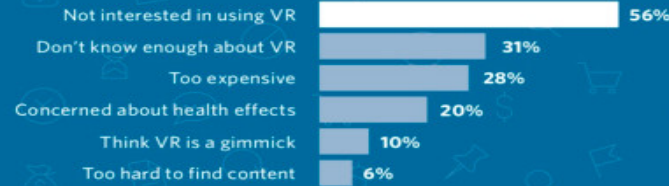
## Most families who are not purchasing VR are not interested.



65%

of families with children under 18 don't own and are not planning to buy a VR device.

## Reasons for not purchasing VR device:



## Parents worry about VR's impact on health.



60%

of parents say they are at least "somewhat concerned" that their children will experience negative health effects while using VR (includes 30% who are "very concerned").

## Some kids experience health issues when using VR.

PERCENT OF PARENTS OF 8- TO 17-YEAR-OLDS WHO USE VR



13%  
Bumping into something



11%  
Dizziness



10%  
Headache



8%  
Eyestrain







# VR/XR Legal Issues

- Distribution and licensing
- Data collection / privacy issues
- Traditional content IP issues
- Hardware/software IP
- Third-party/user-generated content in virtual environments
- Consumer protection concerns