



WHAT'S REALLY HAPPENING WITH VR & AR?

December 2019

@_SuperData | @XRSteph | @VR_Intelligence

VRX USA | © 2019 SuperData, a Nielsen company | All rights reserved.

Who I am



STEPHANIE LLAMAS

VP, Research & Strategy

Head of XR

[@XRSteph](#)

www.superdataresearch.com

How we do what we do



The **XR Data Network** is the first industry collaboration to quantify and validate the global XR market.

- Partners include headset makers, developers and ad networks
- Partners get ongoing insights and data to improve strategy
- **Reviewing applications now**

For more information, visit superdataresearch.com or email stephanie.llamas@nielsen.com

What we do



Our products include quarterly data subscriptions, custom reports, syndicated one-off reports

- Dynamic Markets, Explained
- Thinking, Doing, Buying
- Key Benefits
- Industry-Standard Methodology
- Your Questions, Answered

For more information, visit superdataresearch.com or email stephanie.llamas@nielsen.com

XR Dimensions



XR DIMENSIONS

XR Dimensions: An Unparalleled View into the XR Market

Dashboard intelligence encompassing industry drivers and KPIs across the virtual, augmented and mixed reality markets.



Interactive Dashboard

Intuitive platform that lets users customize data visualizations, probe into granular metrics and export data



Sales, Shipment & User Metrics

Hardware and software revenue numbers broken down by platform, region & customer as well as device shipment detail and install base numbers



Market & Investment Trends

Investment and R&D numbers as well as market demand and supply intelligence



For more information, visit superdataresearch.com or email stephanie.llamas@nielsen.com

