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EXECUTIVE SUMMARY



INTRODUCTION

Many AR and VR (a.k.a. XR) stakeholders claim that their market sizes will be massive. But how big are they, and how big will they realistically get? *ARtillery Intelligence* has quantified these sectors and all their moving parts in precise terms. The result is our latest XR revenue forecast.

Applying market sizing and forecast experience from 15 years of analyst work (see methodology section), *ARtillery Intelligence* has devised a disciplined and independent revenue forecast for AR & VR, segmented into their product areas. That includes sub-sectors like enterprise AR & VR.

The following pages provide market revenue projections, subdivisions of each product category, and bulleted insights all along the way. This is meant to qualify the revenue drivers and rationale behind the numbers. And we'll go deeper on specific data segments in future monthly reports.

Lastly, to characterize *ARtillery Intelligence's* overall position on XR revenue growth, we maintain a cautiously-optimistic view. Growth and scale will come but likely slower than some industry proponents believe, due partly to the pace of adoption and other signals *ARtillery* tracks.

ARtillery PRO subscribers are encouraged to spend time with the following pages, and to contact us with questions or requests for deeper analysis: <https://artillery.co/contact/>



WHAT'S COVERED IN FORECAST

The market sizing figures in this report include consumer and enterprise AR and VR segments. These are each subdivided by several variables, such as **hardware** and **software**, as well as revenue categories like **advertising** (social AR lenses) and **location-based VR** (admissions).

VR hardware includes headsets and bundled input or tracking devices, but does *not* include gaming consoles, smartphones and PCs required to run some headsets. Similarly with AR, smart glasses are included in revenue projections, but mobile devices (such iPhone sales) are not.

INCLUDED

AR & VR Hardware: e.g. Headsets, smart glasses

Bundled Hardware: e.g. Input or tracking devices

AR & VR Software: e.g. Consumer (apps, in-app purchases), Enterprise (AR productivity software, retail installations)

AR & VR Advertising: e.g. Display (Snapchat Lenses), and Search (Google Lens) ad placements

Location Based VR: (e.g. Admissions revenue)

NOT INCLUDED*

PC or Gaming Consoles: e.g. Playstation 4

Smartphones: e.g. iPhone to run ARkit apps

Professional Services: e.g. Enterprise XR consulting

Game/app creation: e.g. Development costs, salaries

Advertising creation: Creative production costs

VR Cameras: e.g. 360 degree camera hardware

eCommerce: Value of goods bought through AR & VR interfaces (e.g. cost of a new couch bought or influenced through the IKEA Place app).



*We will expand category inclusions in future forecasts

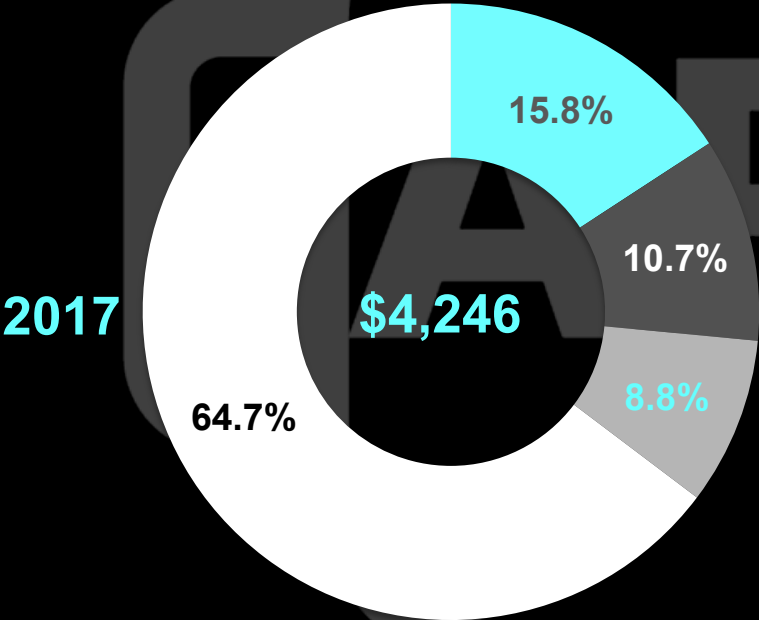
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KEY TAKEAWAYS

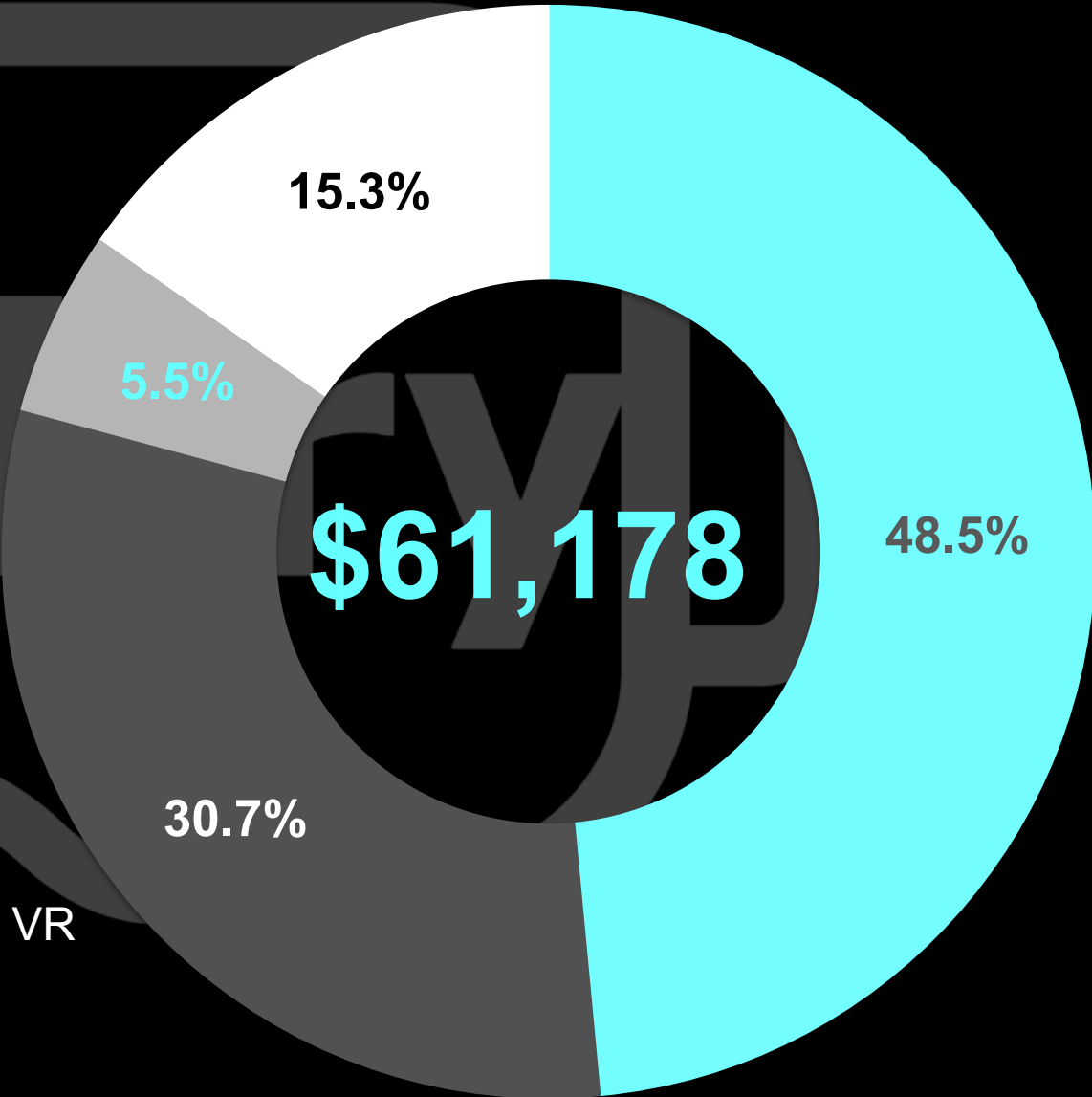


GLOBAL REVENUE OVERVIEW

U.S. \$Millions



2022



■ Enterprise AR ■ Consumer AR ■ Enterprise VR ■ Consumer VR



KEY TAKEAWAYS

Takeaways and growth dynamics for XR and its sub-sectors.

Enterprise AR will grow from \$671 million in 2017 to \$29.6 billion in 2022, a 113 percent compound annual growth rate (CAGR). This makes it the largest XR sub-sector in 2022. Scale will result from wide applicability across enterprise verticals; and a form factor that supports all-day use and clear ROI (e.g. manufacturing efficiencies). Adoption is currently dampened by typical organizational inertia, enterprise risk aversion and sales cycles. ARtillery Intelligence believes these factors will continue to stunt enterprise AR growth but will be outweighed eventually by the momentum, support and ROI realizations that are currently building. A tipping point will come in 2020, after which adoption accelerates in a sort of enterprise herd mentality. This will follow a similar pattern, though on a smaller scale, as enterprise smartphone adoption over the past decade. Near-term Enterprise AR revenues will be hardware-dominant as it's the first step in enterprise tech adoption. Hardware growth creates an installed base for software, which will dominate enterprise AR in outer years. Enterprise hardware will also mature as it's established in the enterprise, with replacement cycles outpaced by software refresh rates, likely packaged and sold in a SaaS manner.



KEY TAKEAWAYS

Takeaways and growth dynamics for XR and its sub-sectors.

Consumer AR will grow from \$456 million in 2017 to \$18.8 billion in 2022, a 110 percent compound annual growth rate (CAGR). Near term revenues will be dominated by the mobile form factor. Revenues will also be software-centric during that time (mobile device sales aren't counted in this forecast) and will include premium apps and in-app purchases. The latter will dominate software revenues in the near term, due to consumer hesitance to pay upfront for AR apps, as well as the in-app revenue model validated by Pokémon Go. Niantic will find success in its follow-up game to Pokémon Go, with architecture and game mechanics re-skinned to a Harry Potter theme. These and other developing AR experiences will be built around in-app purchase models. A mobile AR killer app won't arrive until 2019, likely built on social networking and native AR functionality. Consumer AR revenues will begin to shift towards hardware starting in 2021 as smart glasses (possibly from Apple) finally reach tenable specs and standards for consumer markets. Software at that time will begin to shift to premium purchases (as opposed to in-app purchases) as it's a model conducive to dedicated AR hardware (similar to how apps/games are purchased in VR). Meanwhile, the development work put into mobile AR apps will be a training ground for an eventual glasses-dominant era beyond 2022.



KEY TAKEAWAYS

Takeaways and growth dynamics for XR and its sub-sectors.

Enterprise VR will grow from \$374 million in 2017 to \$3.35 billion in 2022, a 55 percent compound annual growth rate (CAGR). Though strong in its own right, it will hold the smallest share of XR revenues among the sub-sectors measured in this forecast. VR will be stronger as a consumer play (see next slide), while AR is stronger in the enterprise. These VR shortcomings (relatively speaking) in the enterprise stem from the medium's inherent isolation, which inhibits some job functions and share of time per working day. This is especially true in industrial functions where "heads up" awareness is inherent, and where AR will conversely shine. However, VR will add value in corporate and finance settings, such as employee training and data visualization among others (vertical spending breakdown provided in this report). Like AR, VR's near term enterprise revenue will be hardware-dominant as it's the first step to tech adoption. That installed base will pave the way for enterprise VR software revenues to grow and overtake enterprise VR hardware revenues by 2022. Unlike AR, which will have specialized hardware that's optimized for enterprise functions, VR will utilize common hardware (the same hardware used in consumer contexts). The availability, evolution and economics of that increasingly penetrated hardware will be an adoption accelerant, and an advantage for enterprise VR.



KEY TAKEAWAYS

Takeaways and growth dynamics for XR and its sub-sectors.









Consumer VR will grow from \$2.7 billion in 2017 to \$9.4 billion in 2022, a 28 percent compound annual growth rate (CAGR). Like enterprise VR, it will be hardware-dominant in early years as its installed base is established. Over time, software (in this case, games and apps) will eclipse hardware revenues with a faster refresh cycle. A greater installed base of hardware will also incentivize VR content creators to invest in long-form content, resulting in more robust VR content libraries and greater software spending per user (ARPU). Premium apps will dominate software revenues but in-app purchases will also contribute, especially in gaming. Installed software and apps will also dominate, but slowly give way to web VR as its capability evolves. Price competition among VR headset manufacturers (e.g. Oculus, Sony, Samsung) will accelerate consumer adoption. Oculus Go, at a \$199 price point, hits a sweet spot for quality and affordability, and we project it to reach unit sales of 1.3 million this year. Oculus – with the advantage of Facebook-backing – has the flexibility to apply loss-leader pricing in order to trade margins for market share. That will give it a strong competitive position versus players that are dependent on hardware revenue (i.e. HTC, Samsung). Given a gift-able price point, the 2018 holiday quarter will be a “moment of truth” for Oculus Go.



GLOBAL XR REVENUES









GLOBAL XR REVENUES

-  **Global AR & VR product revenues will grow from U.S. \$4.2 billion in 2017 to U.S. \$61.2 billion in 2022, a 71% compound annual growth rate (CAGR).**
-  **The largest share of revenue in 2017 was held by VR (driven by consumer markets) which will shift over time as AR (driven by enterprise markets) gains momentum and revenue dominance through 2022.**
 -  **VR comprises 74% of revenues in 2017 and 21% in 2022.**
 -  **AR comprises 26% of revenues in 2017 and 79% in 2022.**
-  **Within VR, consumer revenue eclipses enterprise by a factor of 3-1 in 2022.**
 -  **Standalone VR (e.g. Oculus Go) will accelerate consumer adoption.**
 -  **VR's form factor is aligned more with gaming and entertainment.**
 -  **VR's isolation inhibits industrial job functions, mobility and share of time per working day. It will however shine in corporate and finance contexts.***



**See vertical spending analysis in this report's enterprise VR section.*

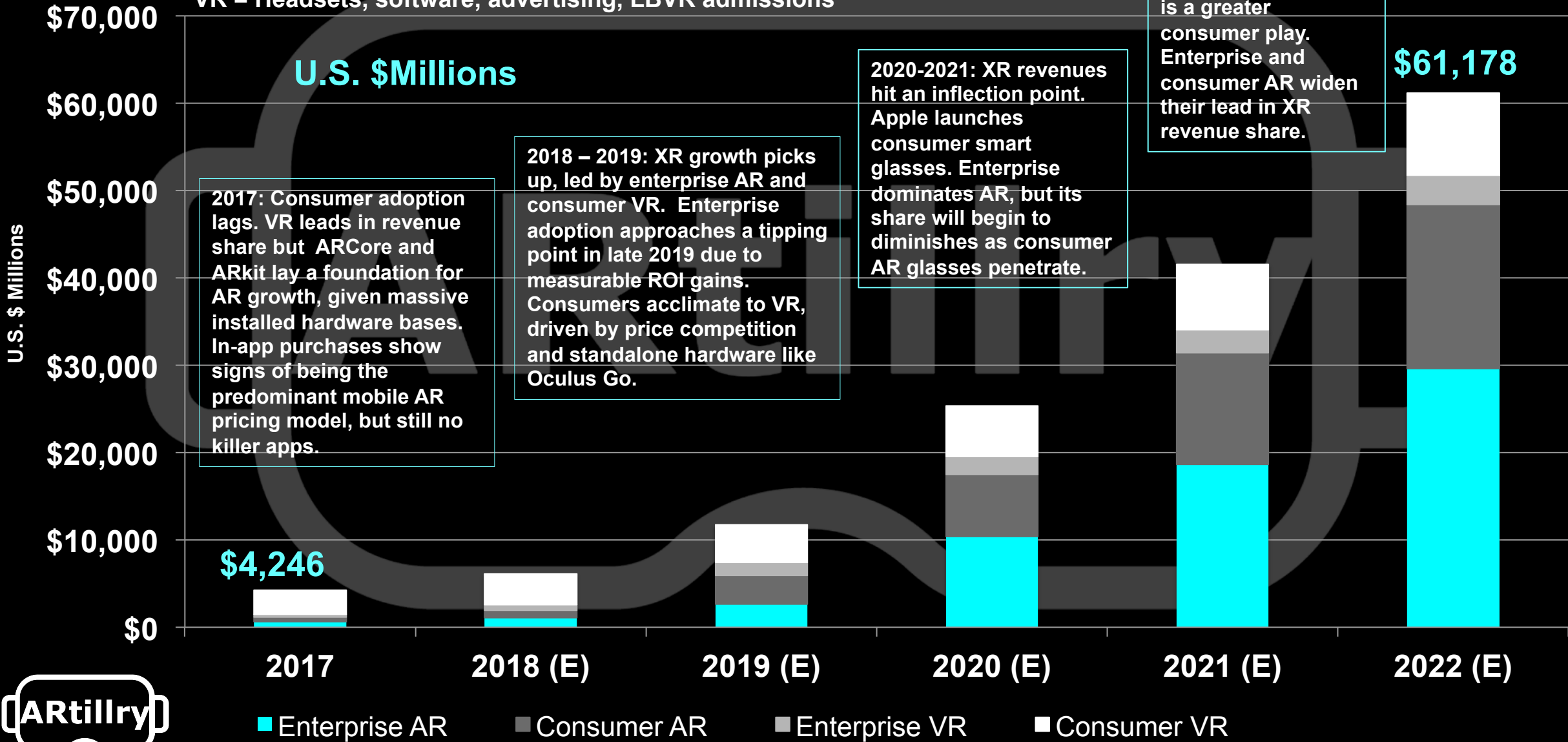
GLOBAL XR REVENUES (CONT')

-  Within AR, the opposite is true: enterprise revenue outweighs consumer revenue by as much as 60% over the next five years.
 -  Head-worn AR's form factor is well-aligned with enterprise productivity such as manufacturing, assembly and medical procedures.
 -  Head-worn AR will find a home with consumers, however its specs and stylistic realities inhibit several consumer use cases in the near term.
-  Apple's potential 2020-2021 introduction of smart glasses will shift AR's momentum and revenue share towards consumer products.
 -  By 2022, enterprise AR's revenue dominance over consumer AR will decelerate as smart glasses (led by Apple) penetrate consumer markets.
 -  Until then, the mobile form factor will dominate consumer AR, with most revenue derived from software (mobile games, apps, in-app purchases) as opposed to hardware (smart glasses).

