

# ARTILLY DATA BRIEFS

## VR USAGE ANALYTICS & ANALYSIS

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67% of VR app installs are mobile, 90 percent of top performing (retention) apps are games, and VR consumption patterns vary widely across geographies and experience levels. These were a few takeaways from a Unity Analytics release.

Here's the highlight reel, including ARtillery takeaways for each one:

## Mobile VR (GearVR, Daydream View) represents 67 percent of global VR installs.

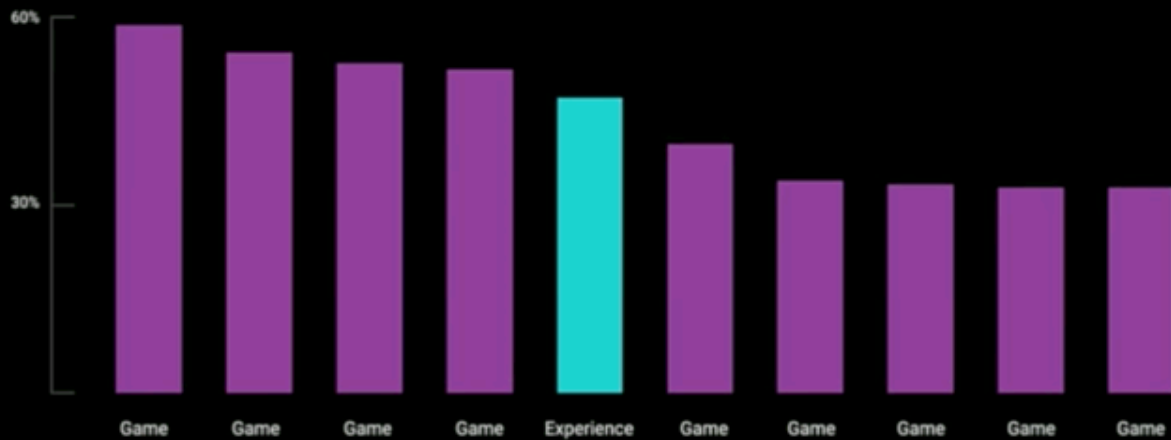
**Takeaway:** Developers should adopt free-to-play monetization structures (i.e. in-game-purchases). It's a proven model that users have gotten used to, and distribution channels have been built around (i.e. app stores).



## Nine of the top ten VR experiences in terms of retention rates are games.

**Takeaway:** You don't have to build games, but one key component driving retention is game mechanics. Game mechanics like leaderboards can be incorporated into non-game VR experiences to drive stickiness.

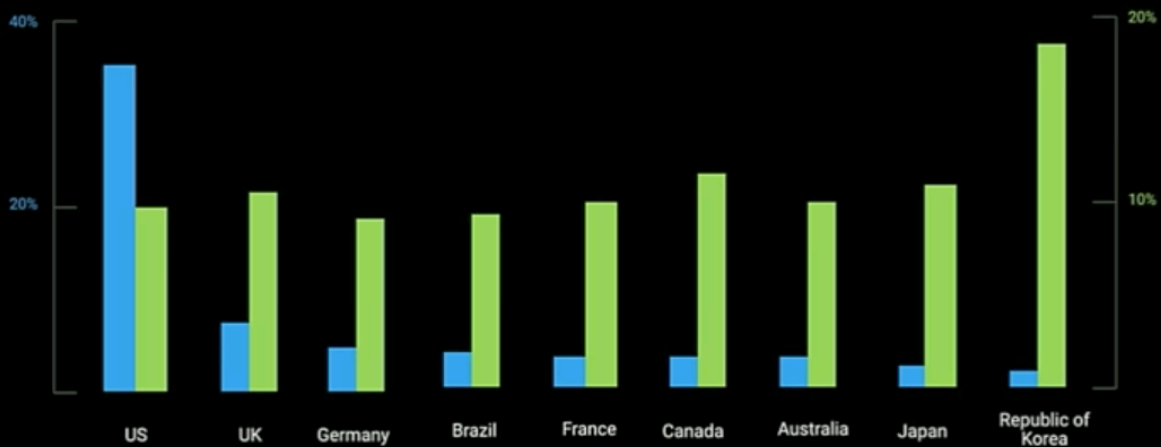
Top 10 VR apps by day 1 retention



## There are different install and engagement behaviors in different geographic regions, such as downloads versus retention.