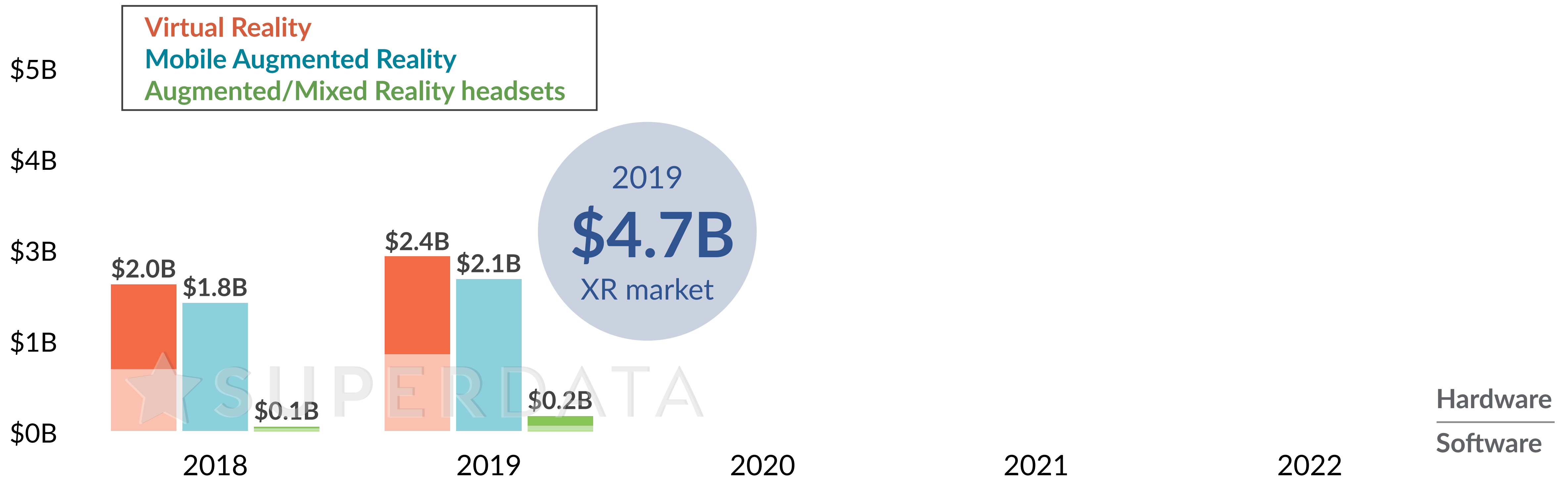
The Immersive Market

Immersive technology consumer revenue: 2018-2022
Billions of USD, worldwide



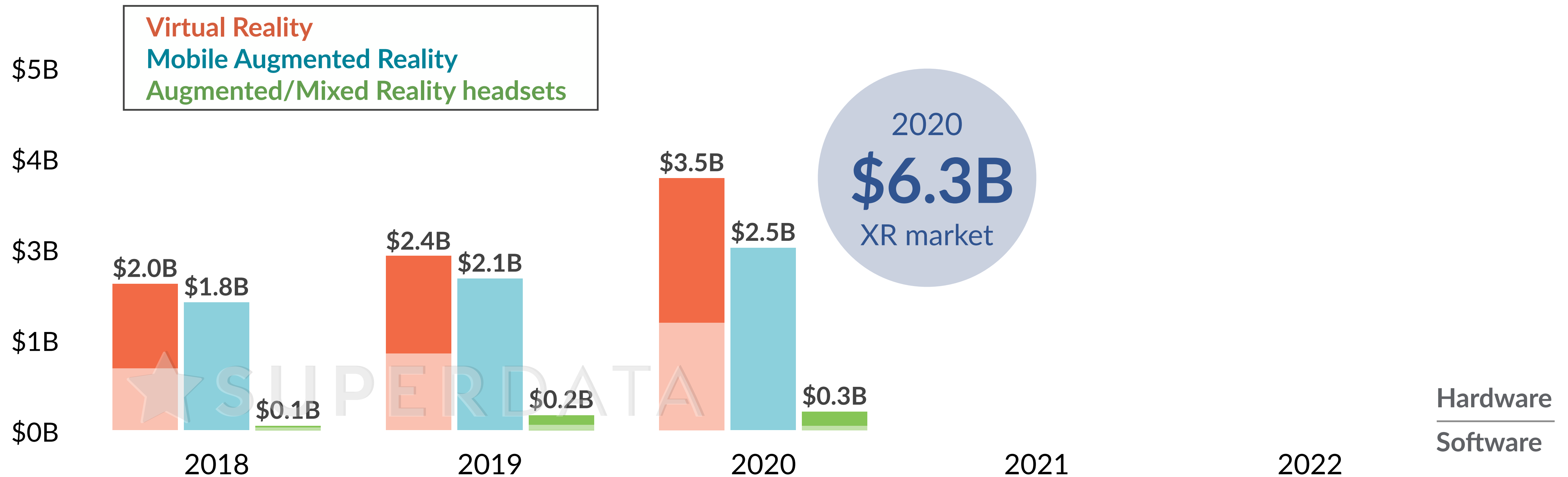