GLOBAL XR REVENUE OVERVIEW

(SIMPLIFIED VIEW)

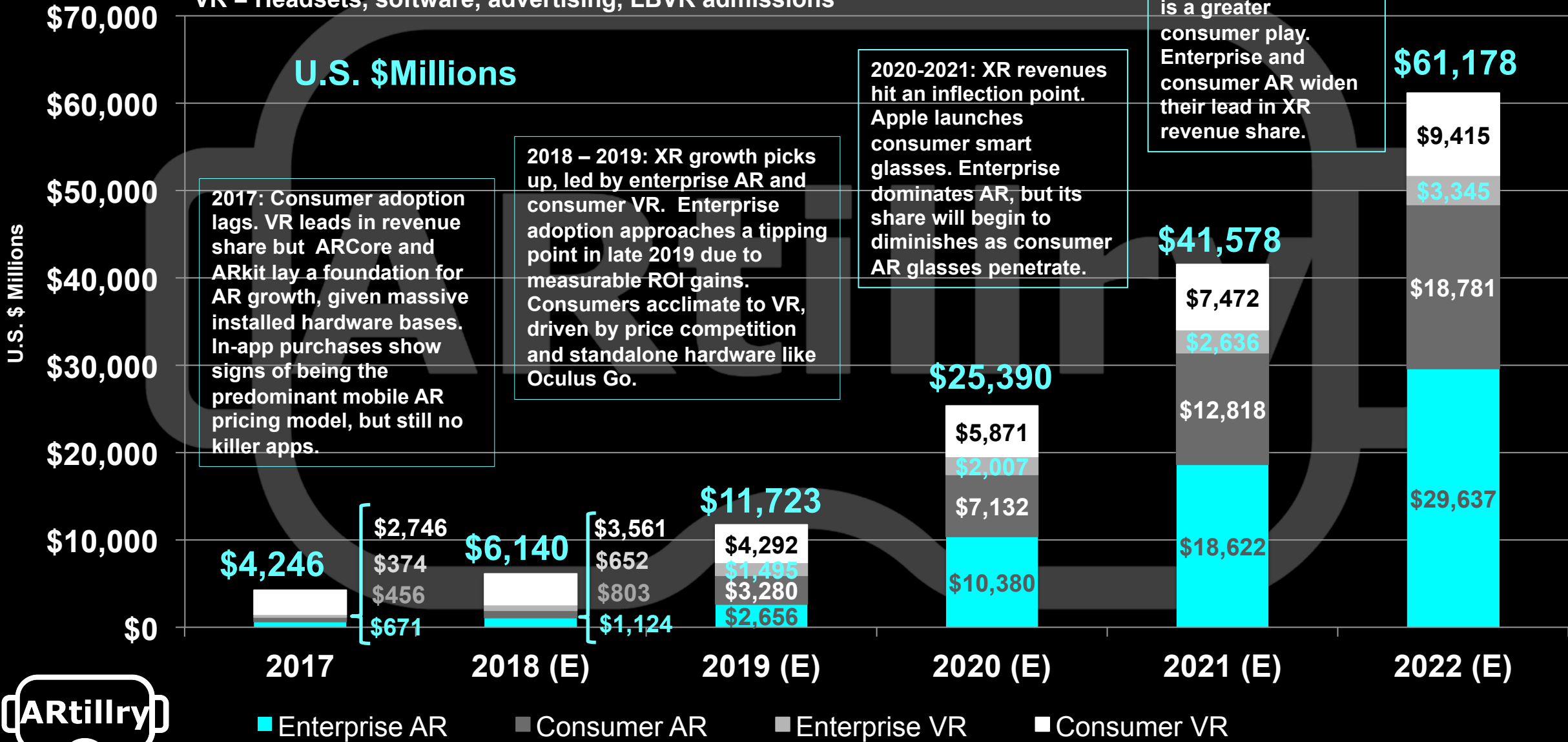
AR = Smart glasses, software (games, apps, etc.), advertising
VR = Headsets, software, advertising, LBVR admissions



GLOBAL XR REVENUE OVERVIEW

(DETAILED VIEW)

AR = Smart glasses, software (games, apps, etc.), advertising
VR = Headsets, software, advertising, LBVR admissions



DRILLING DOWN ON AR



GLOBAL AR REVENUES

 **Global AR product revenues will grow from U.S. \$1.1 billion in 2017 to U.S. \$48.4 billion in 2022, a 112% compound annual growth rate (CAGR).**

 **Enterprise holds the largest share of AR revenue throughout the forecast period, culminating in a 61% share in 2022.**

 **Enterprise comprises 59% of AR revenues in 2017 and 61% in 2022.**

 **Consumer comprises 41% of AR revenues in 2017 and 39% in 2022.**

 **Consumer AR took an early lead in 2016 due to an anomaly: Pokémon Go. Revenue dipped in 2017 but will rebound in 2018 then inflect in 2020.**

 **Near term consumer AR growth is in software (e.g. in-app purchases), as mobile AR apps have a massive installed base of hardware to grow into.***

 **Longer term, Apple's 2020 smart glasses will accelerate consumer AR and shift its composition – erstwhile software-dominant – to hardware.**



**See mobile AR hardware analysis and unit forecast in this report's AR hardware section.*

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GLOBAL AR REVENUE OVERVIEW

(SIMPLIFIED VIEW)

AR Hardware, Software & Advertising Revenues

Excludes mobile hardware revenue (smartphone shipments)

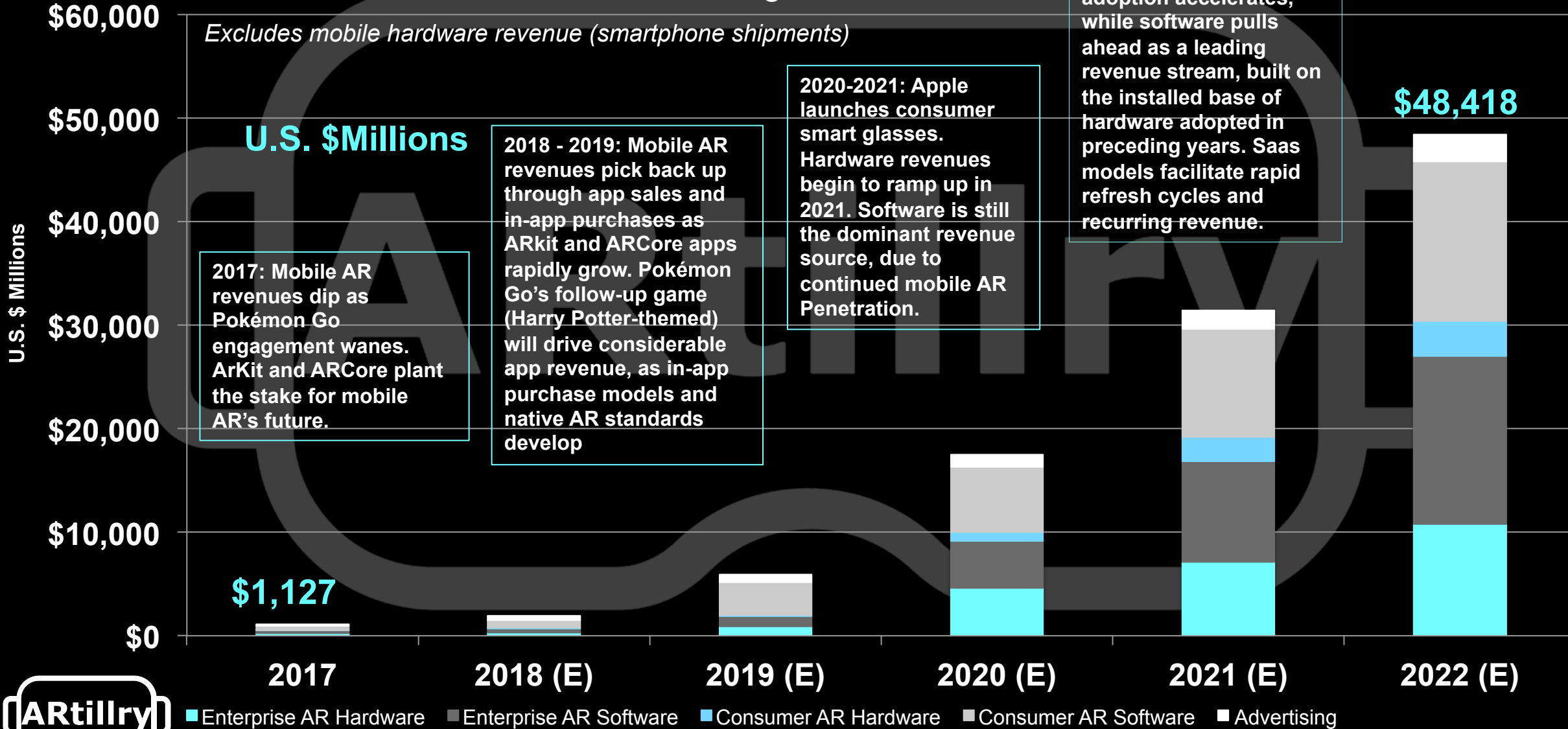
U.S. \$Millions

2017: Mobile AR revenues dip as Pokémon Go engagement wanes. ArKit and ARCore plant the stake for mobile AR's future.

2018 - 2019: Mobile AR revenues pick back up through app sales and in-app purchases as ARkit and ARCore apps rapidly grow. Pokémon Go's follow-up game (Harry Potter-themed) will drive considerable app revenue, as in-app purchase models and native AR standards develop

2020-2021: Apple launches consumer smart glasses. Hardware revenues begin to ramp up in 2021. Software is still the dominant revenue source, due to continued mobile AR Penetration.

2022: Enterprise AR adoption accelerates, while software pulls ahead as a leading revenue stream, built on the installed base of hardware adopted in preceding years. SaaS models facilitate rapid refresh cycles and recurring revenue.



GLOBAL AR REVENUE OVERVIEW

(DETAILED VIEW)

AR Hardware, Software & Advertising Revenues

Excludes mobile hardware revenue (smartphone shipments)

U.S. \$Millions

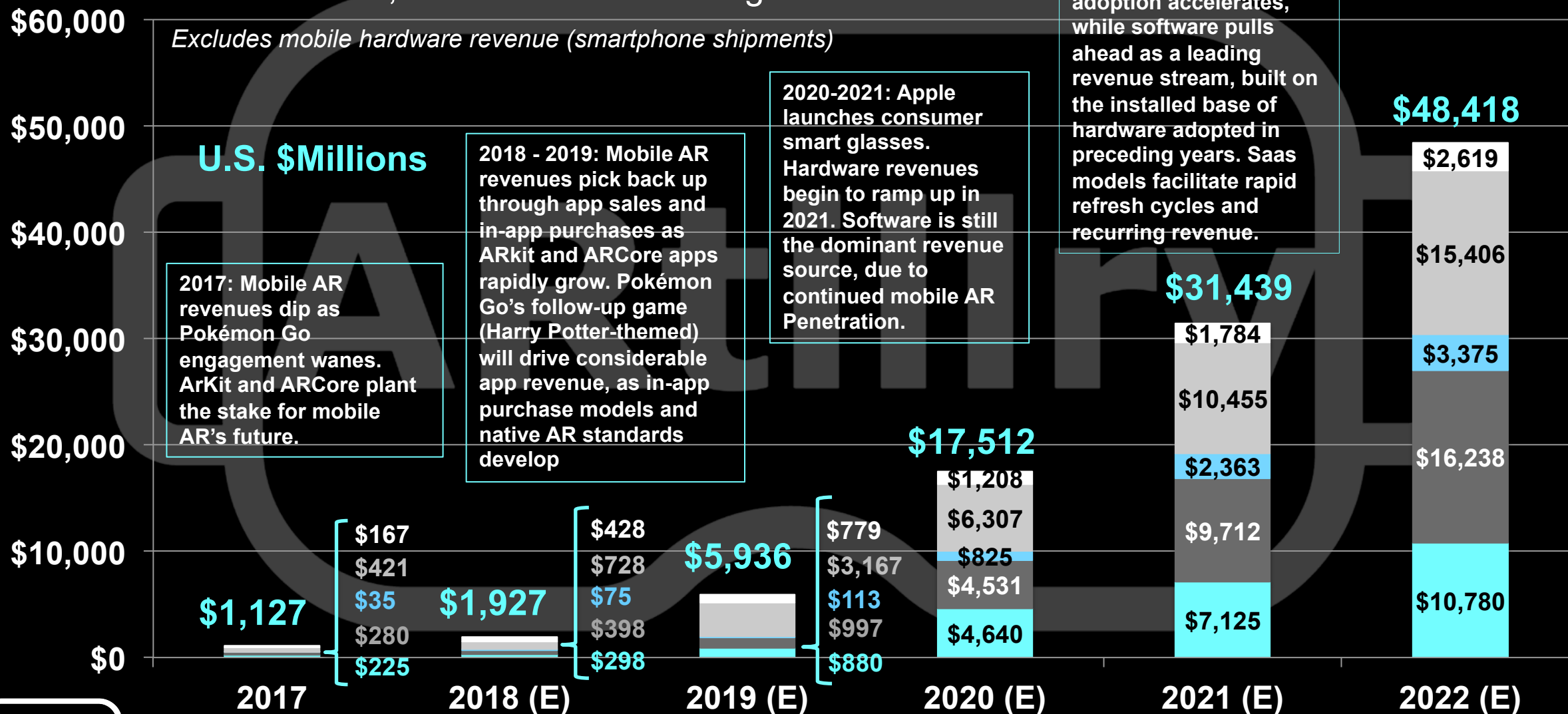
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2022: Enterprise AR adoption accelerates, while software pulls ahead as a leading revenue stream, built on the installed base of hardware adopted in preceding years. SaaS models facilitate rapid refresh cycles and recurring revenue.

U.S. \$ Millions











■ Enterprise AR Hardware ■ Enterprise AR Software ■ Consumer AR Hardware ■ Consumer AR Software ■ Advertising

COUNSUMER AR DRILL DOWN



CONSUMER AR REVENUES

-  **Near term consumer AR revenues will be ruled by the mobile form factor.**
-  **Mobile AR revenues are in turn dominated by software.**
 -  **Mobile AR hardware (smartphone sales) aren't counted in this forecast, as it's a ubiquitous consumer device on which AR's function is secondary.**
 -  **Mobile AR software revenue includes premium app and in-app purchases.**
-  **In-app purchases (IAP) will dominate near-term mobile AR revenue – a vestige of the existing mobile app economy and its consumer acclimation.**
 -  **IAP has been further validated through its revenue generation for Pokémon Go, which will be replicated in several AR games and use cases.**
 -  **At mobile AR's early stages of consumer adoption, users aren't ready to commit to upfront (premium) app purchases, but are comfortable with IAP.***
 -  **Premium app revenues will grow as a corollary to smart glasses, circa 2021, as that's how software will be bought for AR headsets (similar to VR).**



**Validated in ARtillery original survey research. See ARtillery Intelligence Briefing: [Mobile AR Usage & Consumer Attitudes](#)*

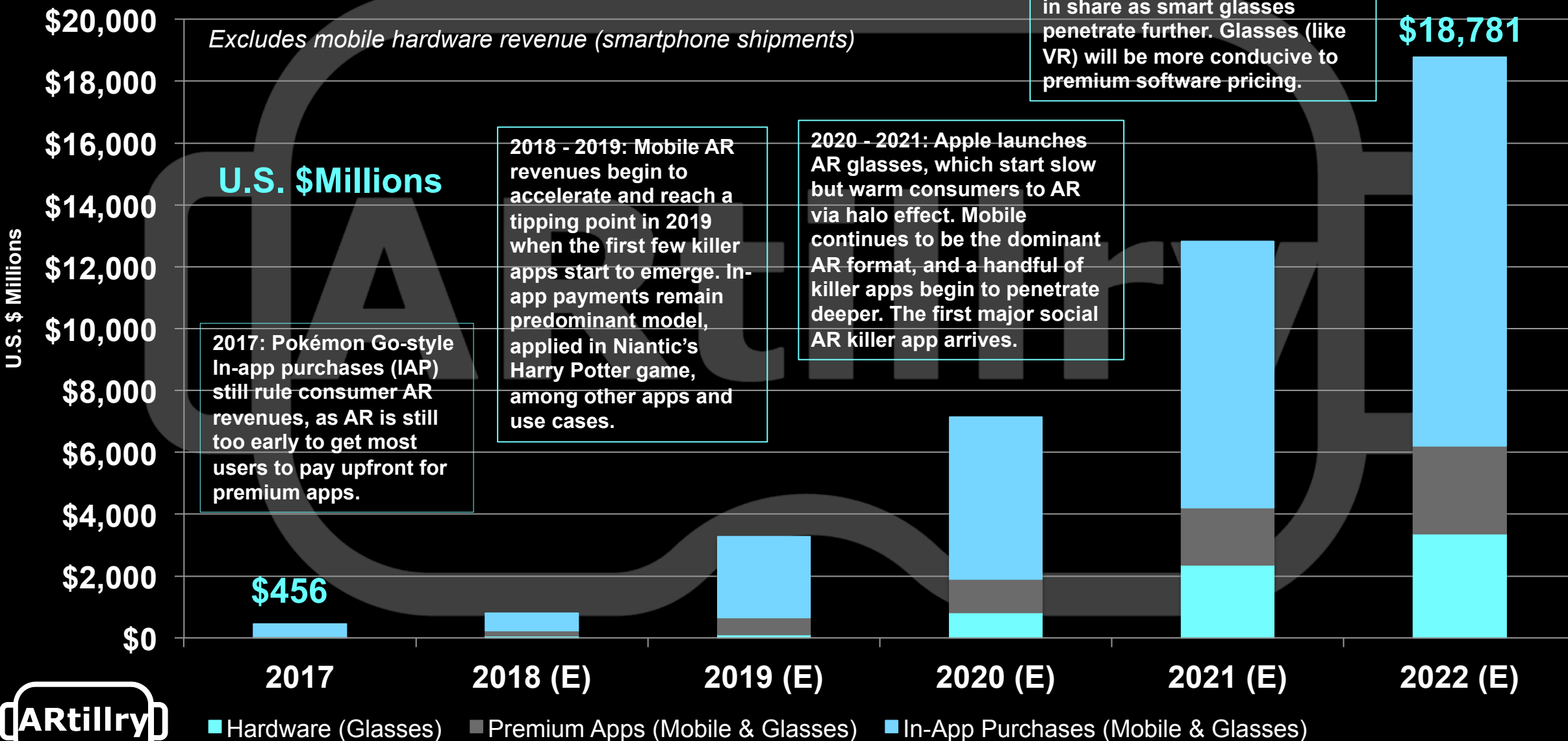
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CONSUMER AR DRILL DOWN

(SIMPLIFIED VIEW)

Consumer AR Hardware & Software Revenues

Excludes mobile hardware revenue (smartphone shipments)

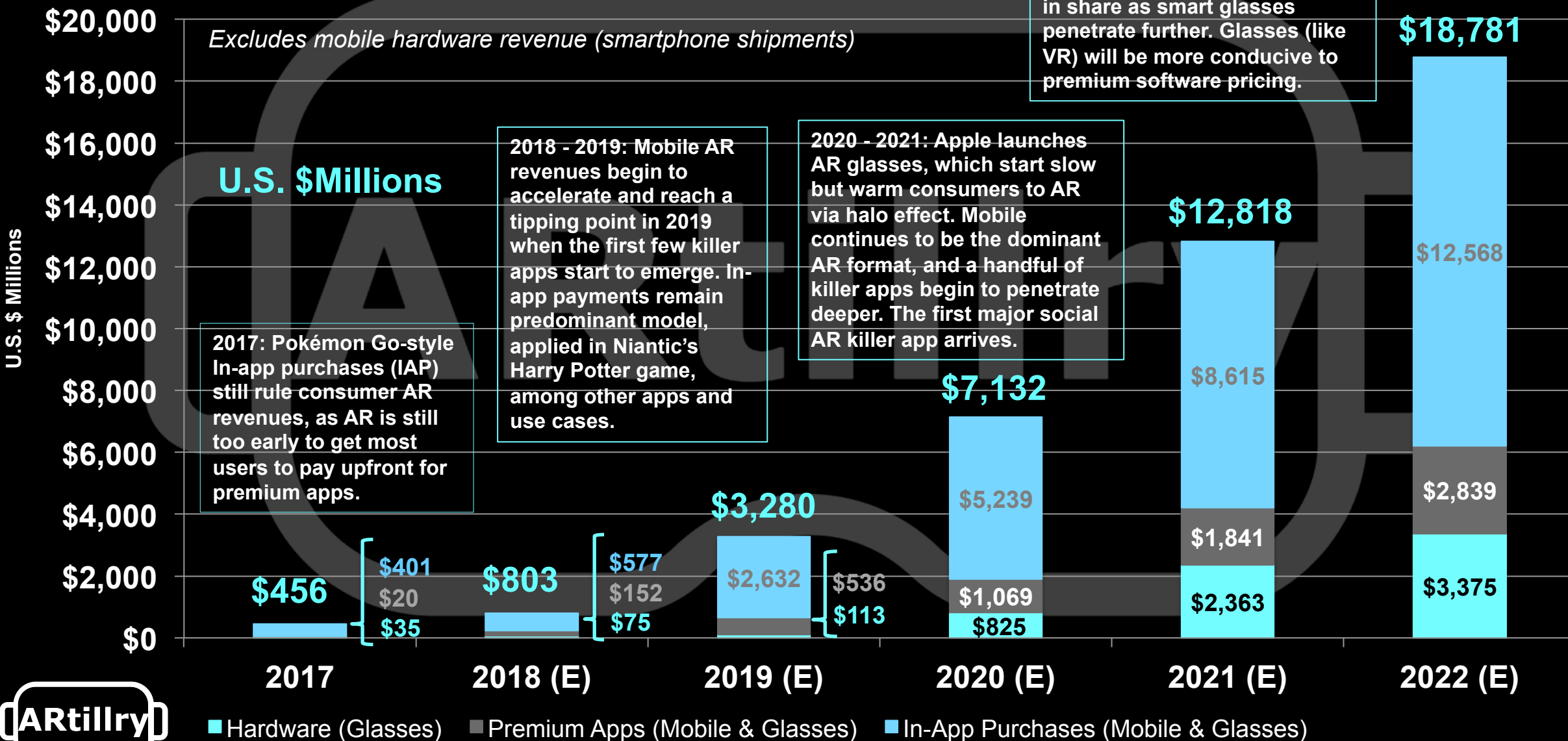


CONSUMER AR DRILL DOWN

(DETAILED VIEW)

Consumer AR Hardware & Software Revenues








Excludes mobile hardware revenue (smartphone shipments)



ENTERPRISE AR DRILL DOWN








ENTERPRISE AR REVENUES

-  Unlike Consumer AR, Enterprise AR revenues will be hardware-dominant in the near term (smart glasses).
-  As is often the case with enterprise technologies, hardware comes first and establishes an installed base that paves the way for software revenue.
 -  Over time, software revenue share grows through recurring purchases (i.e. SaaS enterprise software) that outpace hardware replacement cycles.
-  Unlike VR, which comprises the same headsets for consumer and enterprise buyers (e.g. HTC Vive), AR hardware is mostly designed for one or the other.
 -  This is due to stylistic nuances required in consumer markets.
 -  Apple's 2020 smart glasses will be consumer-targeted (size, weight, style, etc.) but could be optimized in some ways for enterprise contexts.
 -  Enterprise and consumer AR glasses design could eventually converge.



