

## ARTILLYR DATA BRIEFS

OCULUS RIFT'S DEVELOPER ACTIVITY GROWS

08/06/18



XRDC is back with its anticipated annual developer survey, and the headline: Rift continues to gain share in developer affinity. This aligns with a lot of other signals we've tracked — albeit on the consumer side — including Steam's hardware survey, and of course our own survey data.

Specifically, Rift scored highest (46.66 percent) on the question of what platform your next title will be released on. Compare that to last year's survey when HTC Vive was in the lead with 52 percent, followed by Rift's 50 percent. What changed? In short: a domino effect.

In other words, Rift's consumer affinity has been on the rise. That's a result of Oculus' aggressive price competition (more on that in a second). That penetration in turn provides incentive for developers to reach a wider audience. This isn't the only reason for the Rift love but it's one.

Back to price competition, Oculus long-run platform strategy (and Facebook backing) gives it the luxury of "trading margins for market share" as we like to say. But margin-dependent hardware players like HTC are challenged to compete on price, so Oculus pulls ahead as intended.

In fairness to HTC, Vive scored highest in other categories like "what platforms are you developing for now," "and what platform will your next title be released on exclusively." (see below) So Vive is commendably hanging in there, despite the above margin compression.


Elsewhere in XRDC's survey, the majority of respondents feel that meaningful revenues are probable in the "mid-term." We're not sure what that means but it's probably 2-3 years. And this should be taken with appropriate salt tonnage given "aspirational" and future-looking sentiments.

It's also notable that in line with VRDC's rebranding to XRDC, this year's survey includes developer activity around AR platforms. Those findings are just as notable, but to keep our George Costanza worlds from colliding, we'll circle back to examine those AR results separately.


Meanwhile, the rest of the data follow on the below pages:

## Which AR/VR/MR platforms will your next title be released on? (choose all that apply)


Android phone/tablet using ARCore **24.11%**




Google Cardboard **12.29%**



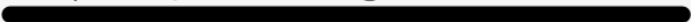
Google Daydream **14.89%**




HTC Vive **38.77%**




iOS phone/tablet using ARKit **20.33%**



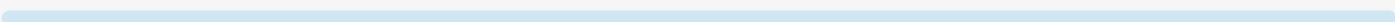
Magic Leap One **4.02%**



Oculus Go **23.64%**




Oculus Rift **40.66%**




PlayStation VR **13.00%**




Samsung Gear VR **17.49%**



Windows Mixed Reality AR Headsets (e.g. Microsoft HoloLens) **14.42%**




Windows Mixed Reality VR Headsets (e.g. HP, Acer) **18.91%**



None **15.37%**

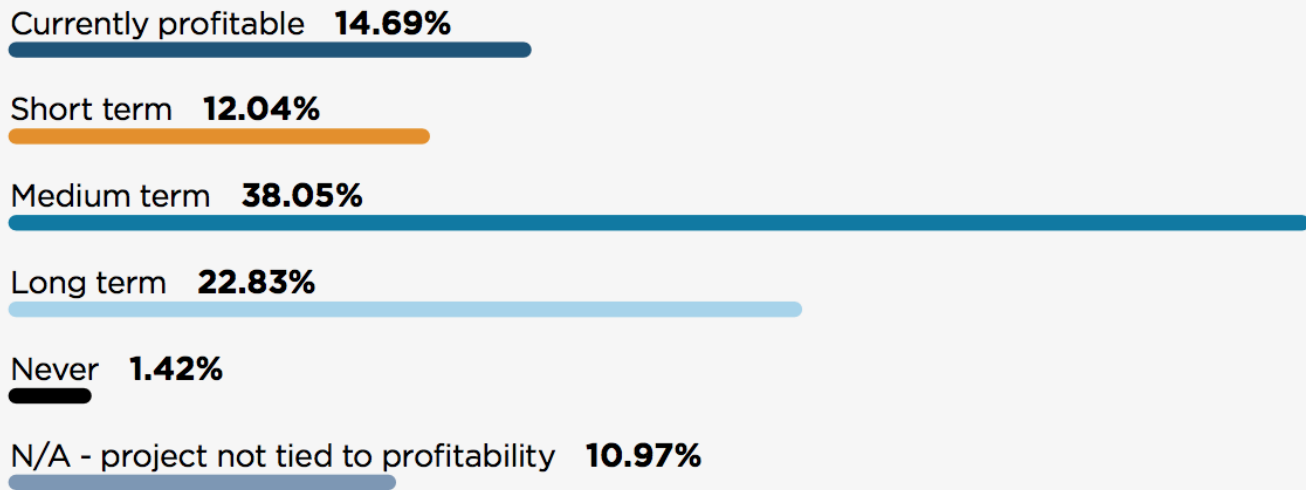


Other **14.42%**



## When do you believe AR/VR/MR will generate a profit?

Currently profitable **14.69%**



Timeframe	Percentage
Currently profitable	14.69%
Short term	12.04%
Medium term	38.05%
Long term	22.83%
Never	1.42%
N/A - project not tied to profitability	10.97%

