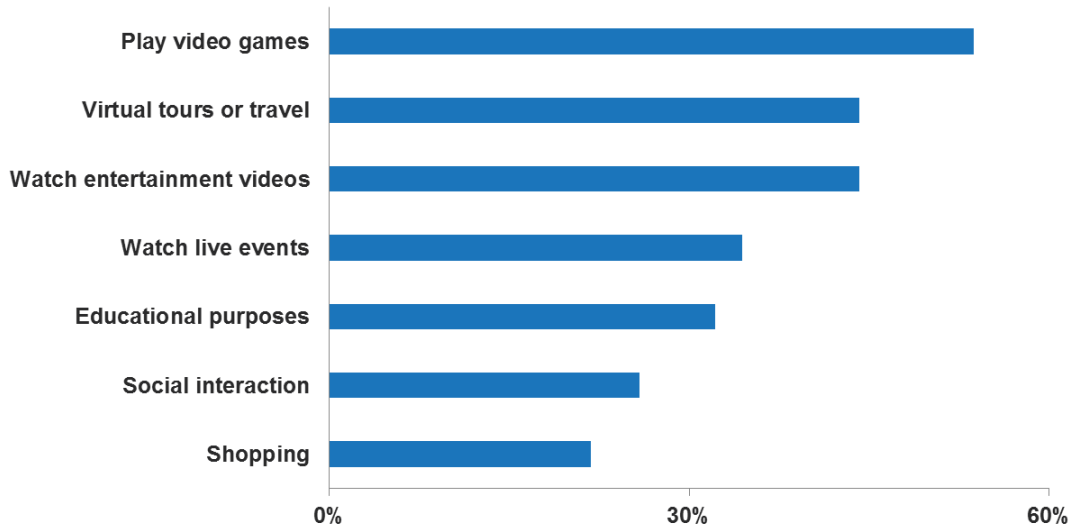


## Expected VR Use Cases

U.S. Broadband Households Who Own or Are Familiar With VR Headset



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### SYNOPSIS

As virtual reality becomes poised for widespread adoption, players must prepare their go-to-market strategies. This study provides an analysis of current-day awareness, adoption, attitudes, expectations, and use of VR devices and content sources. It examines the most common VR platforms and use cases, answering the question of who the VR adopters are and what they are looking for in an immersive experience.

### ANALYST INSIGHT

“The VR market is working to find the right mix of content, experience, and price points to expand into the mass market. Manufacturers will continue to experiment with form factors, new content, and channel partnerships in the short term, until the market can see a path to long-term success.”

— Billy Nayden, *Research Analyst*, Parks Associates



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