ENTERPRISE AR REVENUES (cont'd)

-  AR advertising spend is included in our enterprise AR revenue figures, and today primarily consists of brand marketing with social AR lenses.
-  Snapchat has sold the most sponsored lenses, but Facebook's camera effects platform will quickly gain share with ad inventory on the News Feed, Instagram, Messenger and other Facebook properties.
-  Though it won't materialize into significant ad dollars for a few years, search-based advertising through Google visual search (e.g. Google Lens) could become a valuable "high consumer intent" form of AR ads.*
-  Overall we're bearish on AR advertising as a considerable revenue source for the near term, given that it's inventory constrained due to low consumer usage (in advertising terms), and AR's short session lengths.
-  VR suffers from similar ad inventory constraints, due to its low usage levels (covered separately in VR section), and brand advertisers' need for greater reach.



ENTERPRISE AR DRILL DOWN

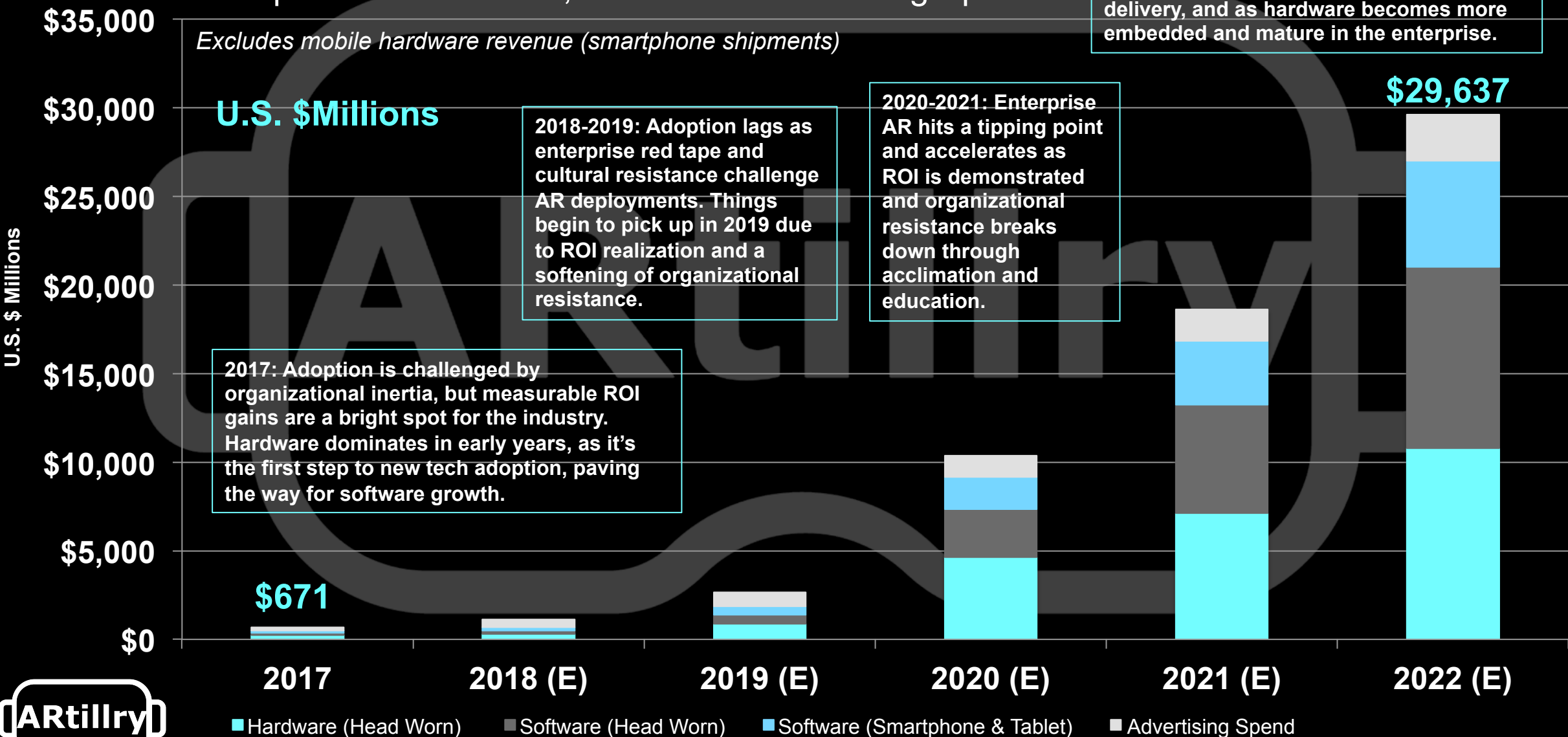
(SIMPLIFIED VIEW)

Enterprise AR Hardware, Software & Advertising Spend

Excludes mobile hardware revenue (smartphone shipments)

2022: XR starts a path to ubiquity in some enterprise fields. Software gains ground as it has faster refresh cycles through SaaS delivery, and as hardware becomes more embedded and mature in the enterprise.

U.S. \$Millions



ENTERPRISE AR DRILL DOWN

(DETAILED VIEW)

Enterprise AR Hardware, Software & Advertising Spend

Excludes mobile hardware revenue (smartphone shipments)

2022: XR starts a path to ubiquity in some enterprise fields. Software gains ground as it has faster refresh cycles through SaaS delivery, and as hardware becomes more embedded and mature in the enterprise.

U.S. \$Millions

U.S. \$ Millions

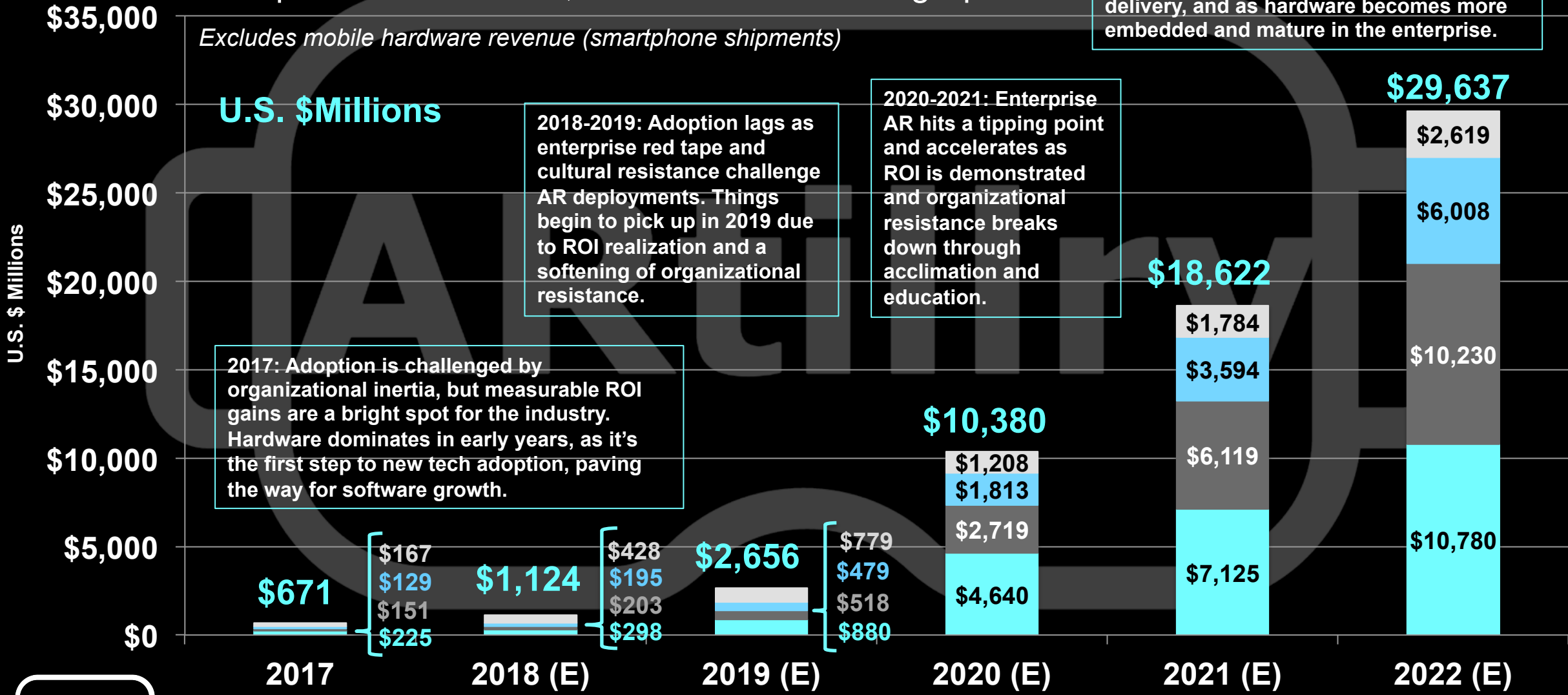
2018-2019: Adoption lags as enterprise red tape and cultural resistance challenge AR deployments. Things begin to pick up in 2019 due to ROI realization and a softening of organizational resistance.

2020-2021: Enterprise AR hits a tipping point and accelerates as ROI is demonstrated and organizational resistance breaks down through acclimation and education.

2017: Adoption is challenged by organizational inertia, but measurable ROI gains are a bright spot for the industry. Hardware dominates in early years, as it's the first step to new tech adoption, paving the way for software growth.



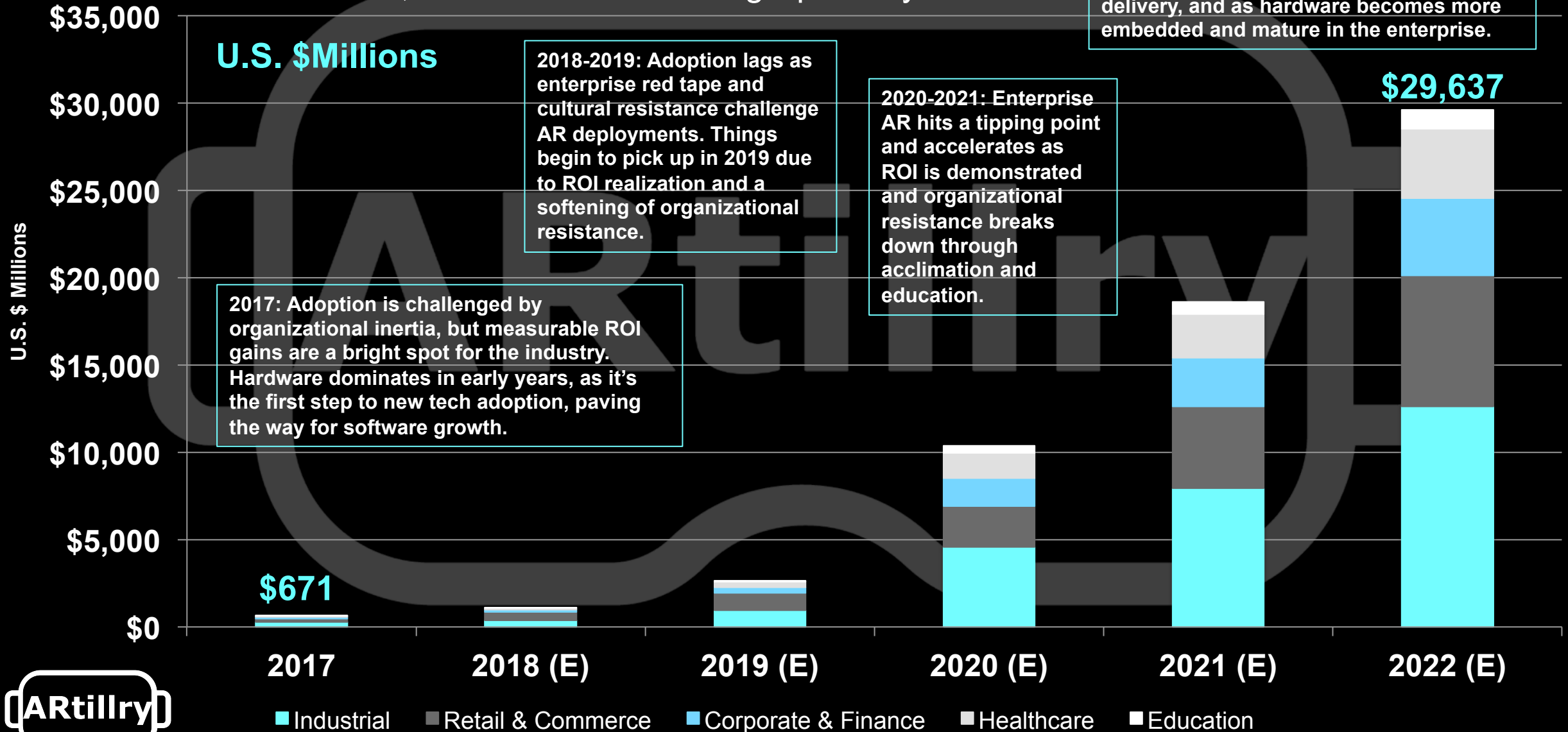
■ Hardware (Head Worn) ■ Software (Head Worn) ■ Software (Smartphone & Tablet) ■ Advertising Spend



ENTERPRISE AR DRILL DOWN

(SIMPLIFIED VIEW)

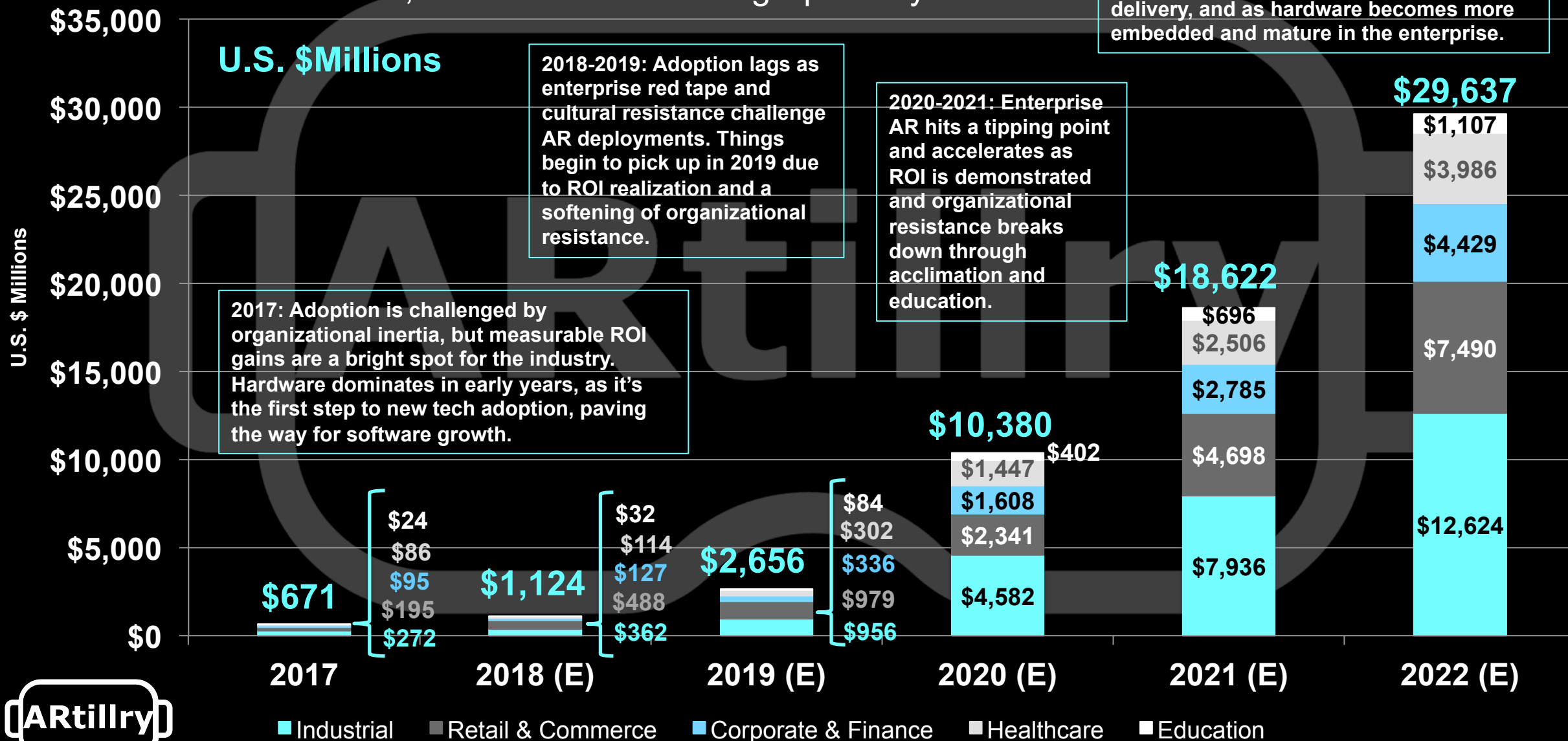
AR Hardware, Software & Advertising Spend by Vertical



ENTERPRISE AR DRILL DOWN

(DETAILED VIEW)








AR Hardware, Software & Advertising Spend by Vertical



AR DEVICE FORECAST



MOBLE AR: UNIT FORECAST

-  As mentioned, AR devices in the near term will mostly be smartphones, whose sales are not included in AR & VR revenue projections.
-  Mobile AR hardware (smartphones) isn't counted as AR revenue, because it's a ubiquitous consumer device on which AR's function is secondary.
-  However, quantifying smartphones' AR compatibility on a *unit penetration basis*, can be a leading indicator for mobile AR software revenue.
-  There are 2.6 billion smartphones globally, growing to 3.7 billion by 2022.
-  Of those, 477 million are AR compatible in 2017, growing to 3.4 billion (92 percent compatibility) by 2022.
-  This steep growth is driven by smartphone replacement cycles (2.5 years), which represent a phasing-in period for mobile AR.
-  The pace of this phasing-in process will differ between ARkit and ARCore.



MOBLE AR: UNIT FORECAST (CONT')

 **Apple's ARkit will grow from 433 million compatible iPhones in 2017 to 701 million in 2022.**

 **ARkit has the nearer-term advantage, due to Apple's ability to mandate software updates across a more unified hardware base.**

 **Google's ARCore will grow from 44 million compatible phones in 2017 to 2.7 billion in 2022.**

 **ARCore is disadvantaged in the near-term, due to Android's fragmented hardware base that inhibits comprehensive software updates.**

 **However it has a longer-term advantage in scale: The Android universe (2 billion devices) is much larger than iOS (600 million devices).**

 **Collectively, mobile AR's massive installed base will incentivize developers to build content and apps. This will be a driving force for mobile AR revenues.***

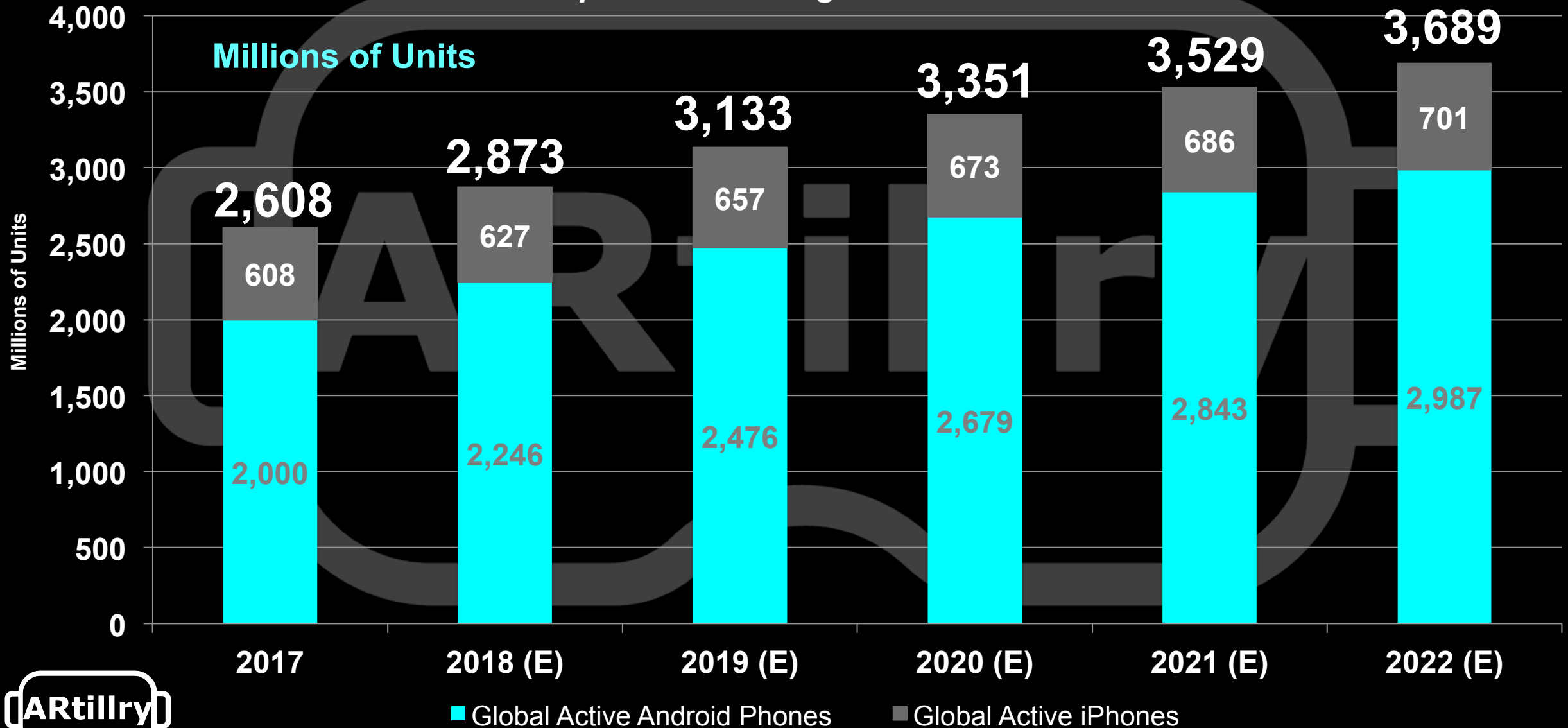


*For a deeper look at mobile AR data and insights, see ARtillery Intelligence Briefing, [Mobile AR Strategies and Business Models](#).