The Immersive Market

Immersive technology consumer revenue: 2018-2022
Billions of USD, worldwide



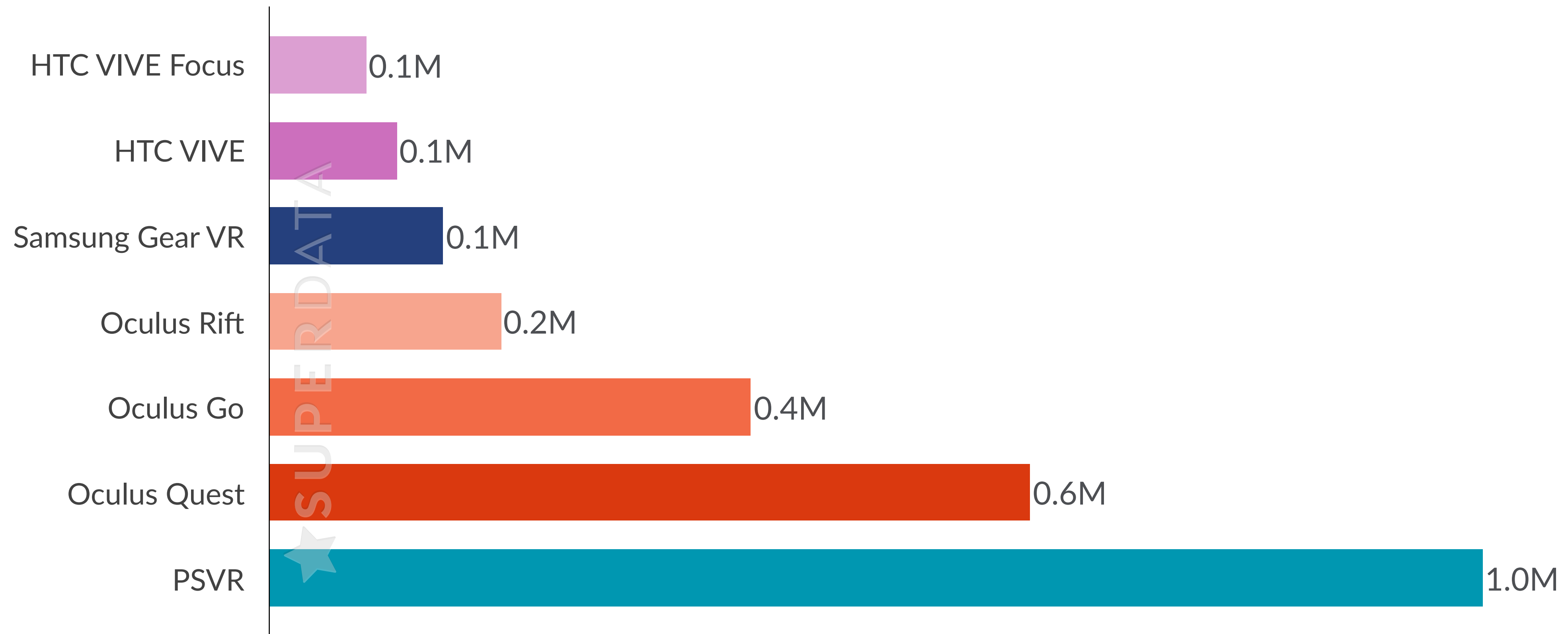