**Takeaway:** These regions require a certain amount of customization in how apps are packaged, delivered and priced.

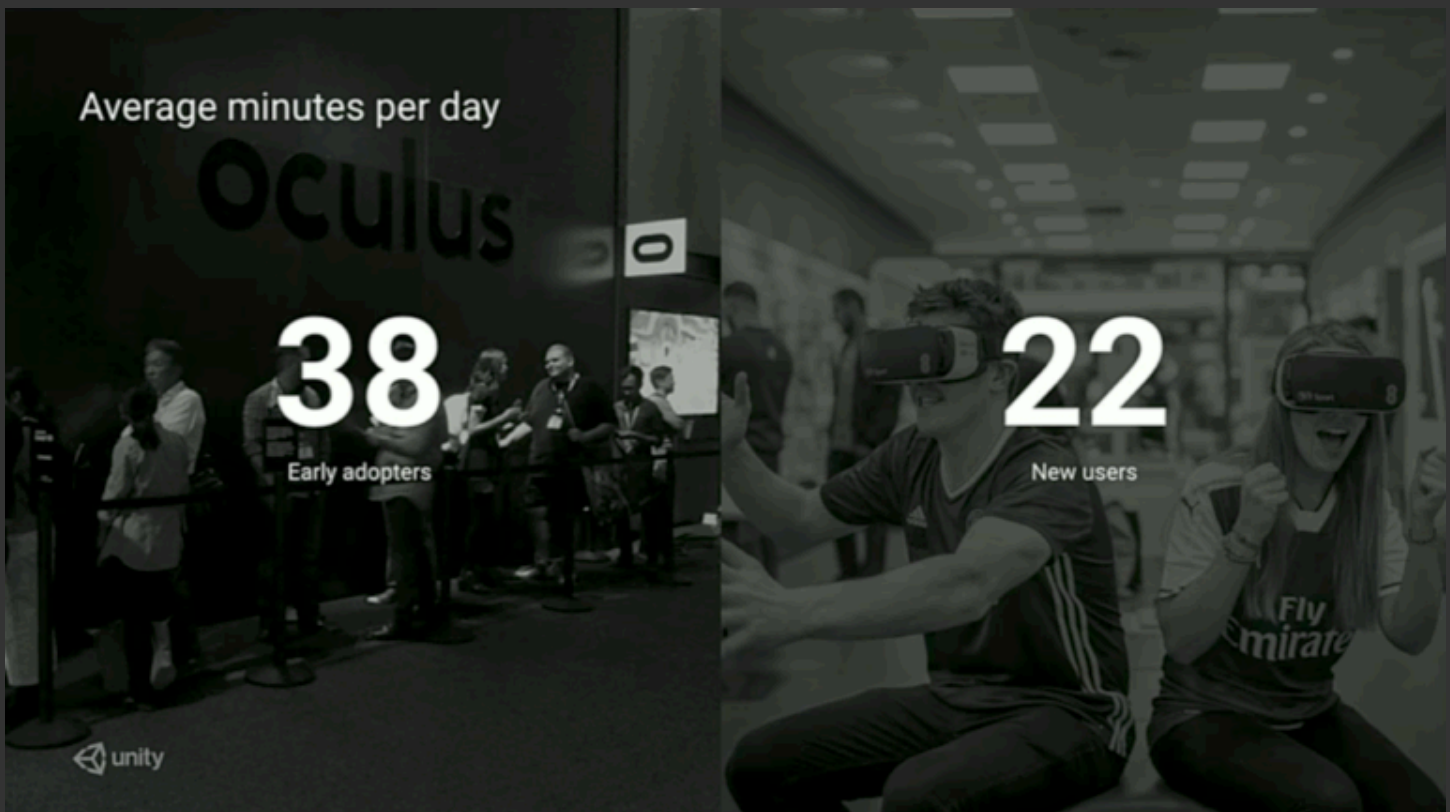
### VR installs vs sticky factor





## There are behavioral differences between new VR users and early adopters. The latter spend more time in a greater number of apps.

**Takeaway:** Developers should segment users and optimize experiences accordingly. Early adopters should receive frequently-refreshed experiences (as they run out of content). New users should get education and smoother on-boarding processes.



Why are these data important? In the current stage of VR app development, usage analytics are gold. We've covered this a few times, including Google's user data releases. Unity reminds us that perpetual attention to usage data is critical to optimize any game or app.

"Data matters within your own circumstances and application," said Unity Analytics GM John Cheng at OC4. "It matters that you are tracking and understanding on a day to day, minute by minute and user by user basis, so you can take advantage of these insights."

Much of the above also aligns with ARtillery Intelligence's 2017 Lessons; 2018 Predictions report. Monetization was explored in that report, with similar findings about in-app purchase models and tactics to drive stickiness. This will continue to be a moving target... data is your friend.

# About ARtillery Intelligence

ARtillery is a publication and intelligence firm that examines augmented reality and virtual reality, collectively known as XR. Through writings, data and multimedia, it provides deep and analytical views into the industry's biggest players and opportunities. It's about insights, not cheerleading.

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though fun and games permeate VR and AR (especially the former) long-term cultural, technological and financial implications are primary.

Learn more at <https://artillery.co/about>



# About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillery Intelligence*, covering emerging tech.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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# Contact

Questions and requests for deeper analysis can be submitted at:

<https://artillery.co/contact/>



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