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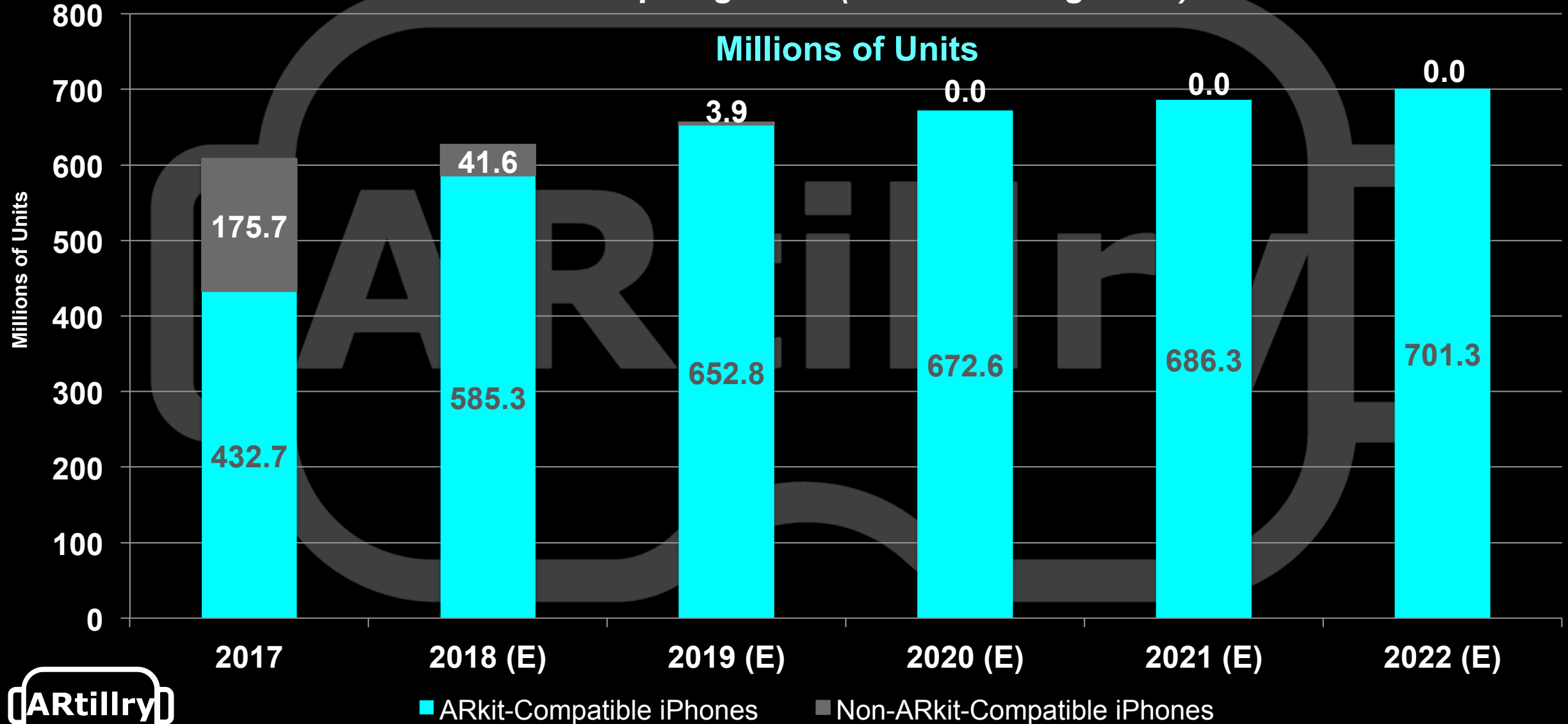
IOS AND ANDROID INSTALLED BASE

Global Active Smartphones Running Android or iOS



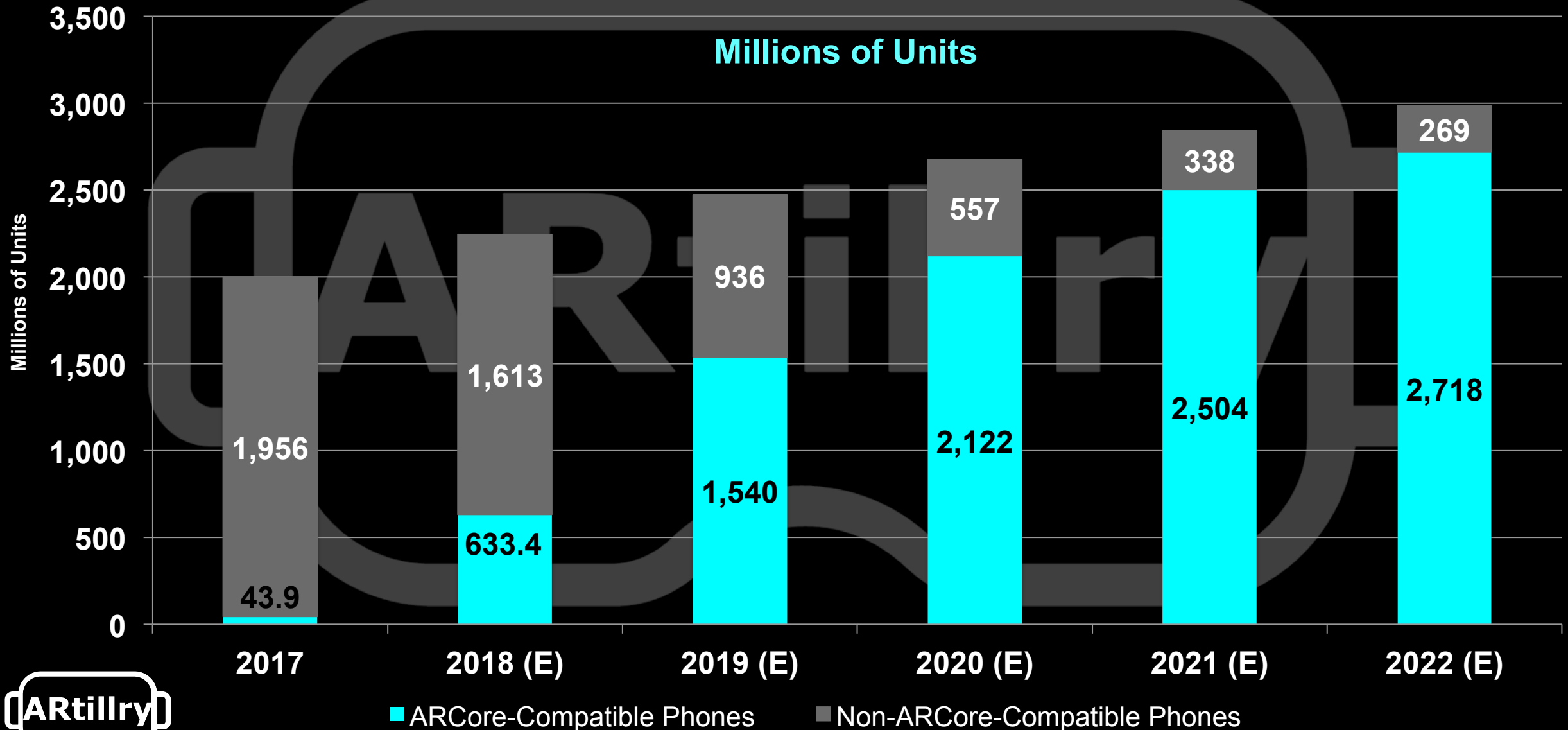
ARKIT INSTALLED BASE

Active iPhones with A9 chip or greater (iPhone 6s or greater)



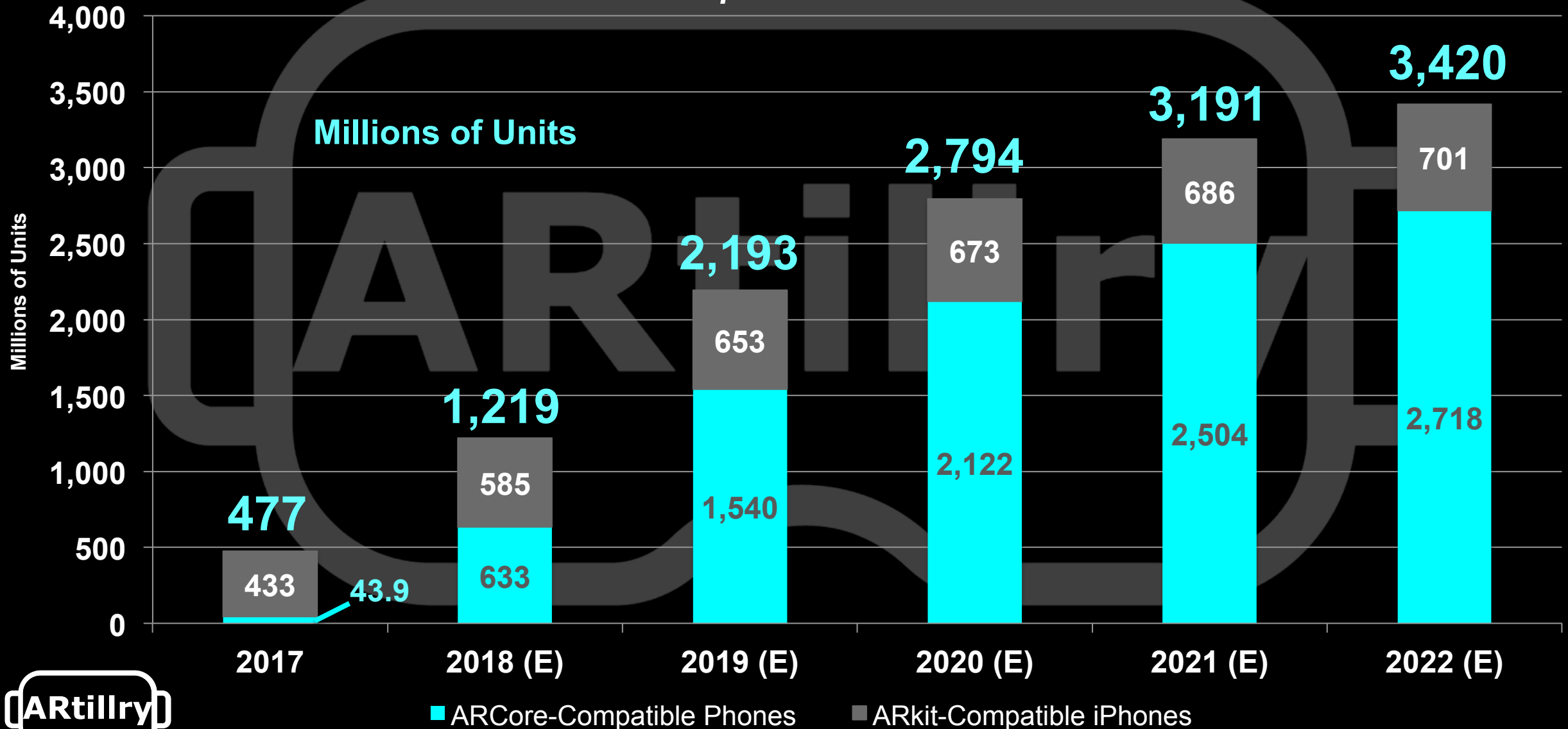
ARCore INSTALLED BASE

Phones with Android 7.0 (Nougat) or greater, and deliberate sensor calibration for ARCore



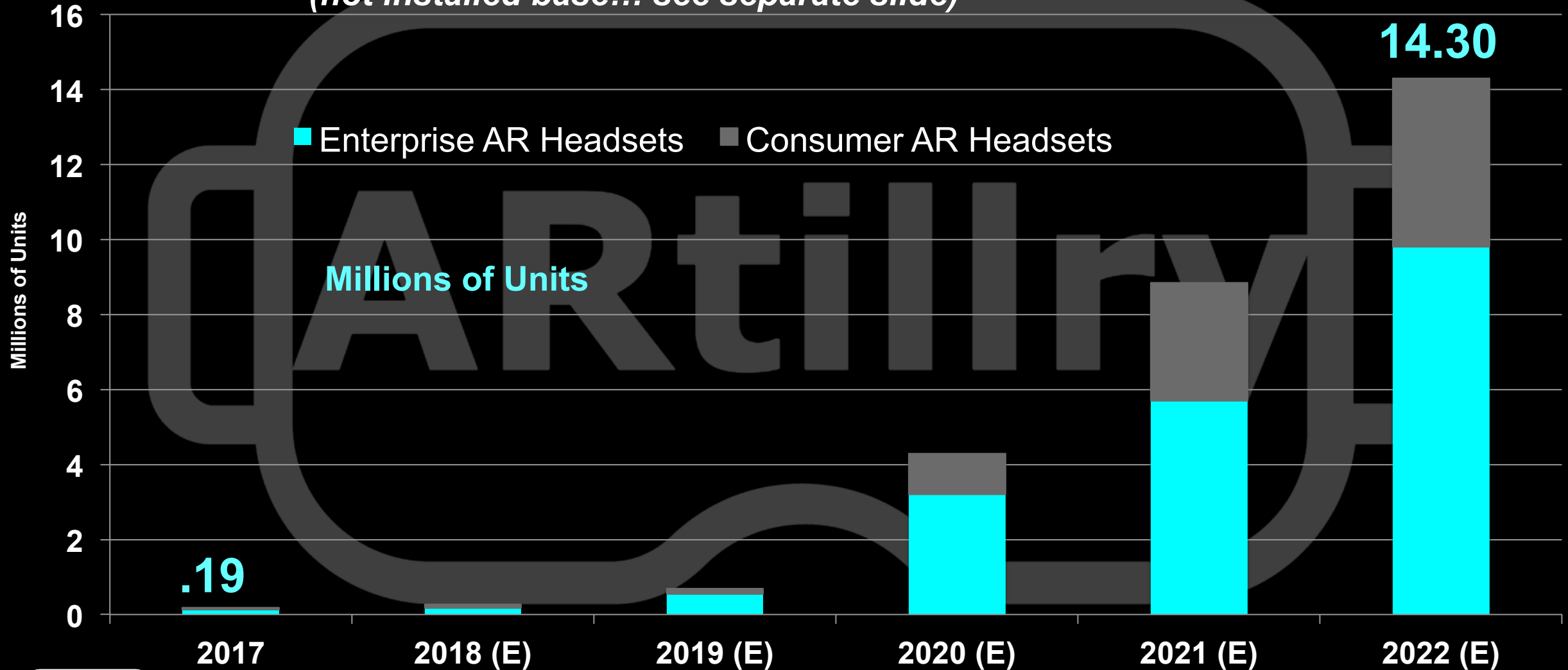
ARCore + ARKit INSTALLED BASE

Global Handsets Compatible with ARCore or ARKit



AR HEADSET ANNUAL SALES

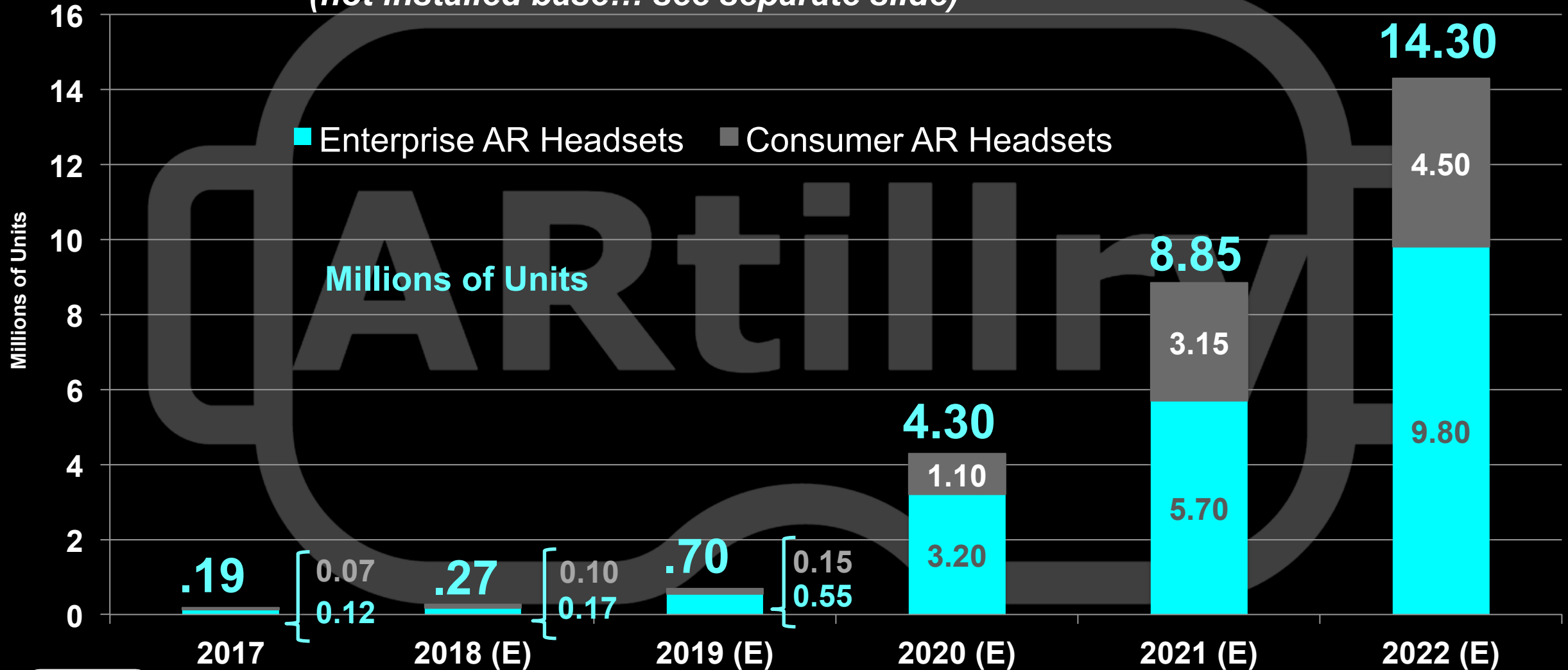
(not installed base... see separate slide)



(SIMPLIFIED VIEW)