The Immersive Market

Immersive technology consumer revenue: 2018-2022
Billions of USD, worldwide



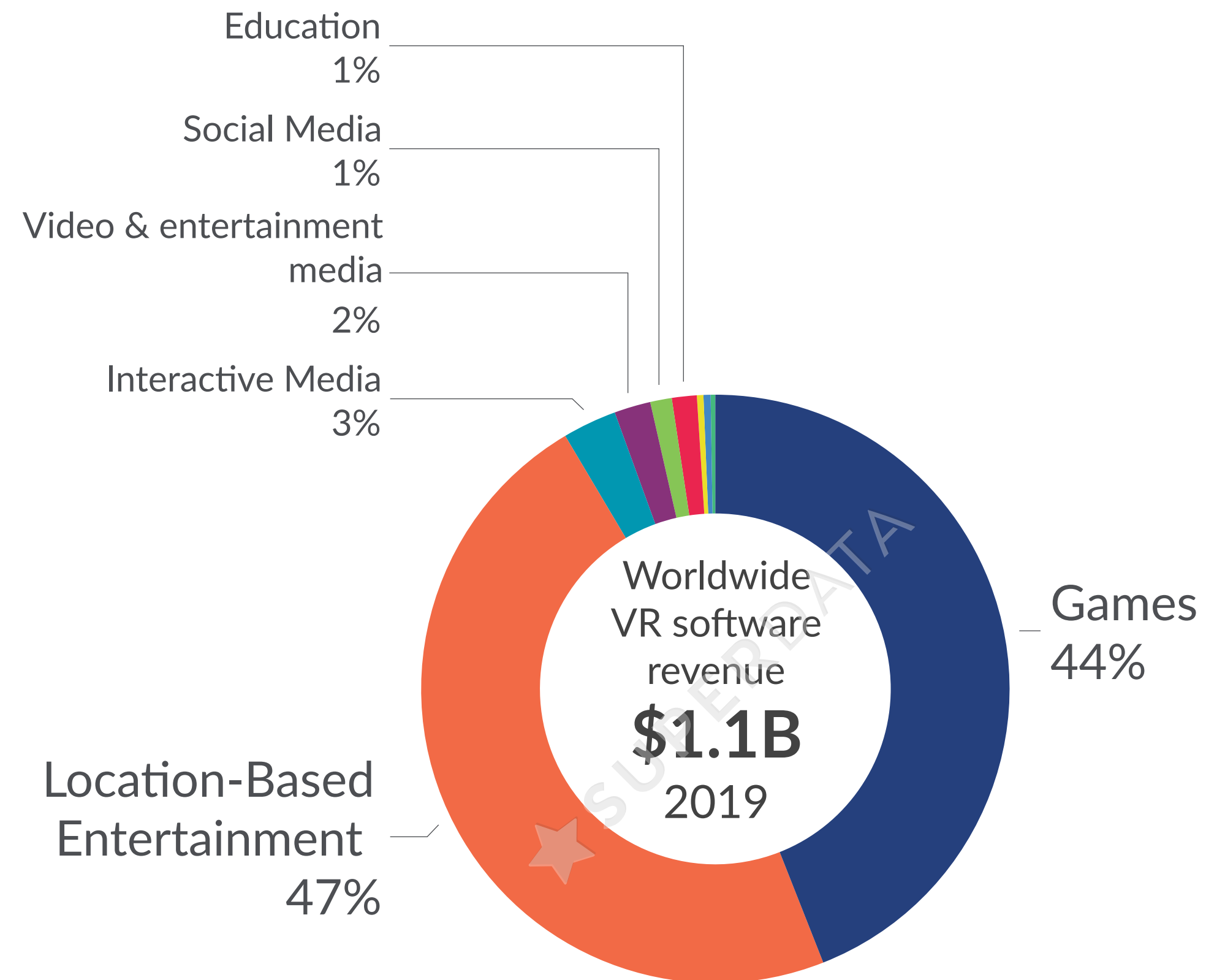
Virtual Reality Headsets

