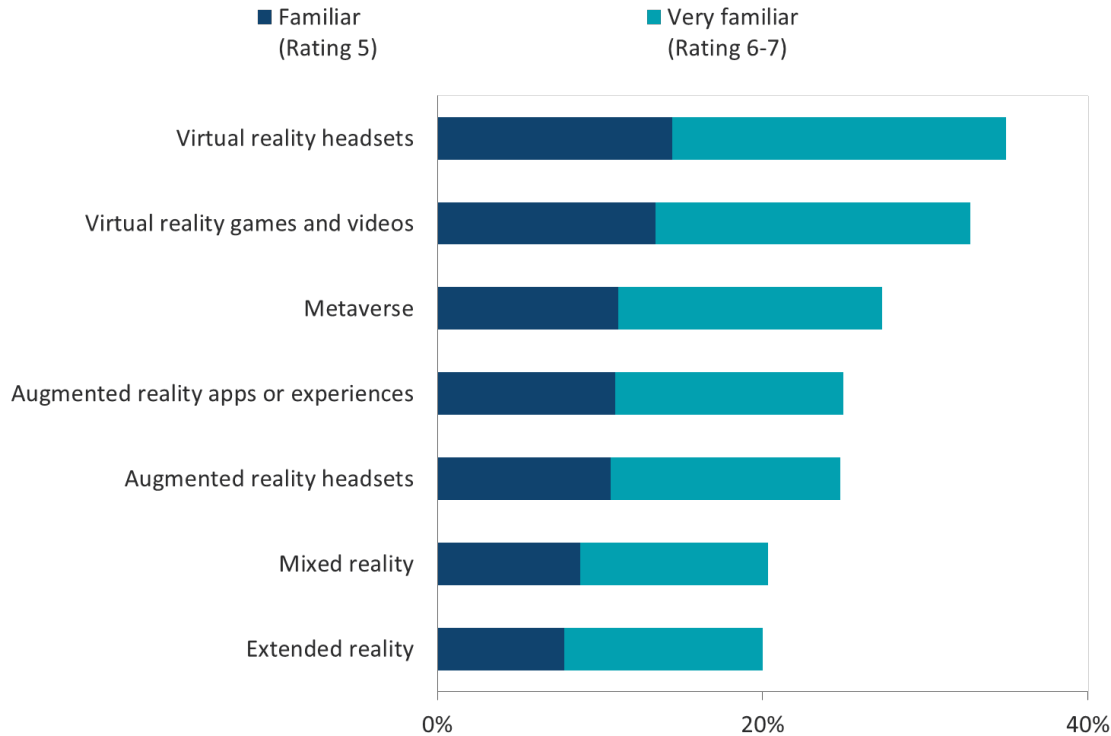


Familiarity with Virtual Reality Concepts

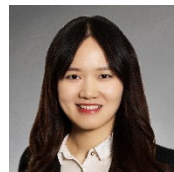


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SYNOPSIS

This broad immersive entertainment category reaches beyond gaming use cases and includes virtual and augmented reality hardware and experiences. Tech giants and consumer electronics/gaming ecosystem players see opportunity in a metaverse construct as the next generation of immersive experiences. This study examines immersive entertainment adoption and perspectives today, with competitive insights on key players’ performance in the VR and AR markets. It also assesses consumer attitudes toward VR, barriers to adoption, and familiarity with metaverse concepts.

ANALYST INSIGHT

“The metaverse represents a generational opportunity to create a dominant consumer interactivity platform on the scale of the web.”

— Ross Rubin, *Contributing Analyst*, Parks Associates

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Appendix



Immersive Entertainment – AR, VR, and the Metaverse

SERVICE:
ENTERTAINMENT
CONTENT

1Q 2023

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Published by Parks Associates

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