AR HEADSET ANNUAL SALES

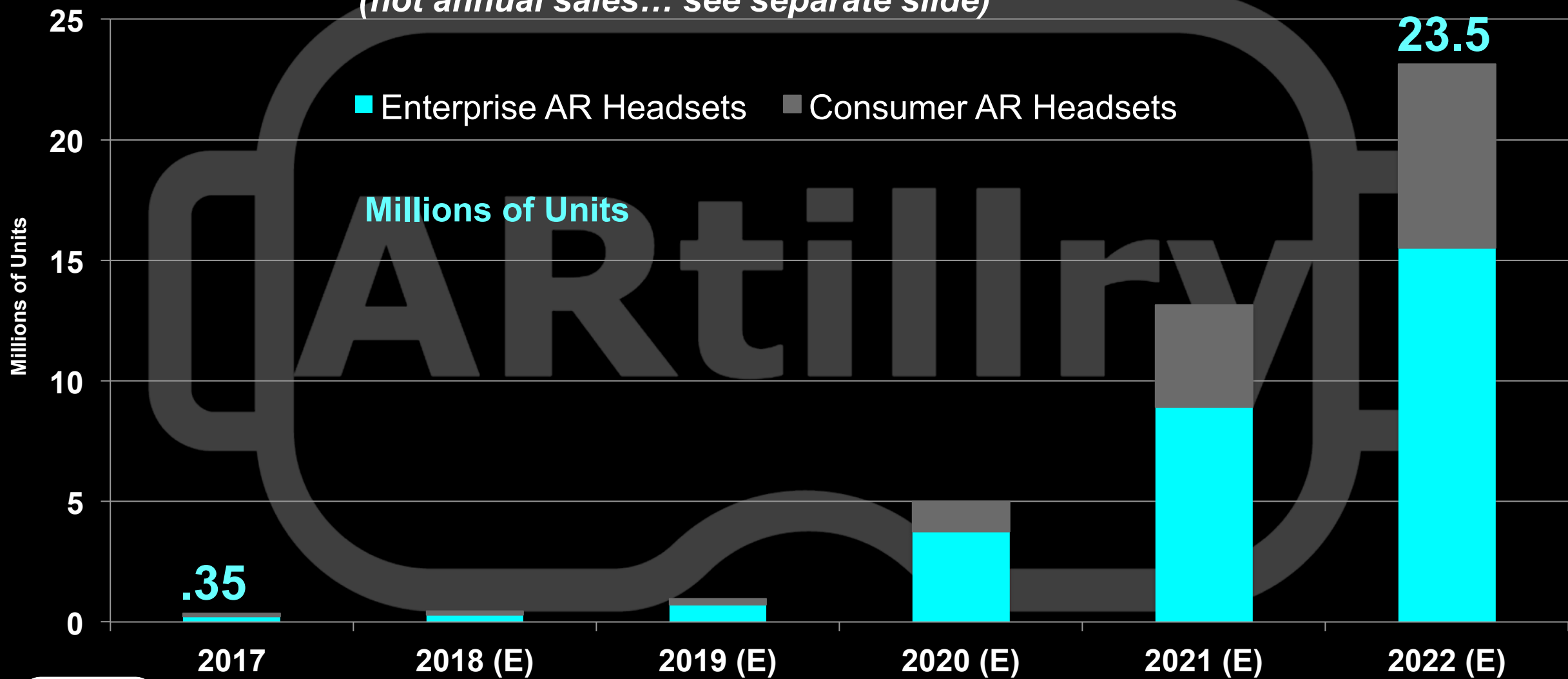
(not installed base... see separate slide)



(DETAILED VIEW)

AR HEADSET INSTALLED BASE

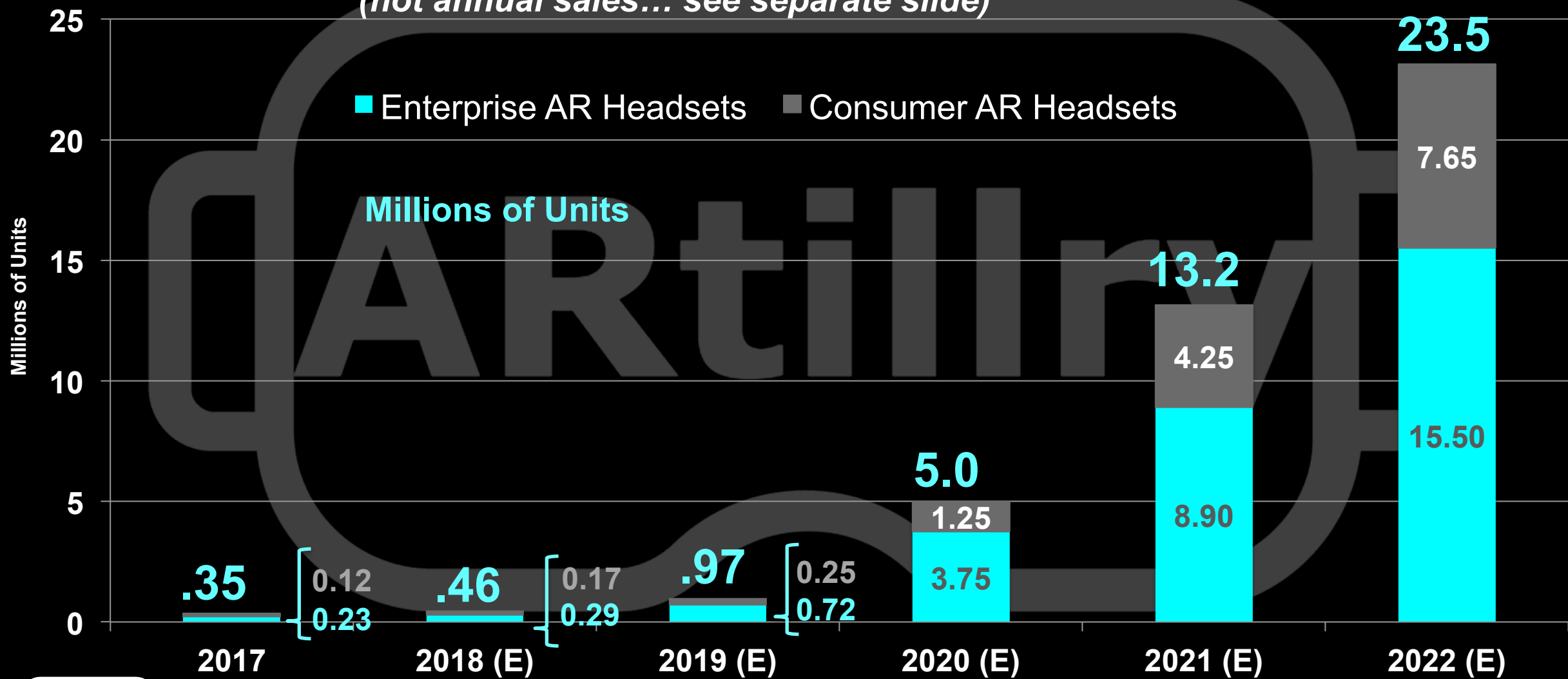
(not annual sales... see separate slide)



(SIMPLIFIED VIEW)

AR HEADSET INSTALLED BASE

(not annual sales... see separate slide)



(DETAILED VIEW)

DRILLING DOWN ON VR




GLOBAL VR REVENUES

 **Global VR product revenues will grow from U.S. \$3.1 billion in 2017 to U.S. \$12.8 billion in 2022, a 32.6% compound annual growth rate (CAGR).**

 **The largest share of VR revenue in 2017 was consumer VR (88%), which continues to dominate through 2022, but lose some share to enterprise VR.**

 **Enterprise comprises 12% of VR revenues in 2017 and 26% in 2022.***

 **Consumer comprises 88% of VR revenues in 2017 and 74% in 2022.**

 **Consumer VR's dominance results from the form factor's alignment with consumer-gearred use cases, such as gaming and entertainment.**

 **Consumer VR has taken an early lead, due mostly to gaming but enterprise VR adoption will accelerate as ROI is demonstrated.**

 **The HTC Vive Pro will benefit most from enterprise adoption, and its higher price tag will shift overall revenue share towards enterprise VR.**



*This includes VR hardware and software sales only. It does not include professional services such as enterprise consulting. See slide 5.

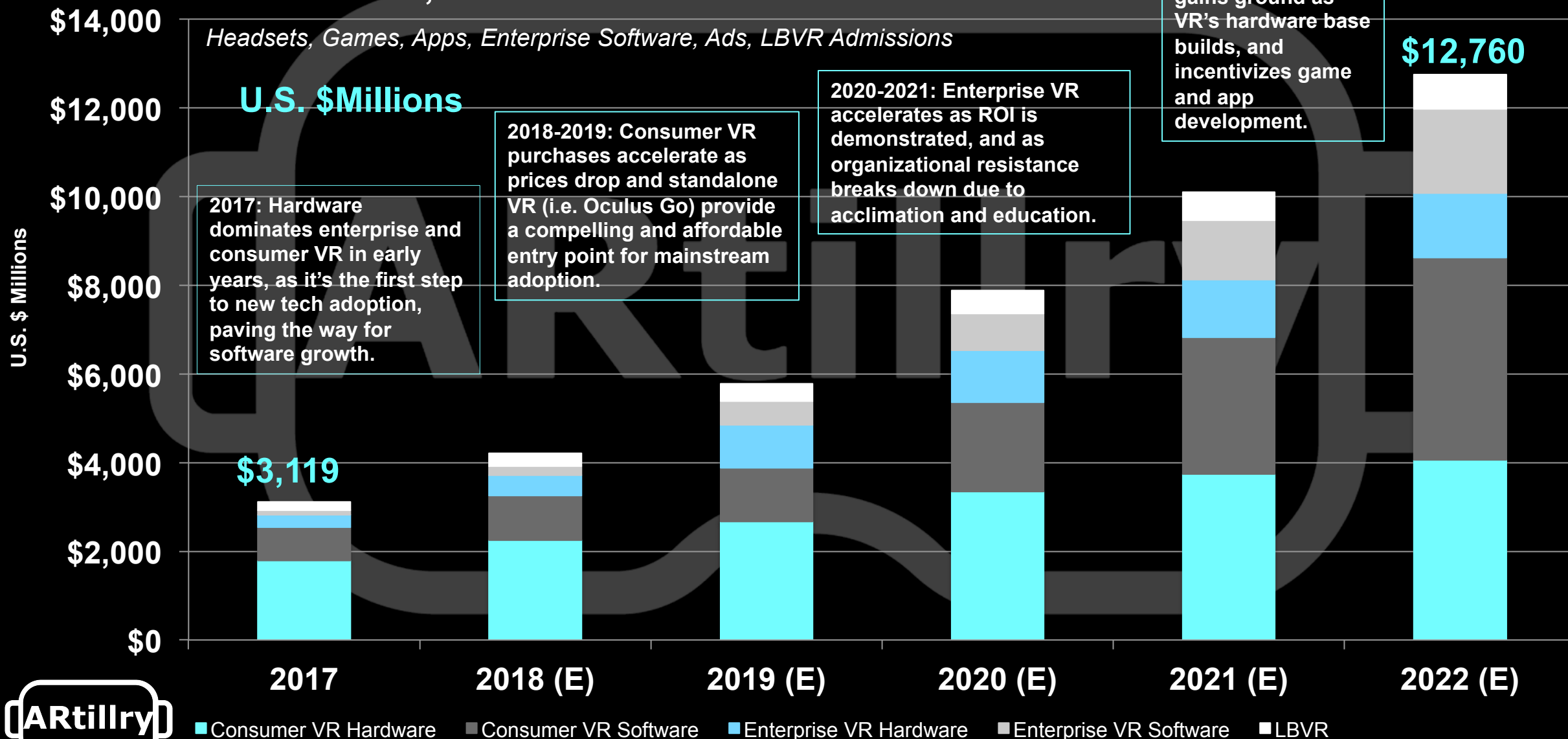
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GLOBAL VR REVENUE OVERVIEW

(SIMPLIFIED VIEW)

VR Hardware, Software & LBVR Revenues

Headsets, Games, Apps, Enterprise Software, Ads, LBVR Admissions



GLOBAL VR REVENUE OVERVIEW

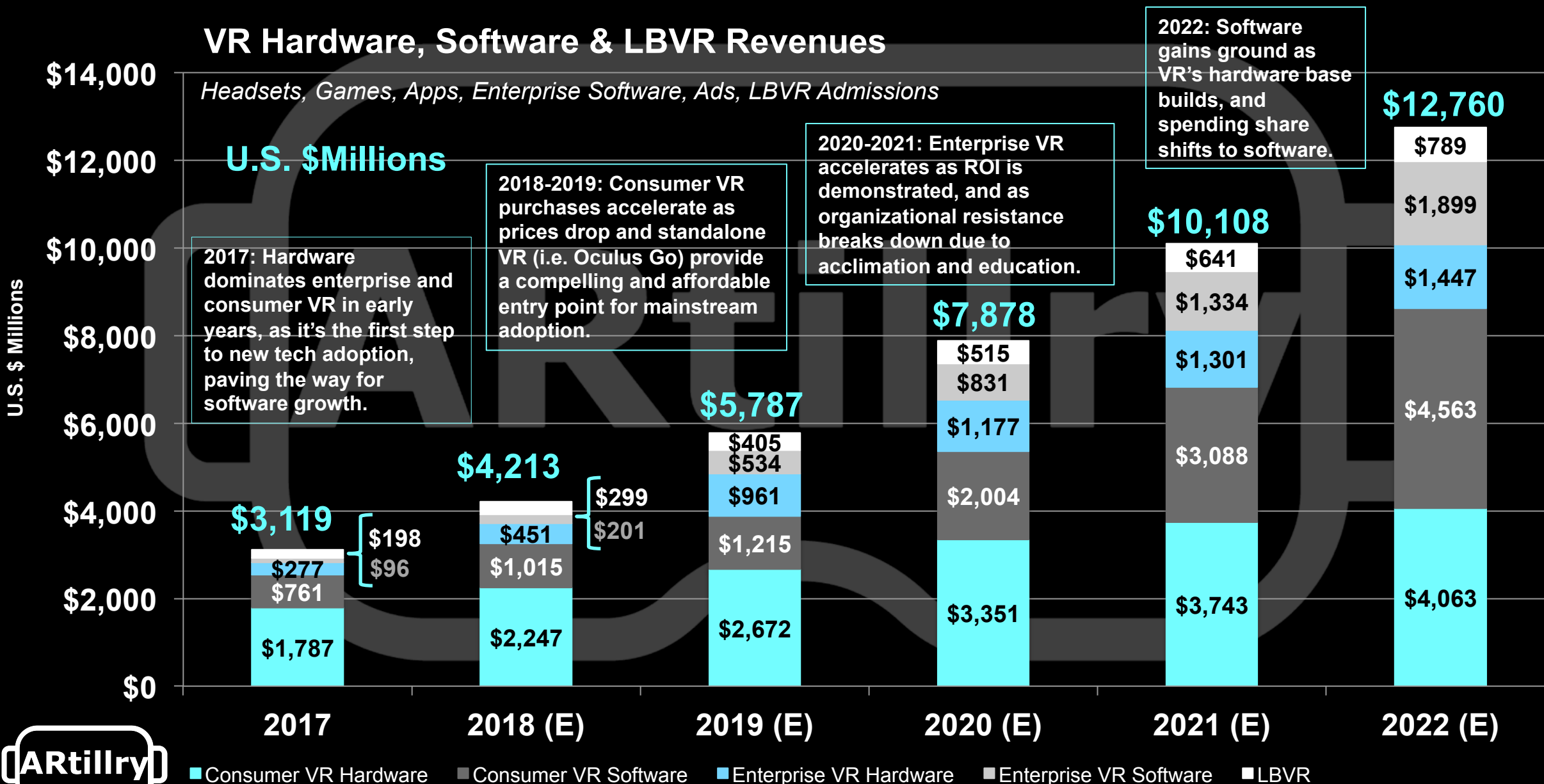
(DETAILED VIEW)

VR Hardware, Software & LBVR Revenues

Headsets, Games, Apps, Enterprise Software, Ads, LBVR Admissions

U.S. \$Millions

U.S. \$ Millions




CONSUMER VR DRILL DOWN




CONSUMER VR REVENUES


 One of consumer VR hardware's greatest adoption drivers will be price competition among headset manufacturers (e.g. Oculus, Sony, Samsung).

 Oculus Go, at a \$199 price point, will hit a sweet spot for quality, affordability, and an established content library from Gear VR's tenure.

 Holidays 2018 will be a “moment of truth” for Oculus Go, as the above advantages plus a gift-able price point could jumpstart VR adoption.

 Consumer VR revenues will be led by hardware in the near term, shifting over time to software.

 VR software will overtake hardware in 2022 as headset revenue growth matures, and as software refresh rates outpace hardware replacement cycles. Greater content libraries will also boost consumer spending.

 Within VR software, premium app revenue rules, but web VR will gain share over time as evolving capability and lack of friction attracts users.



*See the next section for a breakdown of headset pricing and unit sales trending

CONSUMER VR DRILLDOWN

(SIMPLIFIED VIEW)

VR Hardware, Software & LBVR Revenues

Headsets, Games, Apps, LBVR Admissions

U.S. \$Millions

2017: Hardware dominates VR in early years, as it's the first step to new tech adoption, incentivizing content creation with a greater installed base.

2018-2019: Consumer VR purchases accelerate as prices drop and standalone VR (i.e. Oculus Go) provide a compelling and affordable entry point for mainstream adoption.

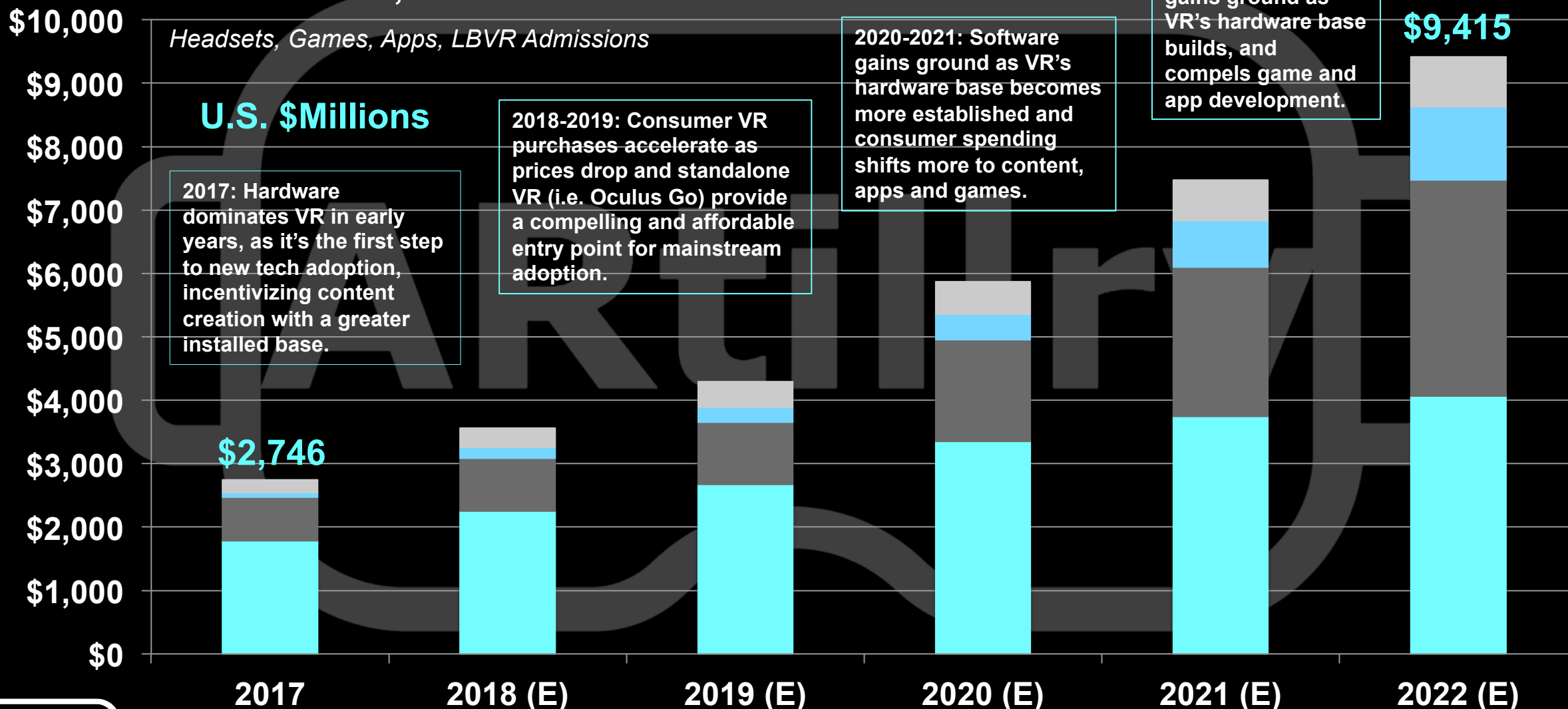
2020-2021: Software gains ground as VR's hardware base becomes more established and consumer spending shifts more to content, apps and games.

2022: Software gains ground as VR's hardware base builds, and compels game and app development.

U.S. \$ Millions



■ Consumer VR Hardware ■ Premium Apps/Games ■ In-App/Game Purchases ■ LBVR



CONSUMER VR DRILLDOWN

(DETAILED VIEW)

VR Hardware, Software & LBVR Revenues

Headsets, Games, Apps, LBVR Admissions

U.S. \$Millions

2017: Hardware dominates VR in early years, as it's the first step to new tech adoption, incentivizing content creation with a greater installed base.

2018-2019: Consumer VR purchases accelerate as prices drop and standalone VR (i.e. Oculus Go) provide a compelling and affordable entry point for mainstream adoption.