Sell-through shipments: 2019
Millions, worldwide



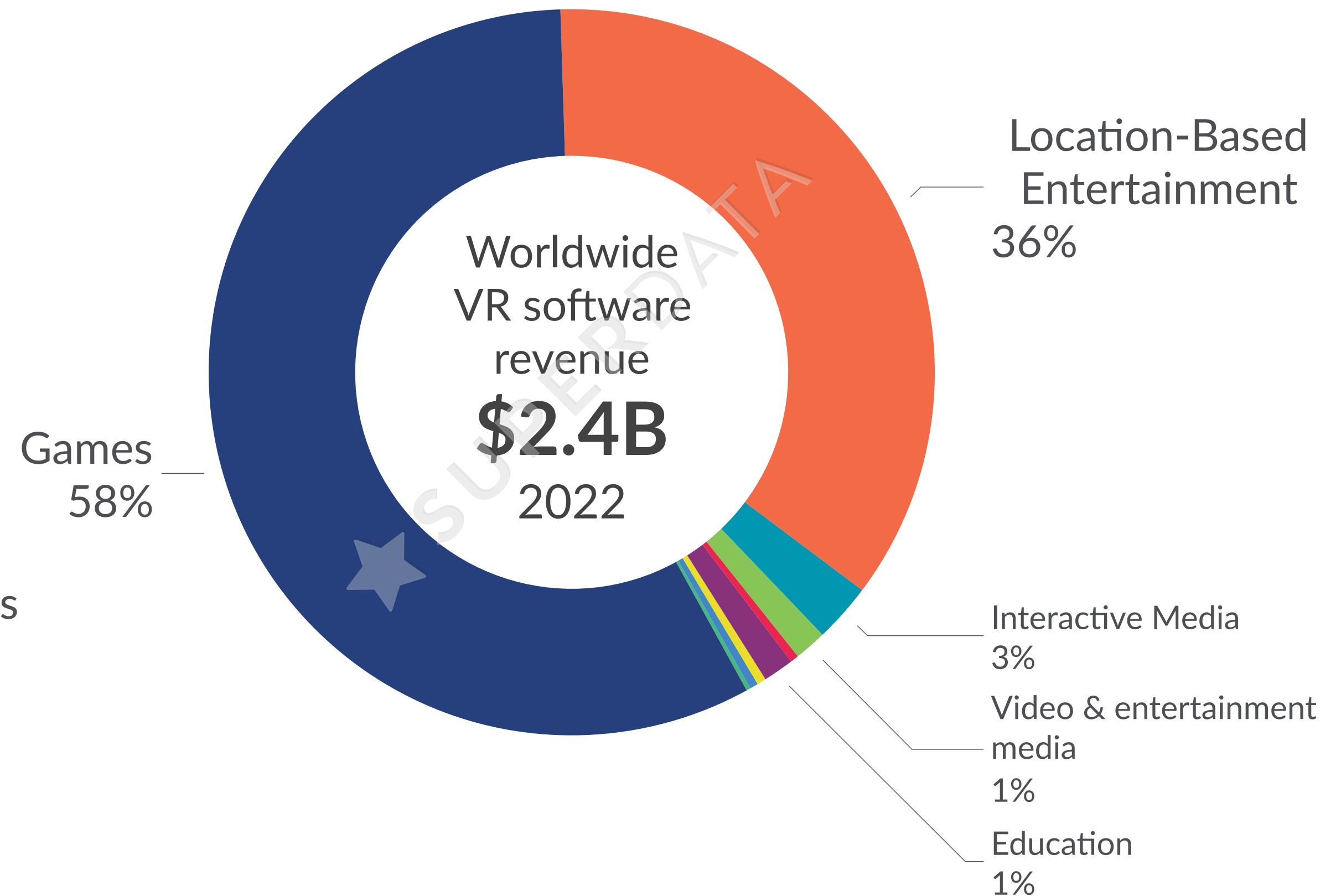
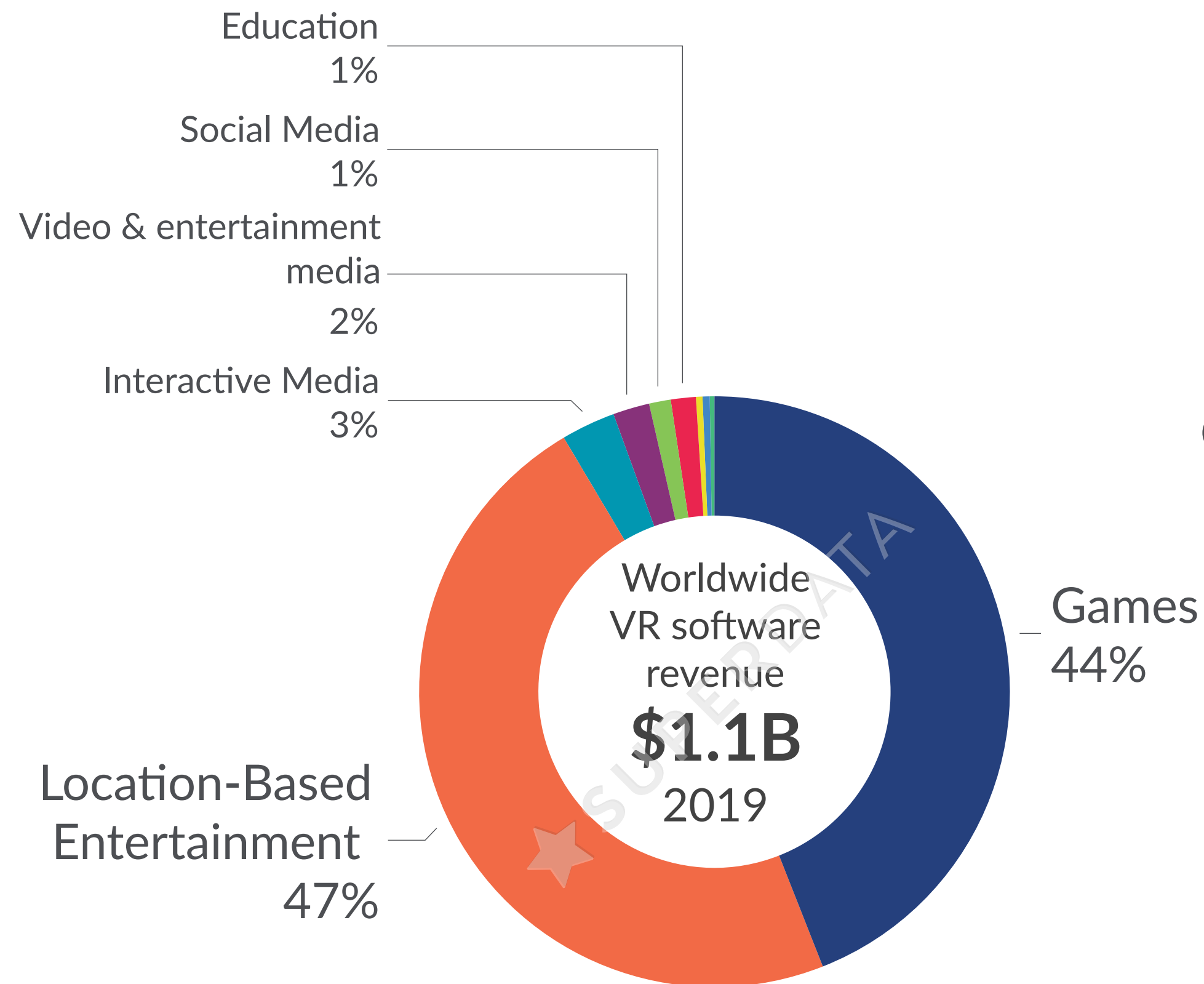
Virtual Reality Software

