A VR headset with a grey fabric strap is shown. A smartphone is mounted on the front, displaying a soccer game. The game screen shows a player in a red jersey (Player 24) about to kick a ball. The score is 2-0, with WRP leading OTH. The time is 55:12. The background is a dark, textured surface.

Your users are excited about VR

How can you harness this enthusiasm?

**A world where digital goods and services are accessible
across **virtual reality** (VR) and augmented reality (AR) is
getting closer**



55%

Of global consumers think VR and AR will be as popular as smartphones in the future

Users are willing to pay more for enhanced experiences



33%

Of consumers globally haven't used AR or VR yet as they haven't yet felt the need to

A perception gap exists between this excitement and understanding how it will become part of their day-to-day lives

A person with short dark hair is seen from the back, wearing large black over-ear headphones. They are wearing a dark jacket with a textured strap across the back. The background is a blurred city street with various lights and colors, suggesting a busy urban environment.

**If digital companies can bridge the perception gap, then
they have a potentially globally receptive audience**



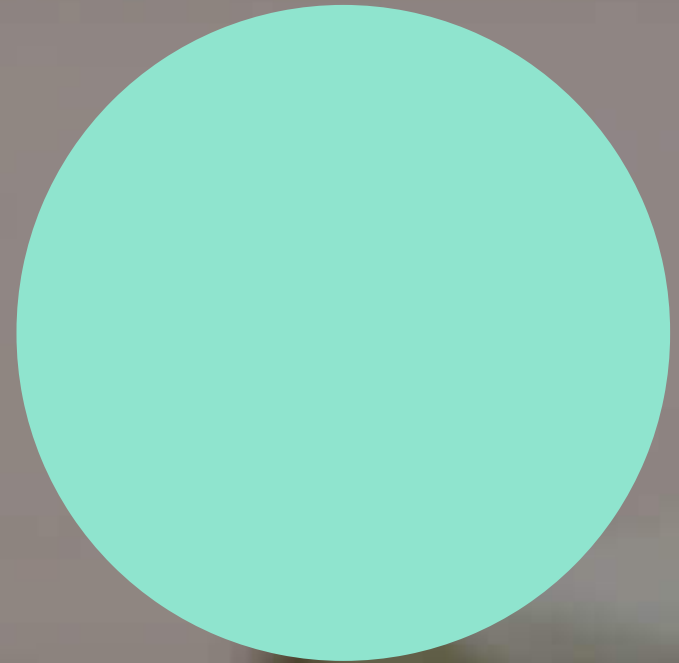
45%

Of U.S. consumers believe using a VR or AR device is a more fun way to make online purchases

VR devices in video games offer digital businesses a competitive **advantage** as access to other types of digital experiences is a natural transition and devices usage is experiencing **growth**

50%

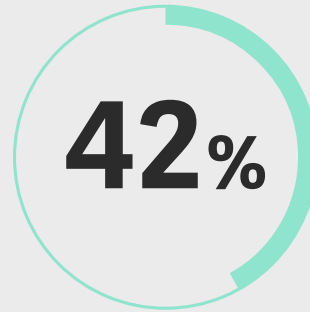
Of U.K. consumers have used VR for video gaming, followed by 15% for live entertainment experiences



A close-up photograph of a person's hands holding a white PlayStation 4 DualShock 4 controller. The person is wearing a light blue long-sleeved shirt and a black leather watch with a silver-toned face on their left wrist. The background is a soft, out-of-focus indoor setting with warm lighting. The text is overlaid on the lower half of the image, centered horizontally.

**By creating new digital experiences for VR devices popular
in video games, digital companies can gain access to an
active audience**

However, the **security of payments** using a VR or AR headset plays on consumers' minds



Of consumers globally
are concerned about
their payment details
being stored in an AR
or VR device

**If businesses can implement the right security measures,
the **appetite to purchase** is present**

Working with payment experts in VR/AR will help to overcome these concerns
as well as implementing some of the innovative developments that users
expect to see