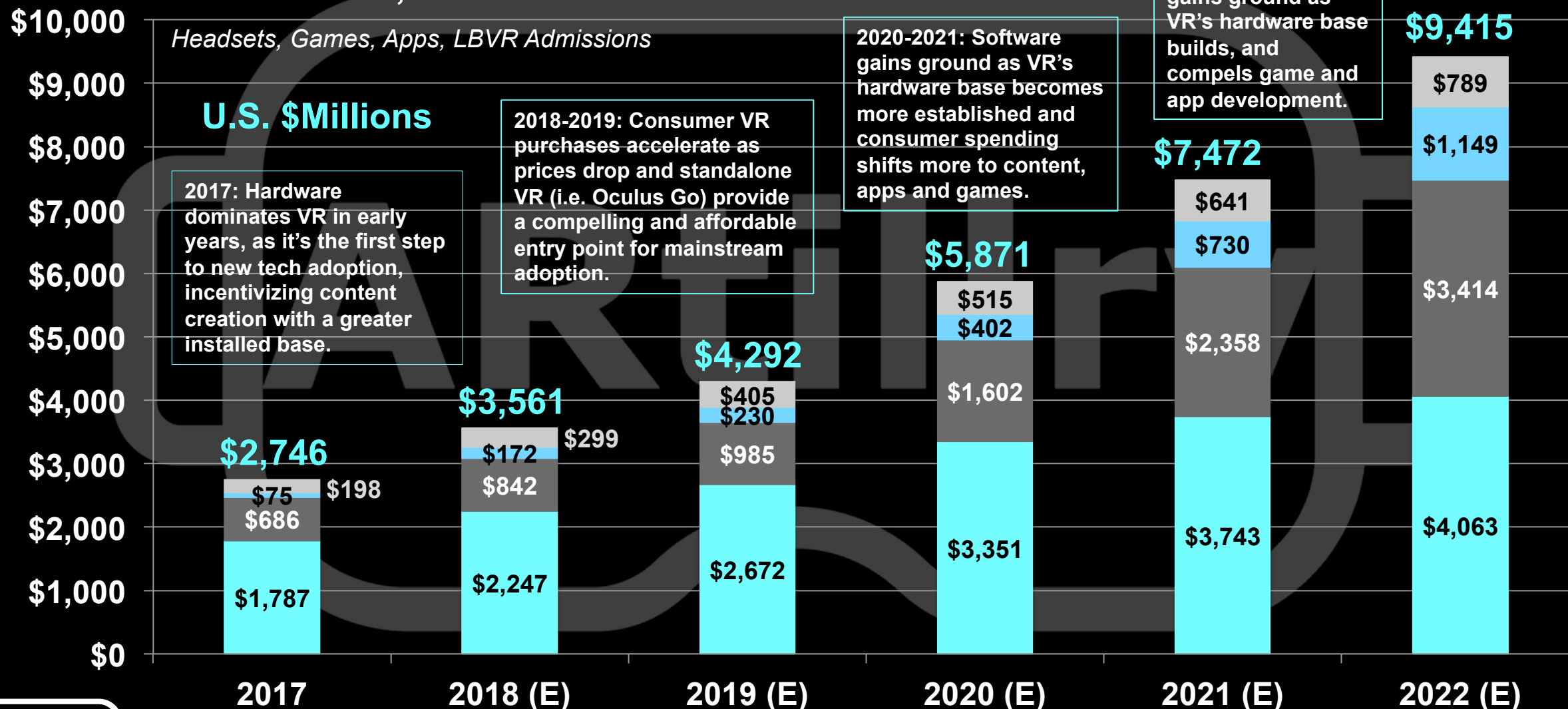
2020-2021: Software gains ground as VR's hardware base becomes more established and consumer spending shifts more to content, apps and games.

2022: Software gains ground as VR's hardware base builds, and compels game and app development.

U.S. \$ Millions

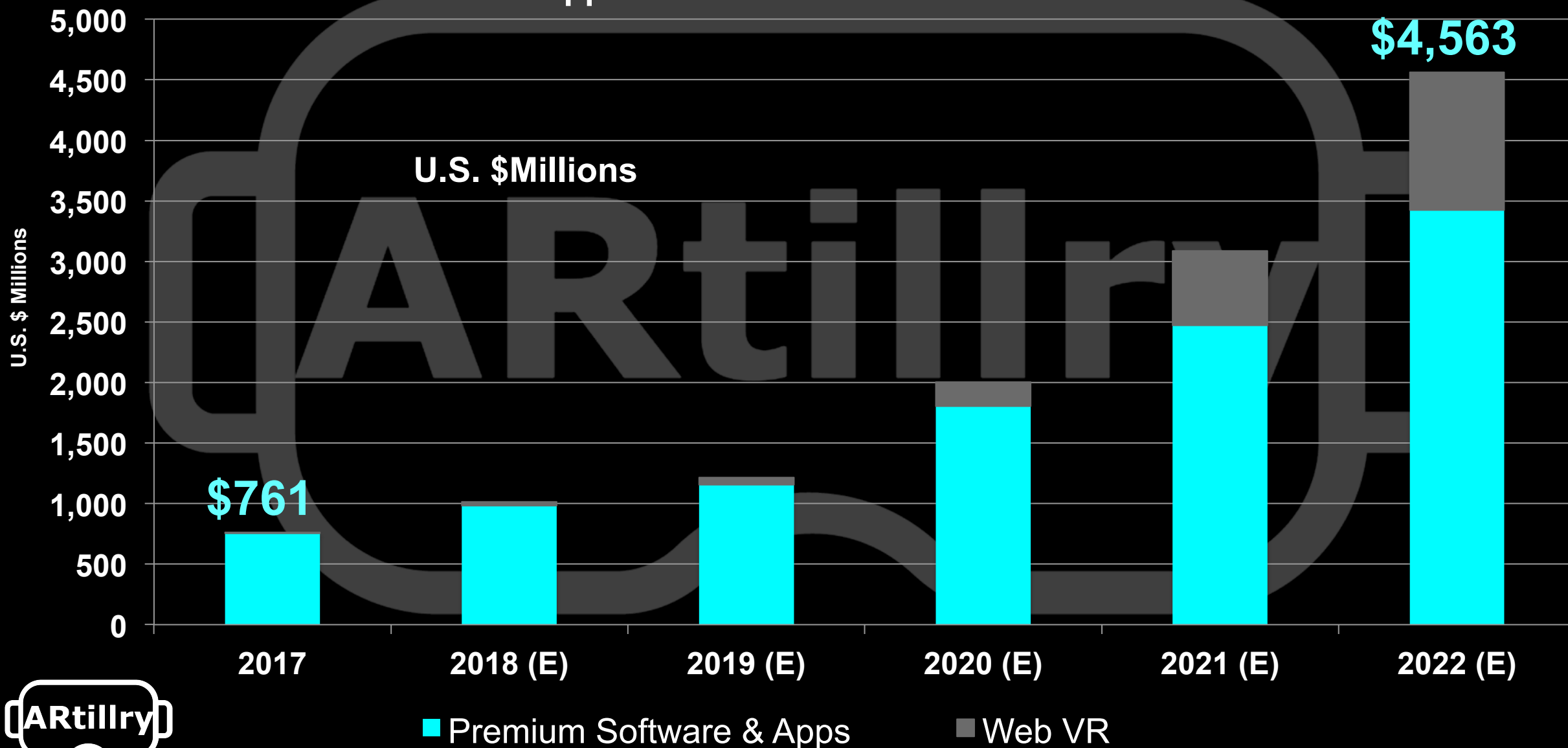


■ Consumer VR Hardware ■ Premium Apps/Games ■ In-App/Game Purchases ■ LBVR



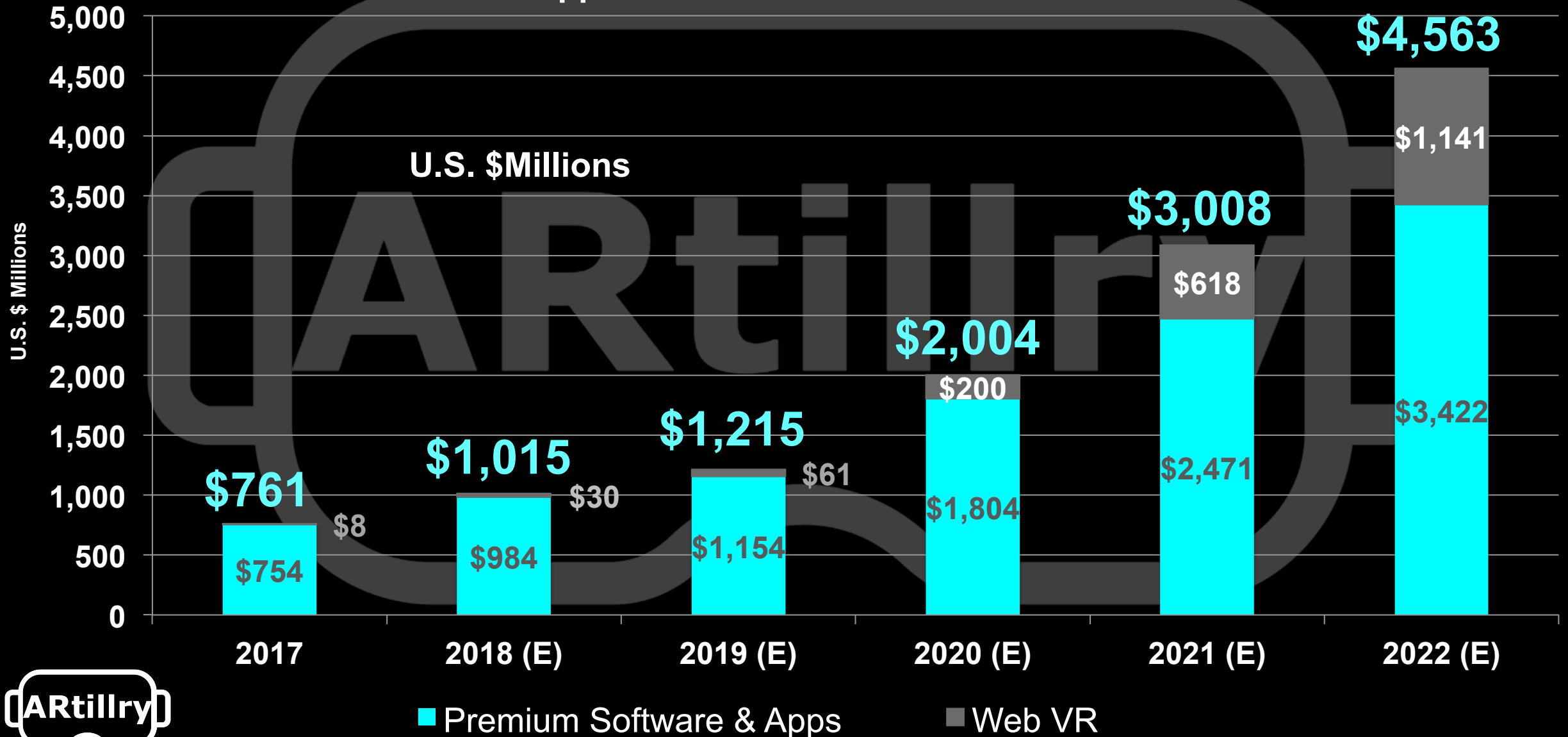
CONSUMER VR SOFTWARE DRILL DOWN

Consumer VR Software: Apps vs. Web VR



CONSUMER VR SOFTWARE DRILL DOWN









Consumer VR Software: Apps vs. Web VR



ENTERPRISE VR DRILL DOWN



ENTERPRISE VR REVENUES

-  Enterprise VR revenue trails consumer VR and other XR sub-sectors, due to limited hours of eligible use per working day.
 -  VR's isolation inhibits industrial job functions and hand work.
 -  VR's will excel in corporate, finance (data visualization) and training.
-  Like Consumer VR, Enterprise VR revenues will be led by hardware in the near term, shifting over time to software.
 -  Hardware often dominates early stages of enterprise technology adoption, creating an installed base for software growth.
 -  VR software will overtake hardware in 2022 as software refresh rates (likely sold in a SaaS format) outpace hardware replacement cycles.
-  Near-term advertising spend is relatively low in VR, due to usage levels.
 -  Ad inventory is constrained, as is advertiser reach, interest and fill rates.*



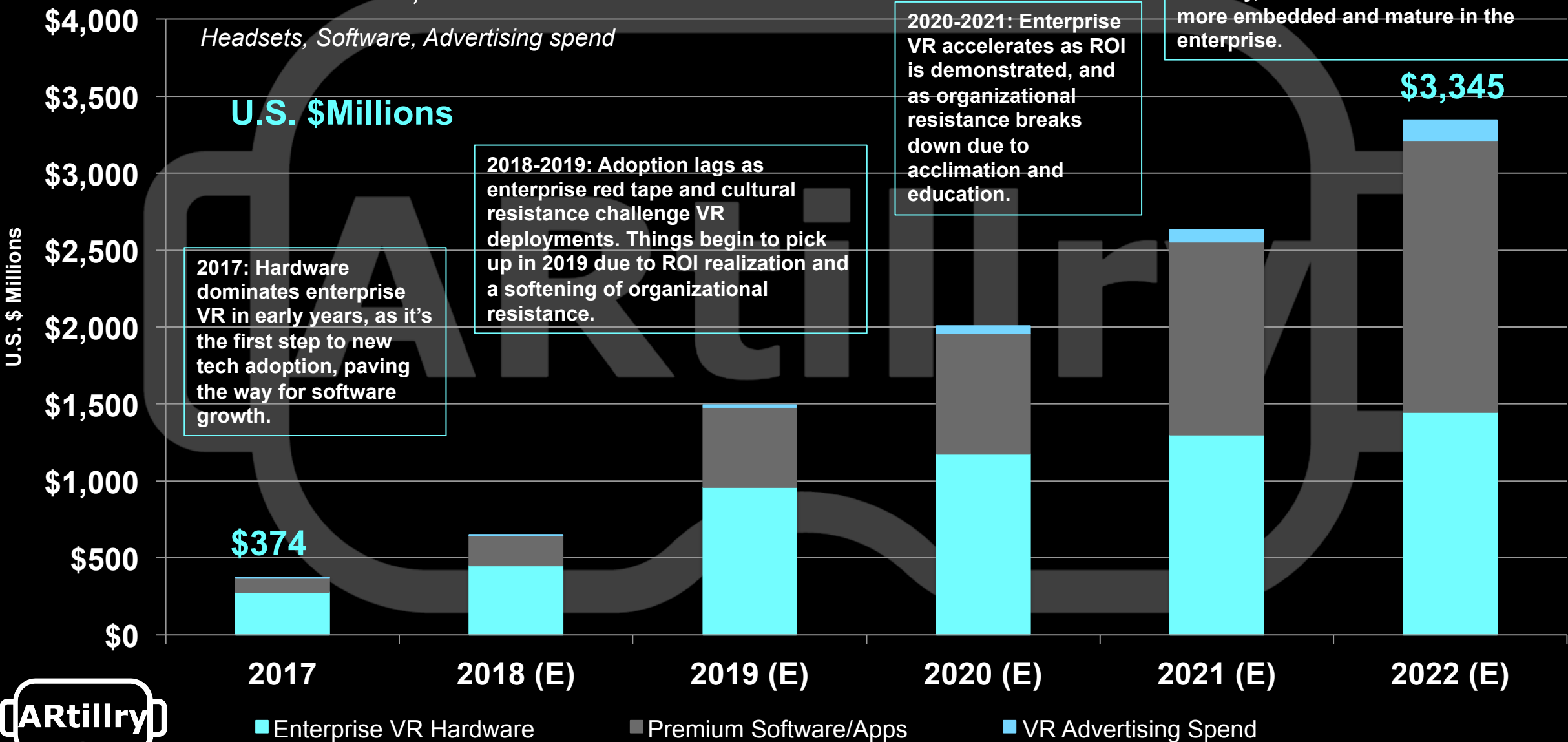
* ARtillery Intelligence does not include creative production costs, nor marketing-based brand apps in ad spend figures (only paid ad placements).

ENTERPRISE VR DRILL DOWN

(SIMPLIFIED VIEW)

VR Hardware, Software & Ad Revenues

Headsets, Software, Advertising spend

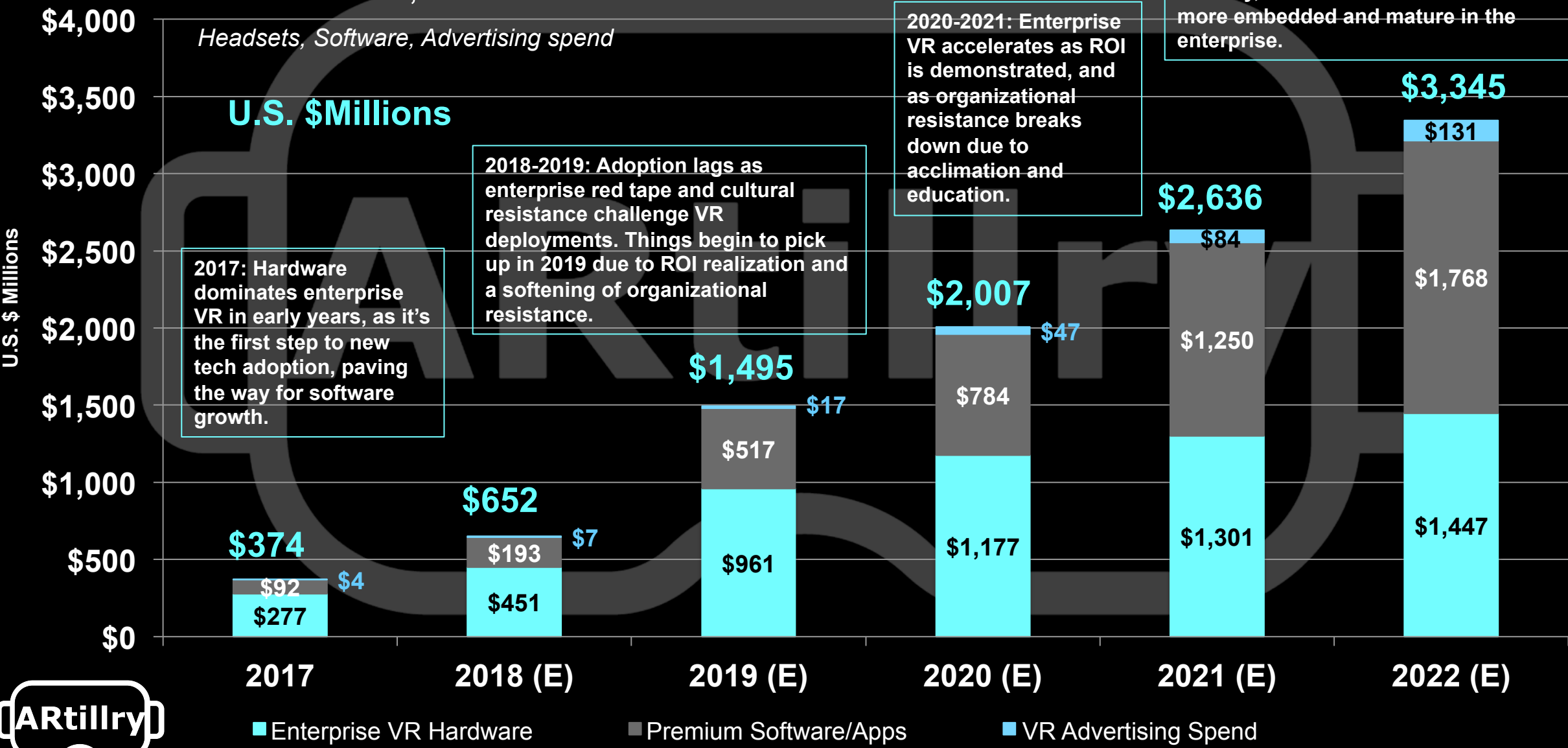


ENTERPRISE VR DRILL DOWN

(DETAILED VIEW)