Software revenue: 2019 vs. 2022
Billions, worldwide



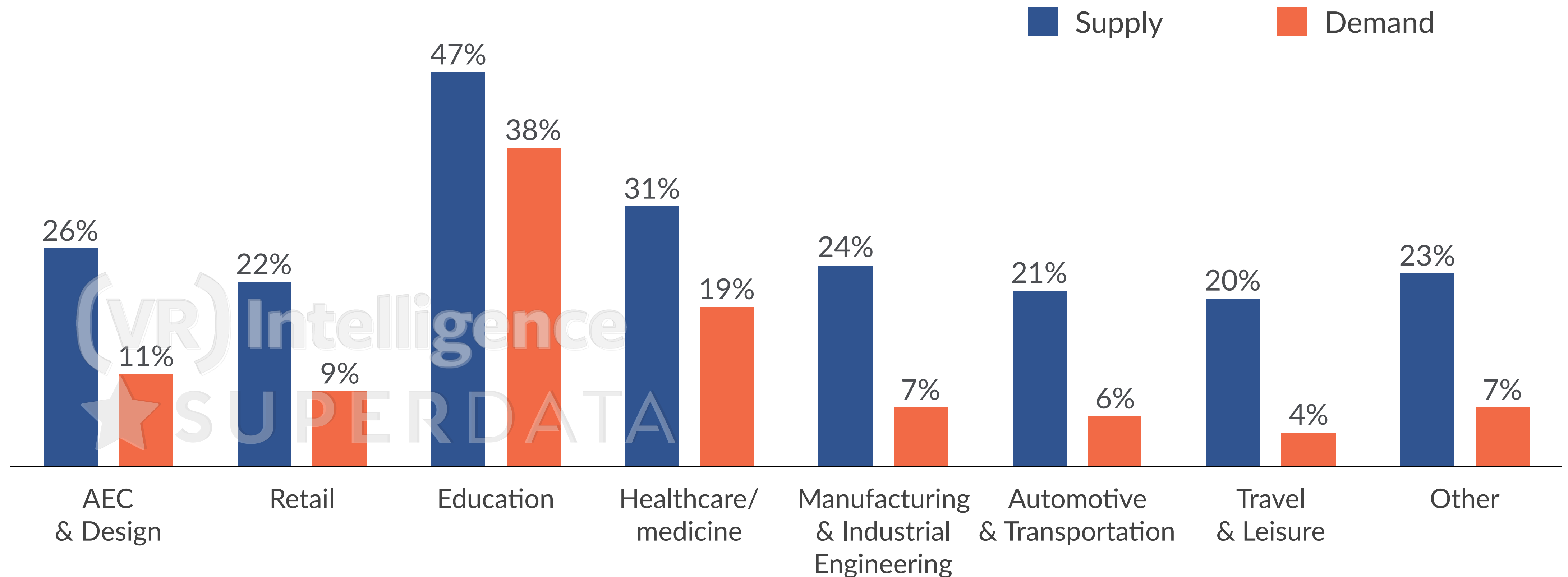
Virtual Reality Software

Software revenue: 2019 vs. 2022
Billions, worldwide



Enterprise VR Supply & Demand

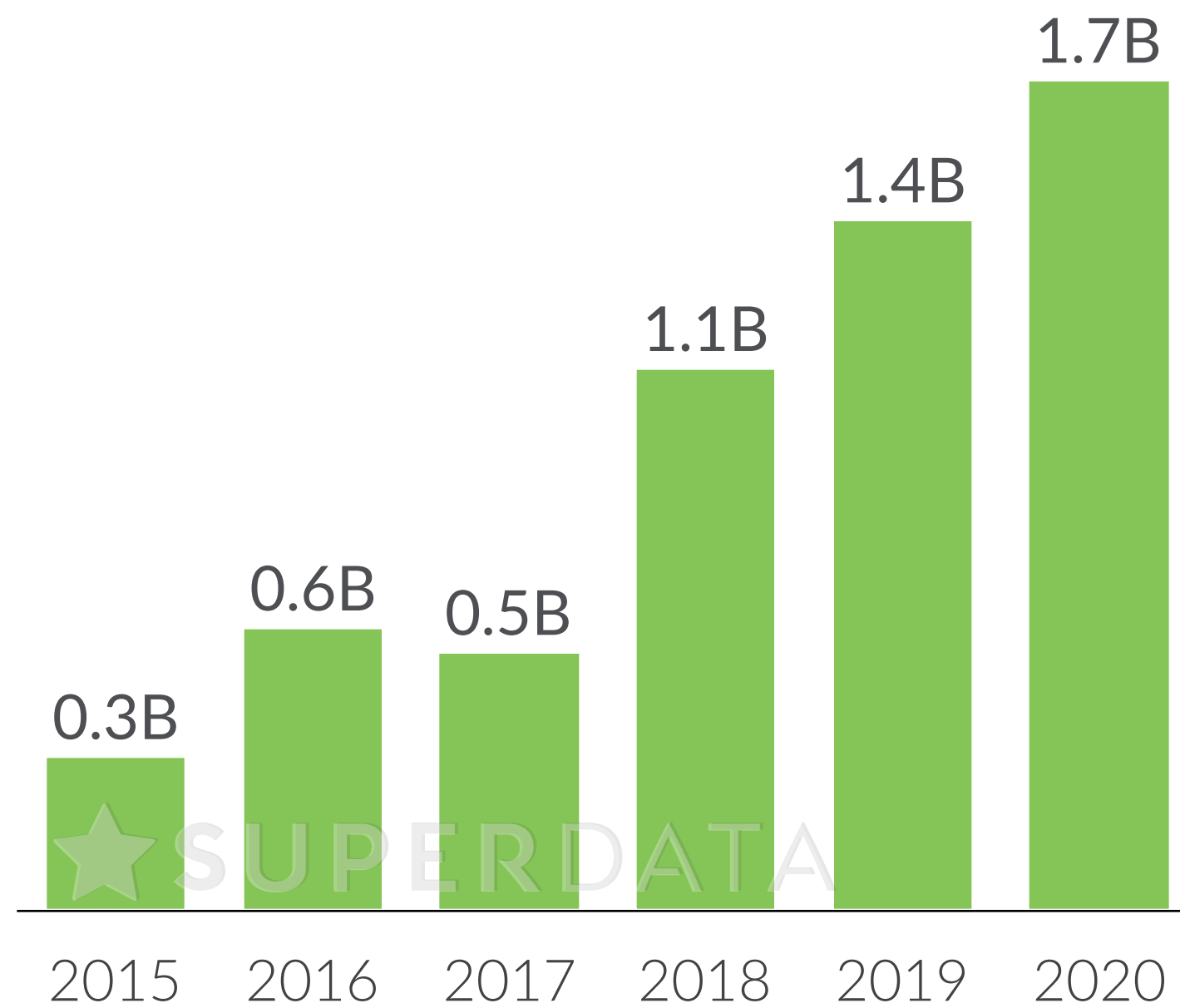
Share of all enterprise companies working in each sector: as of Q3 2019
%, worldwide