Short term **12.04%**

Medium term **38.05%**

Long term **22.83%**

Never **1.42%**

N/A - project not tied to profitability **10.97%**

## What is the focus of your current/potential work in AR/VR/MR? (choose all that apply)

Games/Entertainment **70.09%**

Branded Experiences **24.54%**

Retail/Commercial **19.63%**

Industrial/Product Design **19.48%**

Real Estate **9.66%**

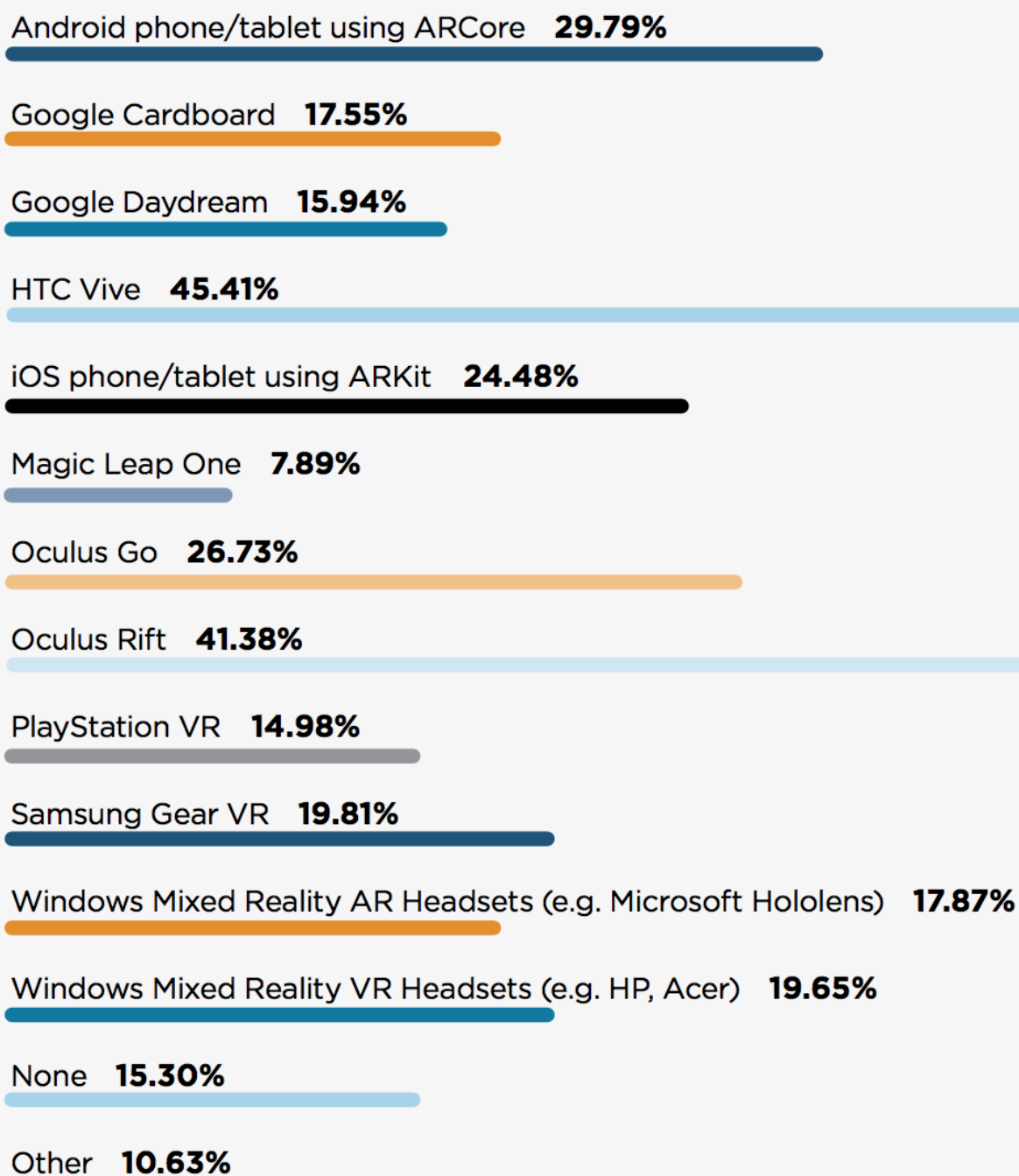
Training/Education **36.81%**

Medical/Healthcare **21.17%**

Travel **6.13%**

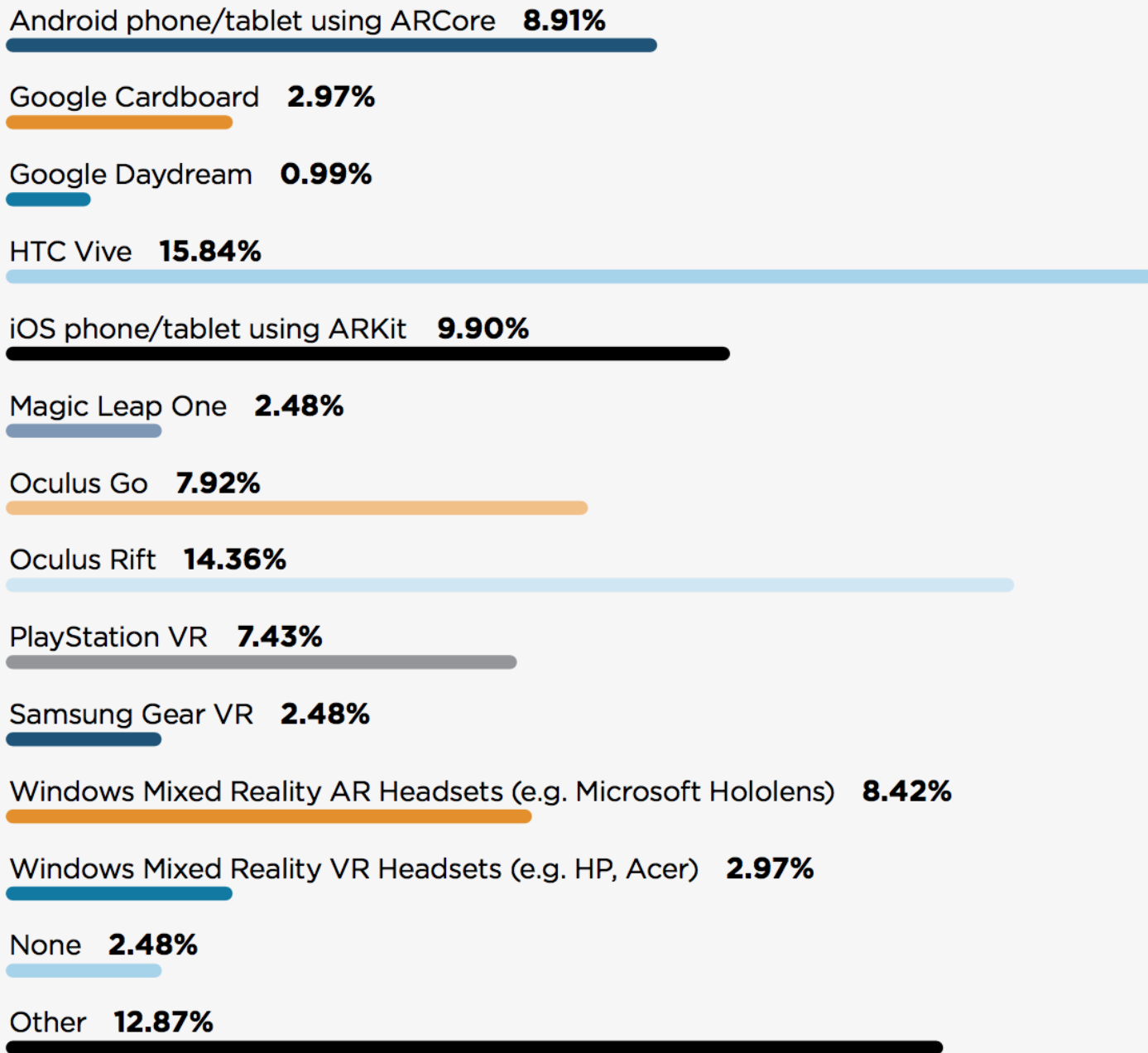
Other **14.57%**

## Which AR/VR/MR platform(s) are you developing for right now? (choose all that apply)



## Which AR/VR/MR platform will your next project be exclusively released on? (choose one)

Android phone/tablet using ARCore **8.91%**



Google Cardboard **2.97%**

Google Daydream **0.99%**

HTC Vive **15.84%**

iOS phone/tablet using ARKit **9.90%**

Magic Leap One **2.48%**

Oculus Go **7.92%**

Oculus Rift **14.36%**

PlayStation VR **7.43%**

Samsung Gear VR **2.48%**

Windows Mixed Reality AR Headsets (e.g. Microsoft Hololens) **8.42%**

Windows Mixed Reality VR Headsets (e.g. HP, Acer) **2.97%**

None **2.48%**

Other **12.87%**

## Where does your funding come from? (choose all that apply)

Alpha Funding (e.g Steam Early Access) **1.38%**

Angel Investors **9.15%**

Client(s) **21.59%**

Company's existing funds **45.25%**

Crowdfunding **2.59%**

External Publisher **3.45%**

Government **11.40%**

Personal Funds **26.60%**

Venture Capital **8.46%**

N/A **12.78%**

Other **6.91%**



# Video Companion

(click link to open)

[https://youtu.be/\\_kMvK1ETjf4](https://youtu.be/_kMvK1ETjf4)







# 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*.

Further background, history and credentials can be found at:

<http://www.mikebo.land/>





# Contact

Questions and requests for deeper analysis can be submitted at:

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



# Disclosure and Ethics Policy

ARtillery has no financial stake in the companies mentioned in this report, nor was it commissioned to produce it. 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/>