VR Hardware, Software & Ad Revenues

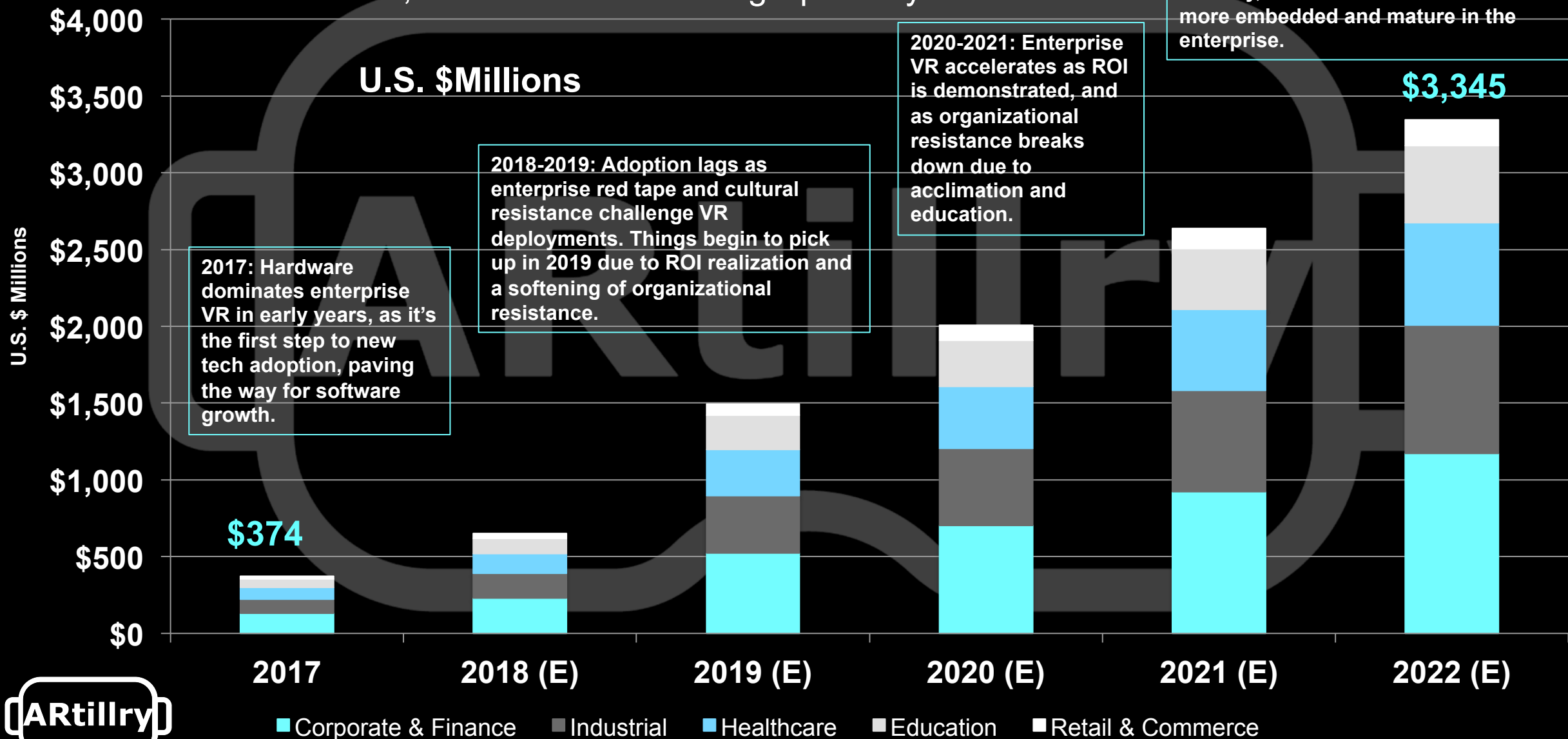
Headsets, Software, Advertising spend



ENTERPRISE VR DRILL DOWN

(SIMPLIFIED VIEW)

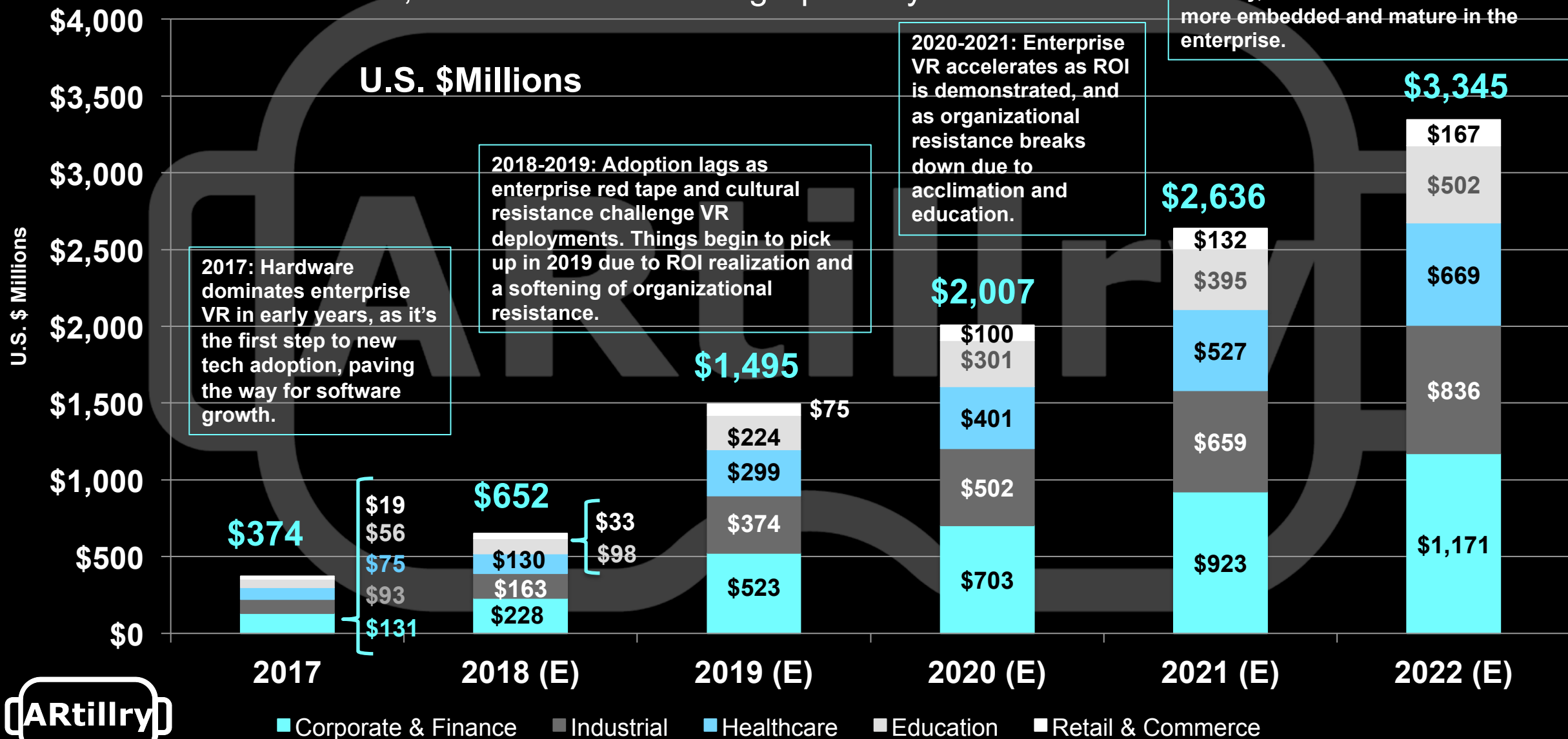
VR Hardware, Software & Advertising Spend by Vertical



ENTERPRISE VR DRILL DOWN

(DETAILED VIEW)







VR Hardware, Software & Advertising Spend by Vertical



VR DEVICE FORECAST




VR HEADSET REVENUE

-  Global VR headset revenues will grow from U.S. \$2.1 billion in 2017 to U.S. \$5.5 billion in 2022, a 21.7% compound annual growth rate (CAGR).
-  PSVR is the market share leader for headset revenue, due to the Playstation 4 installed base, though its share will recede over time.
-  Oculus Go will grow at a fast pace and lead *unit share* by 2022, but its smaller price tag (\$199) inhibits its *revenue share* of VR headsets.
-  Having the opposite effect, Vive Pro will have a low unit share but a high revenue share by 2022, given its high price tag and enterprise adoption.
-  HTC Vive and Samsung Gear VR will perform relatively poorly versus competitors that have more flexibility to subsidize hardware (i.e. Oculus).
-  Oculus – with the advantage of Facebook-backing and a revenue model detached from hardware sales – has this flexibility to apply loss-leader pricing in order to trade margins for market share.*



*See Artillry article: <https://artillry.co/2017/11/15/th-dynamics-of-aggressive-vr-pricing/>

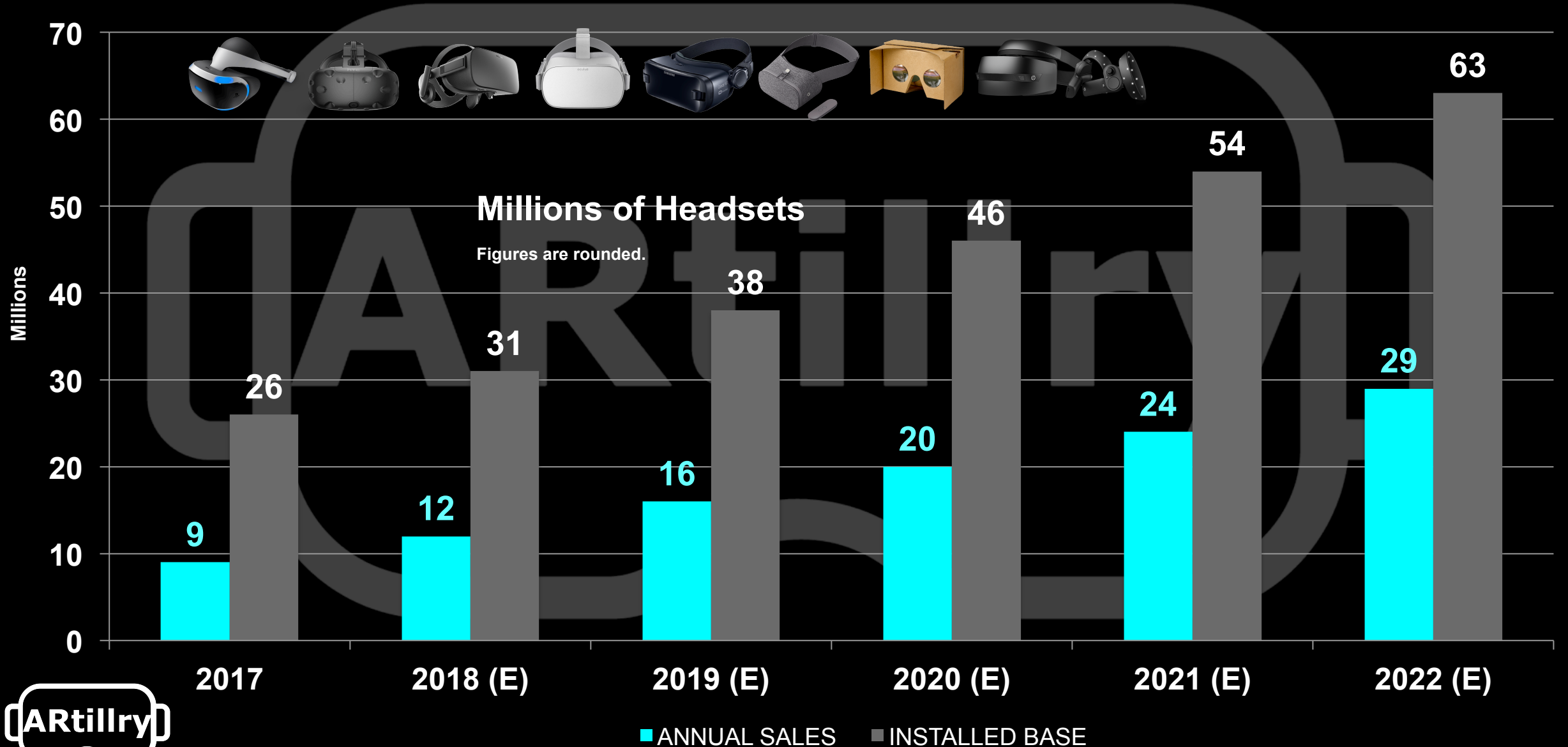
VR HEADSET REVENUE

-  In units, the global VR headset market will grow from 9 million in 2017 annual sales to 29 million in 2022.
-  This correlates to a cumulative installed base of 26 million active VR headsets to 63 million units during the same period.
-  VR headset pricing will trend downward over the forecast period, from an average of \$468.50 in 2017 to \$281.63 in 2022.
-  Price competition will be a key adoption driver, bringing VR's entry point down to levels that are in the range of higher consumer demand.*
-  Standalone headsets represent an effective “all-in” price for consumers, given that they don't require dedicated PCs, consoles or mobile devices.
-  Cardboard and other tier-4 devices are removed from average pricing calculations, as they're an outlier (as low as \$10 per unit).

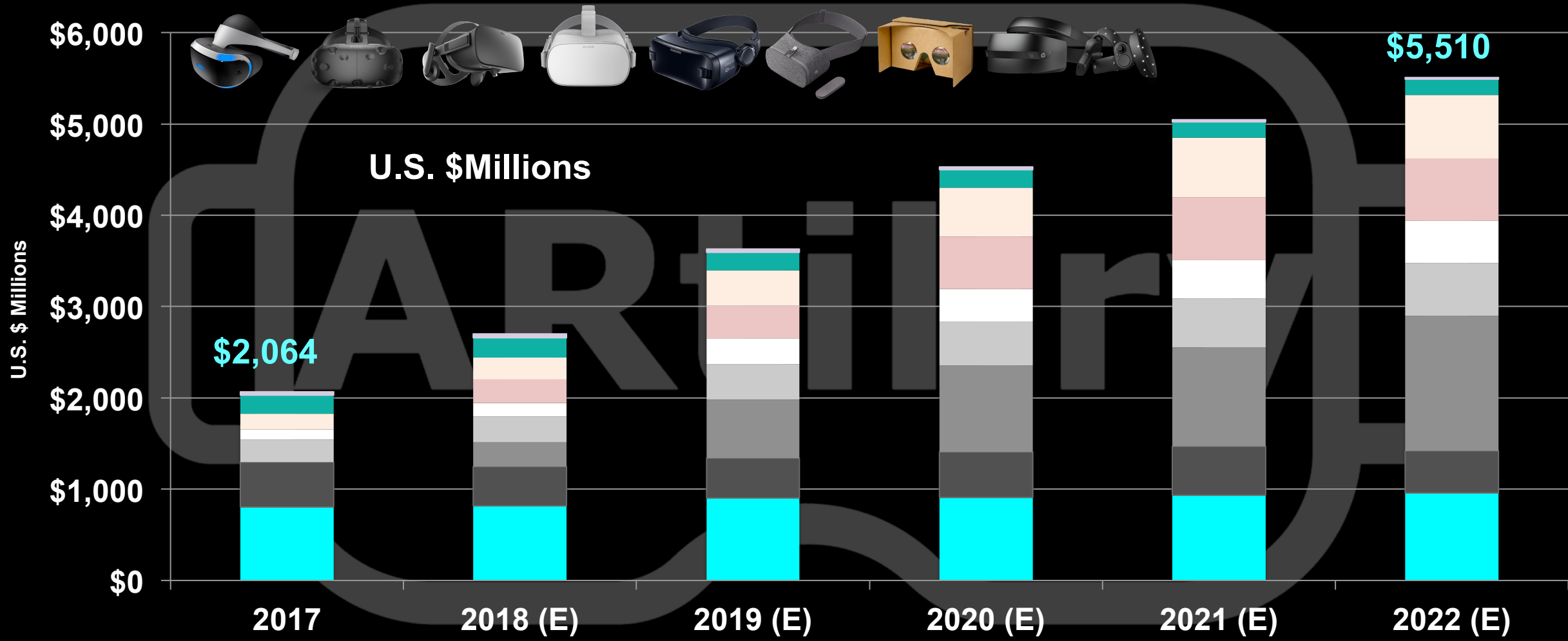


*See ARtillery Intelligence Briefing: [VR Usage & Consumer Attitudes](#) for original survey data on consumer pricing sentiments.

GLOBAL VR HEADSET INSTALLED BASE

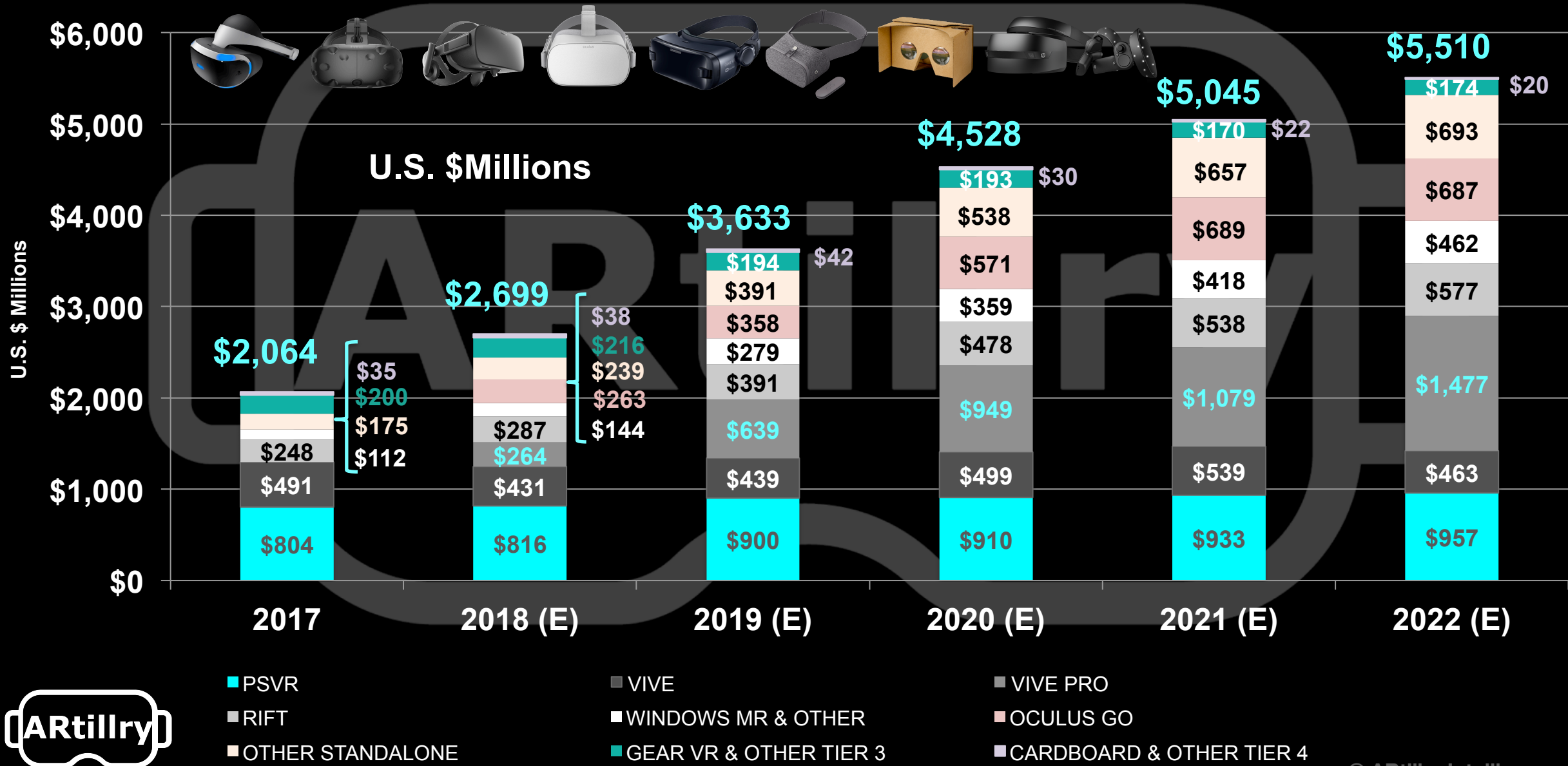


GLOBAL VR HEADSET REVENUES

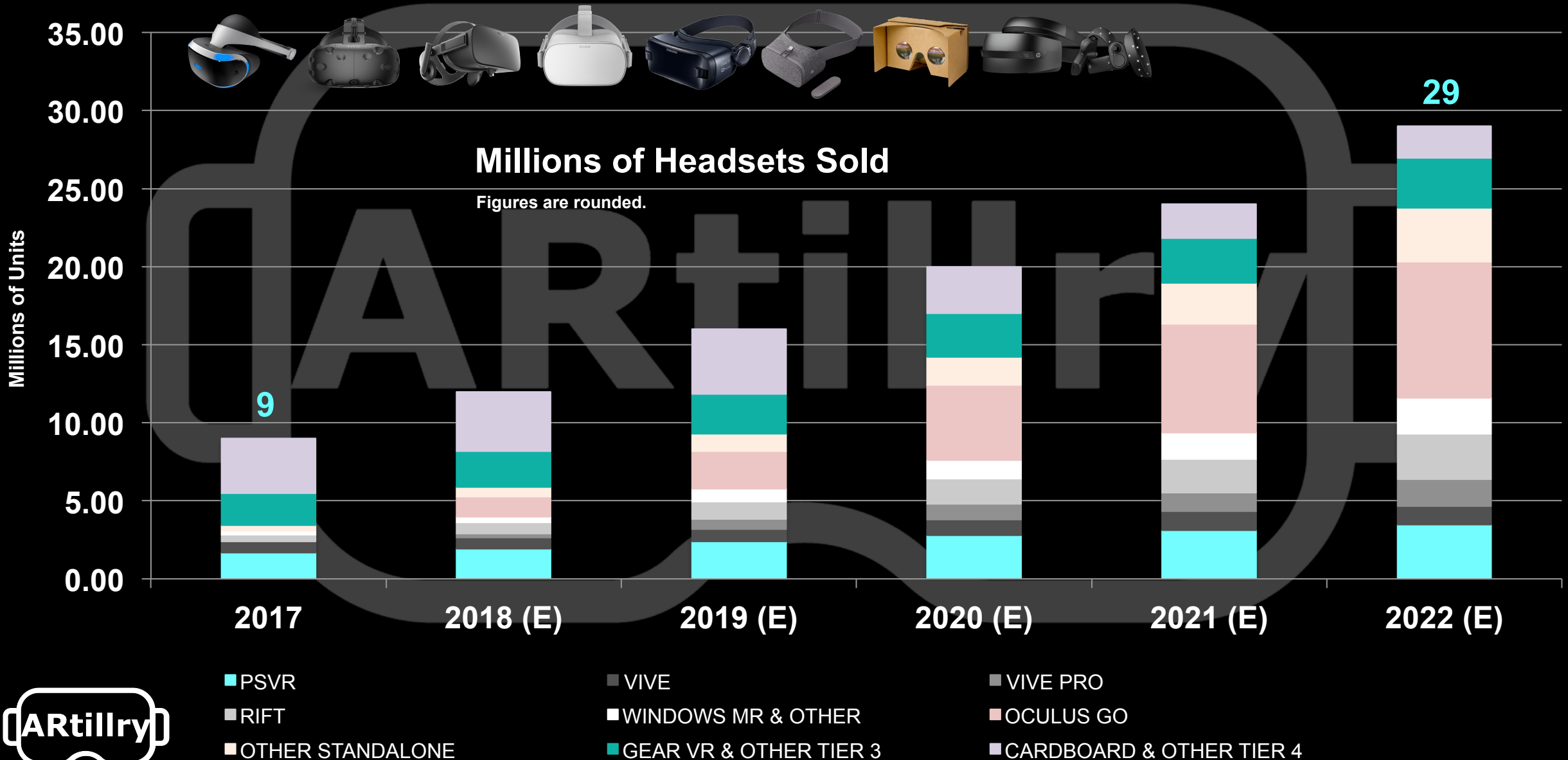


- PSVR
- VIVE
- VIVE PRO
- RIFT
- WINDOWS MR & OTHER
- OCULUS GO
- OTHER STANDALONE
- GEAR VR & OTHER TIER 3
- CARDBOARD & OTHER TIER 4