Mobile Augmented Reality

Usage
Billions, worldwide

Mobile AR users

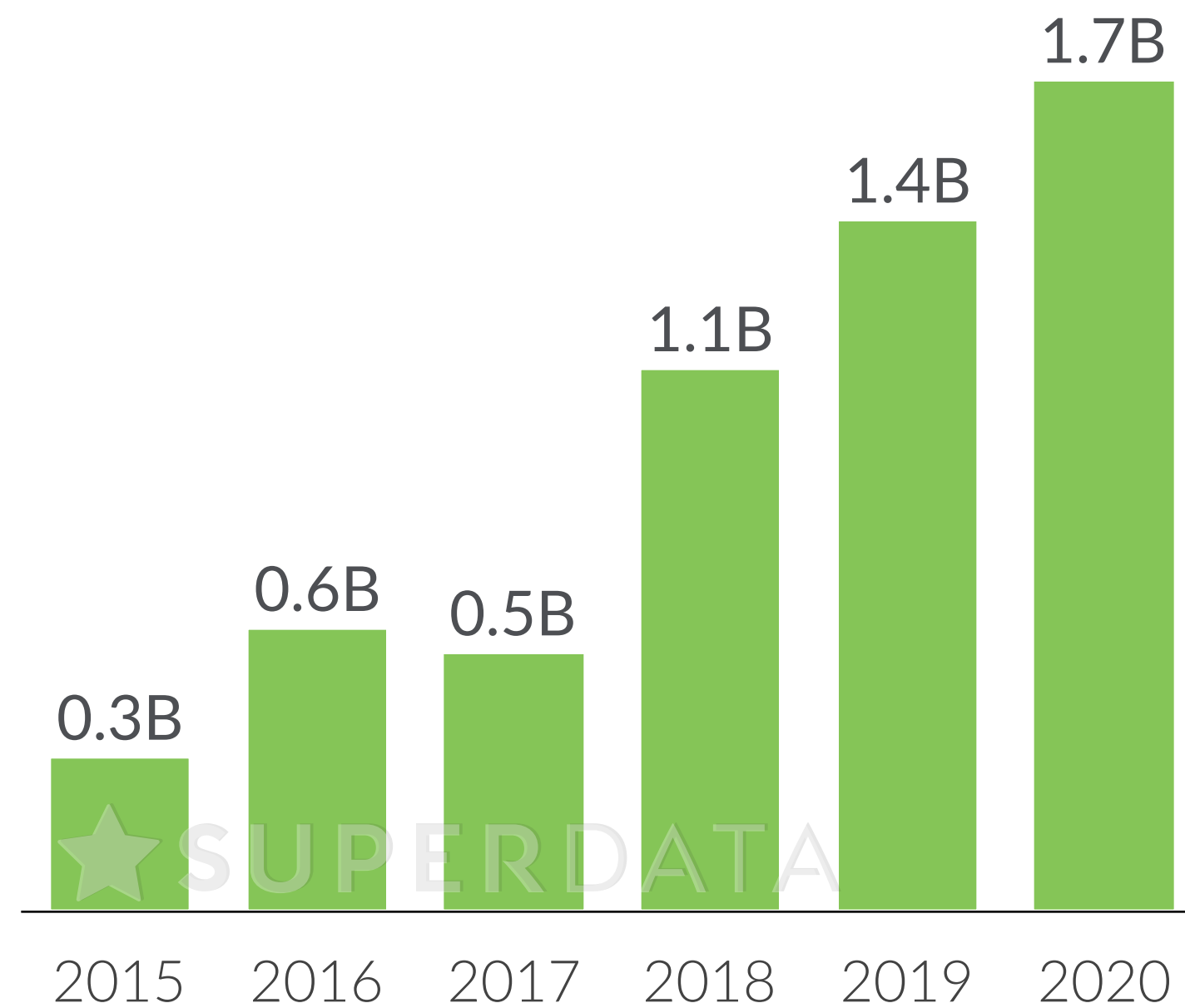


Mobile Augmented Reality

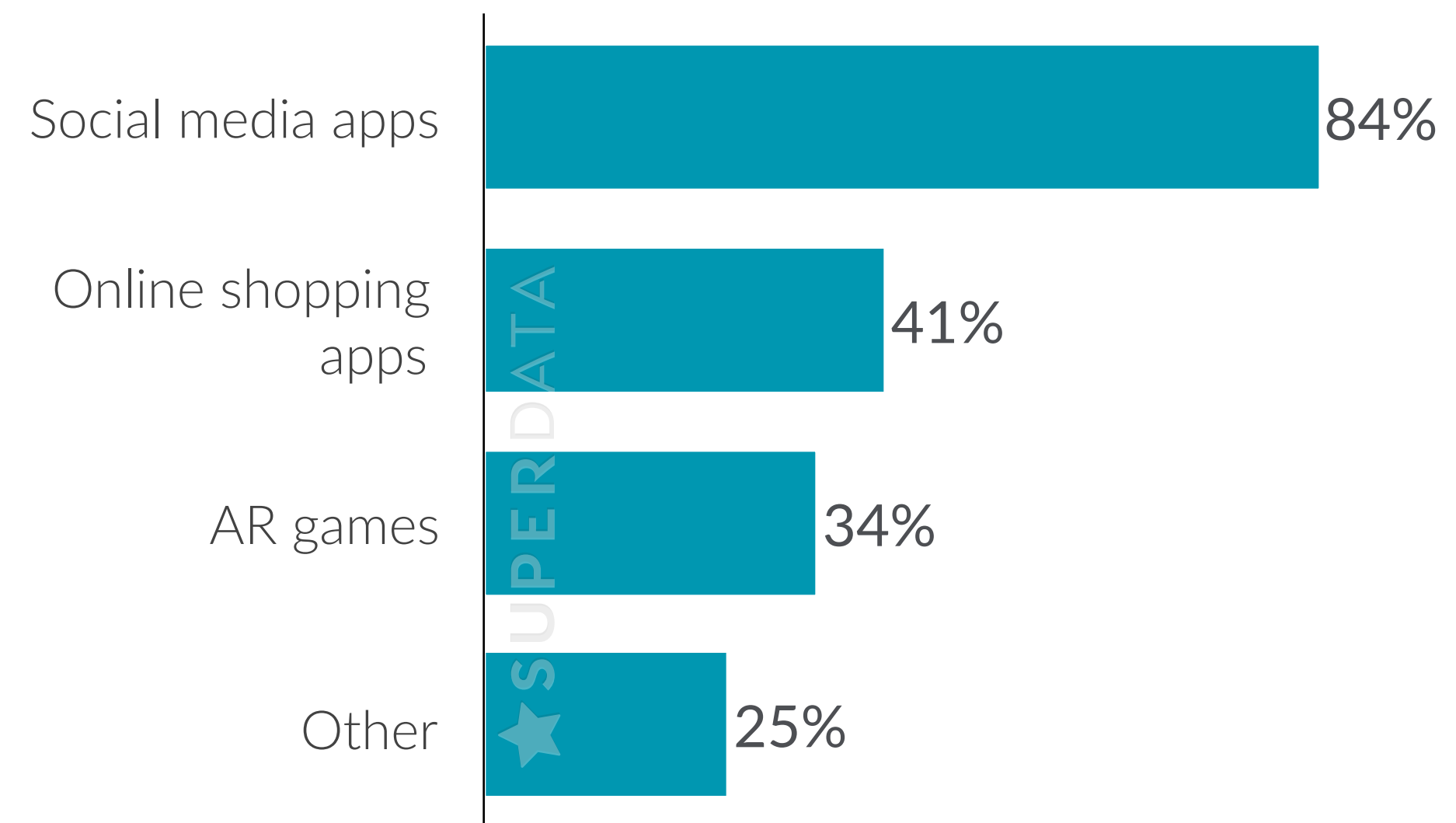