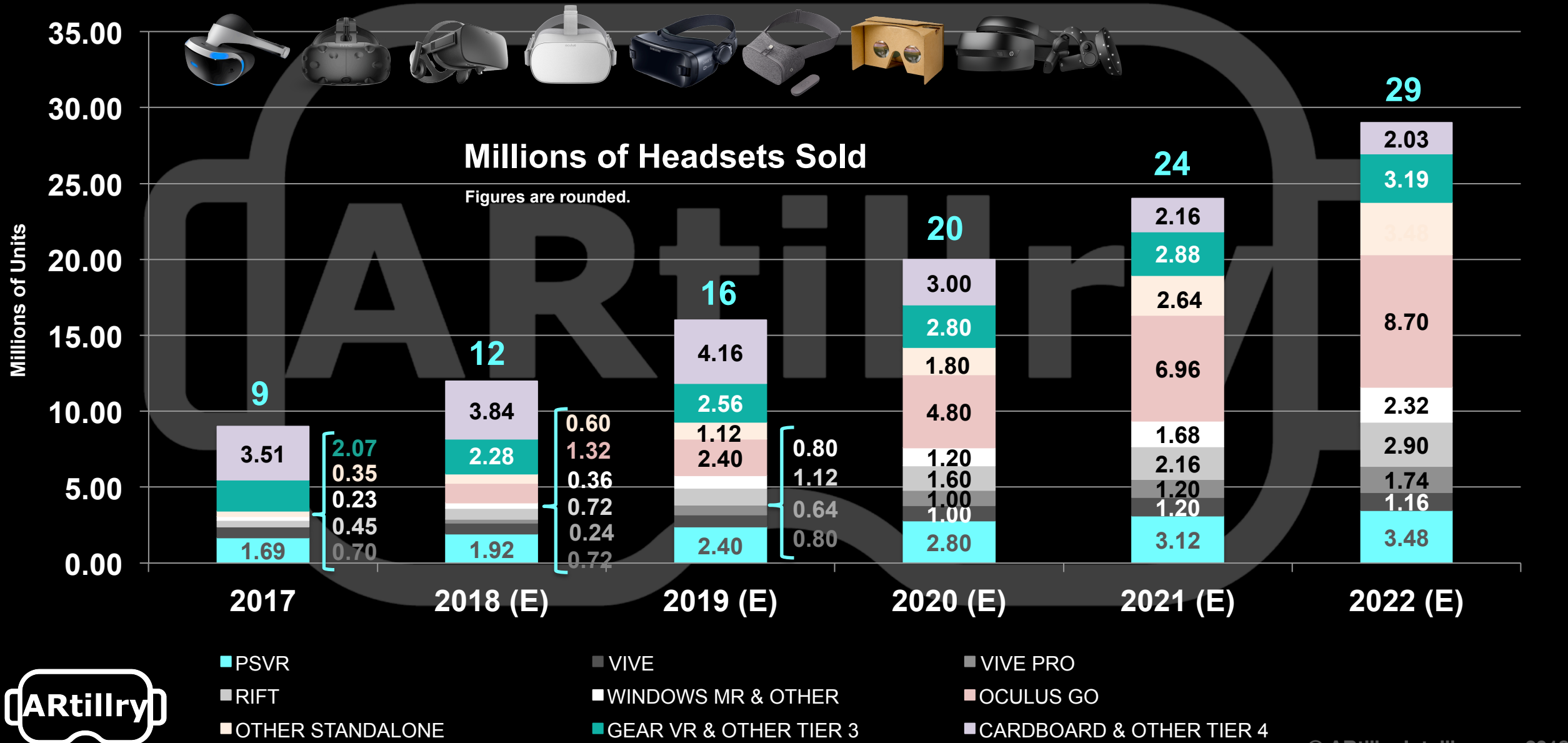
GLOBAL VR HEADSET REVENUES



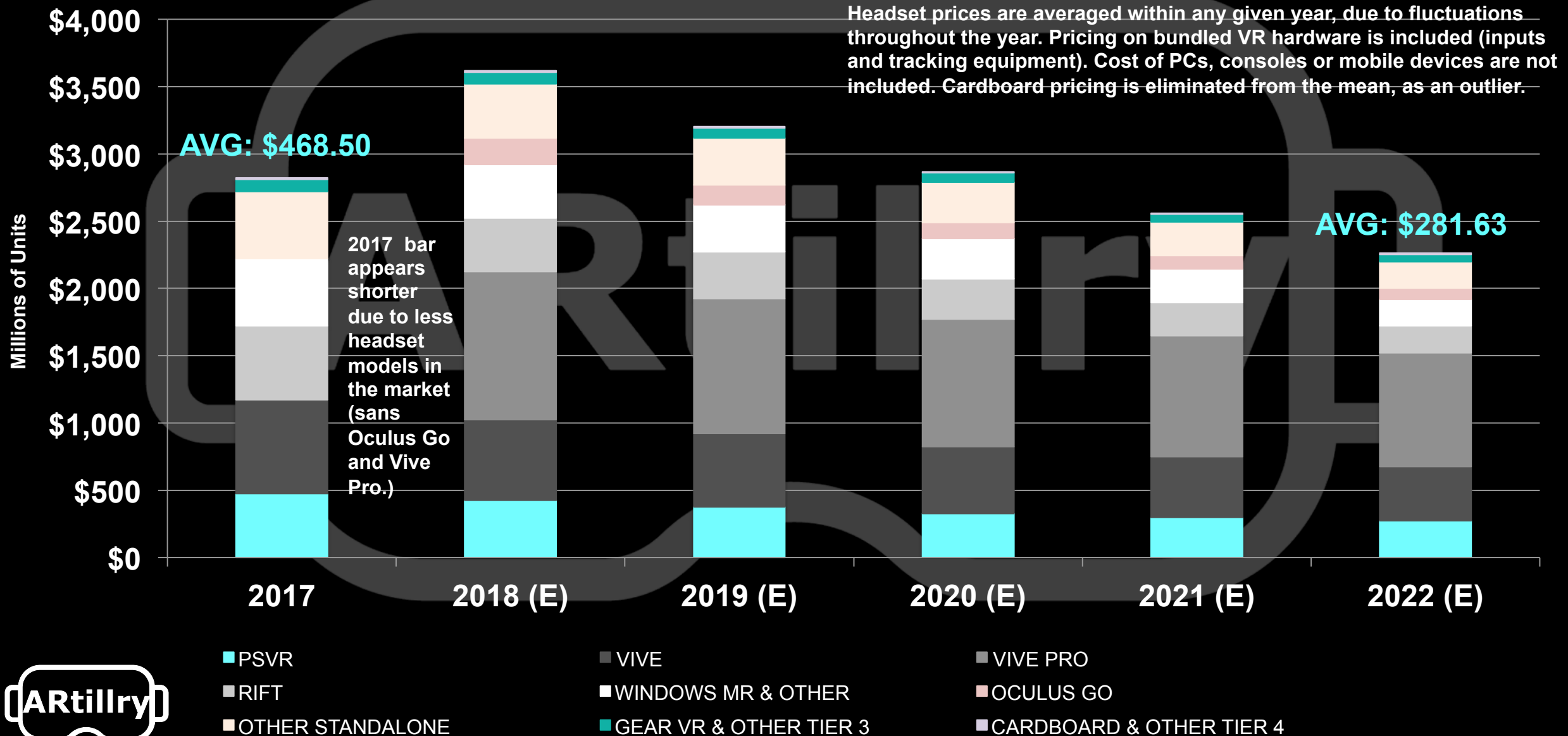
GLOBAL VR HEADSET UNIT SALES



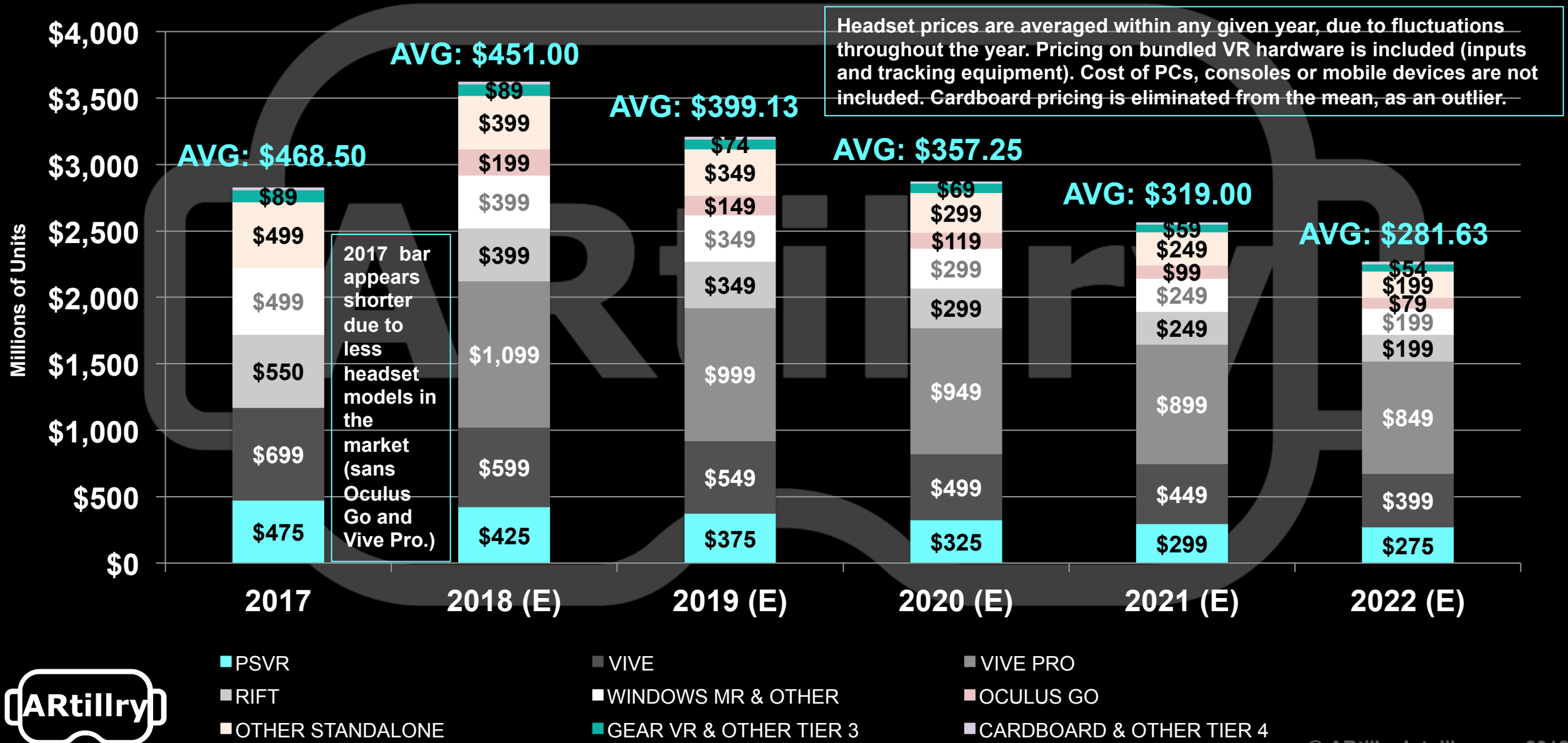
GLOBAL VR HEADSET UNIT SALES



GLOBAL VR HEADSET PRICING TREND



GLOBAL VR HEADSET PRICING TREND



KEY TAKEAWAYS (REDUX)



KEY TAKEAWAYS

Takeaways and growth dynamics for XR and its sub-sectors.

Enterprise AR will grow from \$671 million in 2017 to \$29.6 billion in 2022, a 113 percent compound annual growth rate (CAGR). This makes it the largest XR sub-sector in 2022. Scale will result from wide applicability across enterprise verticals; and a form factor that supports all-day use and clear ROI (e.g. manufacturing efficiencies). Adoption is currently dampened by typical organizational inertia, enterprise risk aversion and sales cycles. ARtillery Intelligence believes these factors will continue to stunt enterprise AR growth but will be outweighed eventually by the momentum, support and ROI realizations that are currently building. A tipping point will come in 2020, after which adoption accelerates in a sort of enterprise herd mentality. This will follow a similar pattern, though on a smaller scale, as enterprise smartphone adoption over the past decade. Near-term Enterprise AR revenues will be hardware-dominant as it's the first step in enterprise tech adoption. Hardware growth creates an installed base for software, which will dominate enterprise AR in outer years. Enterprise hardware will also mature as it's established in the enterprise, with replacement cycles outpaced by software refresh rates, likely packaged and sold in a SaaS manner.



KEY TAKEAWAYS

Takeaways and growth dynamics for XR and its sub-sectors.

Consumer AR will grow from \$456 million in 2017 to \$18.8 billion in 2022, a 110 percent compound annual growth rate (CAGR). Near term revenues will be dominated by the mobile form factor. Revenues will also be software-centric during that time (mobile device sales aren't counted in this forecast) and will include premium apps and in-app purchases. The latter will dominate software revenues in the near term, due to consumer hesitance to pay upfront for AR apps, as well as the in-app revenue model validated by Pokémon Go. Niantic will find success in its follow-up game to Pokémon Go, with architecture and game mechanics re-skinned to a Harry Potter theme. These and other developing AR experiences will be built around in-app purchase models. A mobile AR killer app won't arrive until 2019, likely built on social networking and native AR functionality. Consumer AR revenues will begin to shift towards hardware starting in 2021 as smart glasses (possibly from Apple) finally reach tenable specs and standards for consumer markets. Software at that time will begin to shift to premium purchases (as opposed to in-app purchases) as it's a model conducive to dedicated AR hardware (similar to how apps/games are purchased in VR). Meanwhile, the development work put into mobile AR apps will be a training ground for an eventual glasses-dominant era beyond 2022.



KEY TAKEAWAYS

Takeaways and growth dynamics for XR and its sub-sectors.

Enterprise VR will grow from \$374 million in 2017 to \$3.35 billion in 2022, a 55 percent compound annual growth rate (CAGR). Though strong in its own right, it will hold the smallest share of XR revenues among the sub-sectors measured in this forecast. VR will be stronger as a consumer play (see next slide), while AR is stronger in the enterprise. These VR shortcomings (relatively speaking) in the enterprise stem from the medium's inherent isolation, which inhibits some job functions and share of time per working day. This is especially true in industrial functions where “heads up” awareness is inherent, and where AR will conversely shine. However, VR will add value in corporate and finance settings, such as employee training and data visualization among others (vertical spending breakdown provided in this report). Like AR, VR's near term enterprise revenue will be hardware-dominant as it's the first step to tech adoption. That installed base will pave the way for enterprise VR software revenues to grow and overtake enterprise VR hardware revenues by 2022. Unlike AR, which will have specialized hardware that's optimized for enterprise functions, VR will utilize common hardware (the same hardware used in consumer contexts). The availability, evolution and economics of that increasingly penetrated hardware will be an adoption accelerant, and an advantage for enterprise VR.



KEY TAKEAWAYS

Takeaways and growth dynamics for XR and its sub-sectors.

Consumer VR will grow from \$2.7 billion in 2017 to \$9.4 billion in 2022, a 28 percent compound annual growth rate (CAGR). Like enterprise VR, it will be hardware-dominant in early years as its installed base is established. Over time, software (in this case, games and apps) will eclipse hardware revenues with a faster refresh cycle. A greater installed base of hardware will also incentivize VR content creators to invest in long-form content, resulting in more robust VR content libraries and greater software spending per user (ARPU). Premium apps will dominate software revenues but in-app purchases will also contribute, especially in gaming. Installed software and apps will also dominate, but slowly give way to web VR as its capability evolves. Price competition among VR headset manufacturers (e.g. Oculus, Sony, Samsung) will accelerate consumer adoption. Oculus Go, at a \$199 price point, hits a sweet spot for quality and affordability, and we project it to reach unit sales of 1.3 million this year. Oculus – with the advantage of Facebook-backing – has the flexibility to apply loss-leader pricing in order to trade margins for market share. That will give it a strong competitive position versus players that are dependent on hardware revenue (i.e. HTC, Samsung). Given a gift-able price point, the 2018 holiday quarter will be a “moment of truth” for Oculus Go.



NEXT STEPS, REFERENCE & METHODOLOGY



NEXT STEPS

In addition to standalone status, this forecast lays the groundwork for *ARtillry Intelligence* future deliverables.

With the foundation of this data set, several subsequent narratives will be developed in the coming months that each drill down into XR sub-sectors, rationale, revenue-drivers and strategic implications.

We will also update this data set bi-annually, projecting a five year time horizon with each forecast. We will expand the scope of this forecast over time as well, to include more categories of AR & VR spending (see slide 5 for inclusions).

We encourage questions and coverage suggestions at <https://artillry.co/contact/>



ABOUT ARTILLRY INTELLIGENCE

ARtillery is a publication and intelligence firm that examines augmented reality (AR) and virtual reality (VR). 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 INTELLIGENCE BRIEFINGS

ARtillry Intelligence Briefings are monthly installments of VR/AR data and analysis. They synthesize original and third-party data to reveal the dynamics of VR and AR sectors, and their opportunities.

In addition to data, a layer of insights is applied to translate market events and raw figures into prescriptive advice. This takes form in a narrative story arc, grounded in market figures.

Questions and requests for deeper analysis can be submitted at: <https://artillry.co/contact/>



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 *ARtillry 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*.

Further background, history and credentials can be found at <http://www.mikebo.land/>

METHODOLOGY

ARtillery Intelligence follows disciplined best practices in market sizing and forecasting, developed and reinforced through its principles' 15 years in research and intelligence in the tech sector. This includes the past 2.5 years covering AR & VR as a main focus.

This report focuses on AR and VR revenue projections in various sub-sectors and product areas. *ARtillery Intelligence* has built financial models that are customized to the specific dynamics and unit economics of each. These include variables like unit sales, company revenues, pricing trends, market trajectory and several other micro and macro factors that *ARtillery Intelligence* tracks.

This approach primarily applies a *bottom-up* forecasting methodology, which is secondarily vetted against a top-down analysis. Together, confidence is achieved through triangulating revenues and projections in a disciplined way. For more information on what's included and not included in the forecast (a key consideration when evaluating the figures) see slide 5.

More about ARtillery Intelligence's market-sizing credentials can be found at <http://www.mikebo.land/forecasting>

DISCLOSURE AND ETHICS POLICY

ARtillery has no financial stake in the companies mentioned in this report, nor received payment for its production. With respect to market sizing, ARtillery remains independent of players and practitioners in the sectors it covers. It doesn't perform paid services or consulting for such companies, thus mitigating bias — real or perceived — in market sizing and industry revenue projections.

ARtillery's disclosure and ethics policy can be seen in full at <https://artillery.co/about/disclosure-and-ethics-policy/>

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