Usage
Billions, worldwide

Usage,
% share, US

Mobile AR users

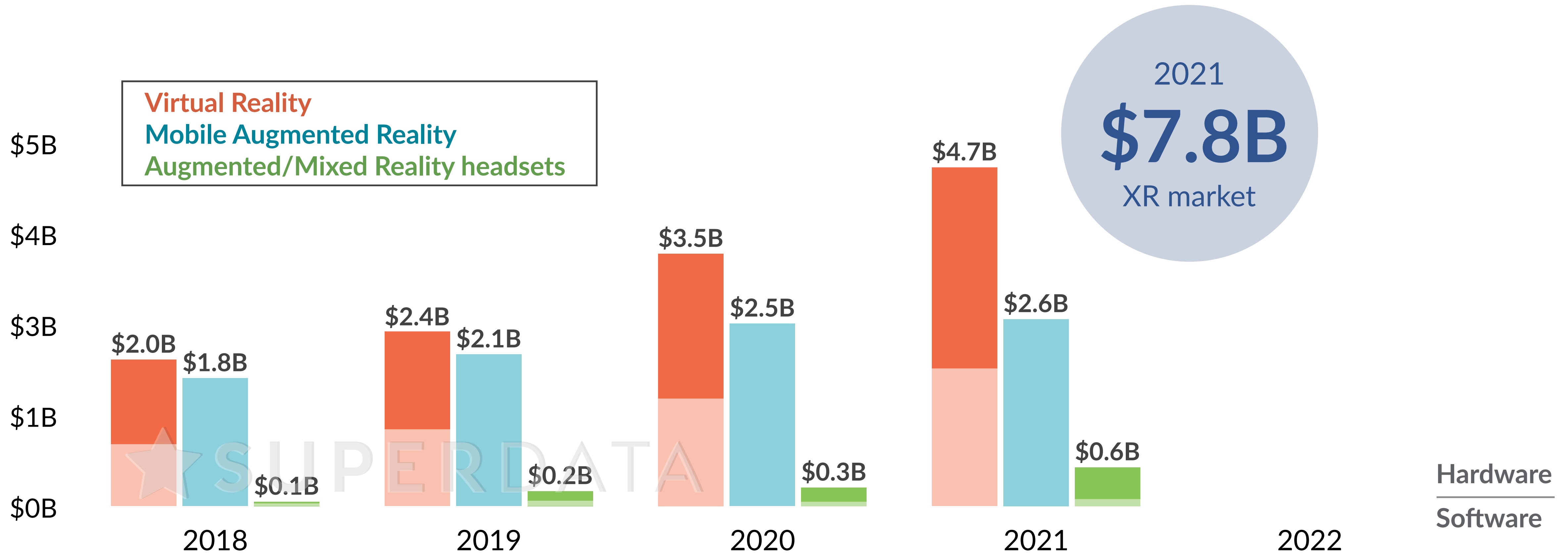


Most popular types of AR apps



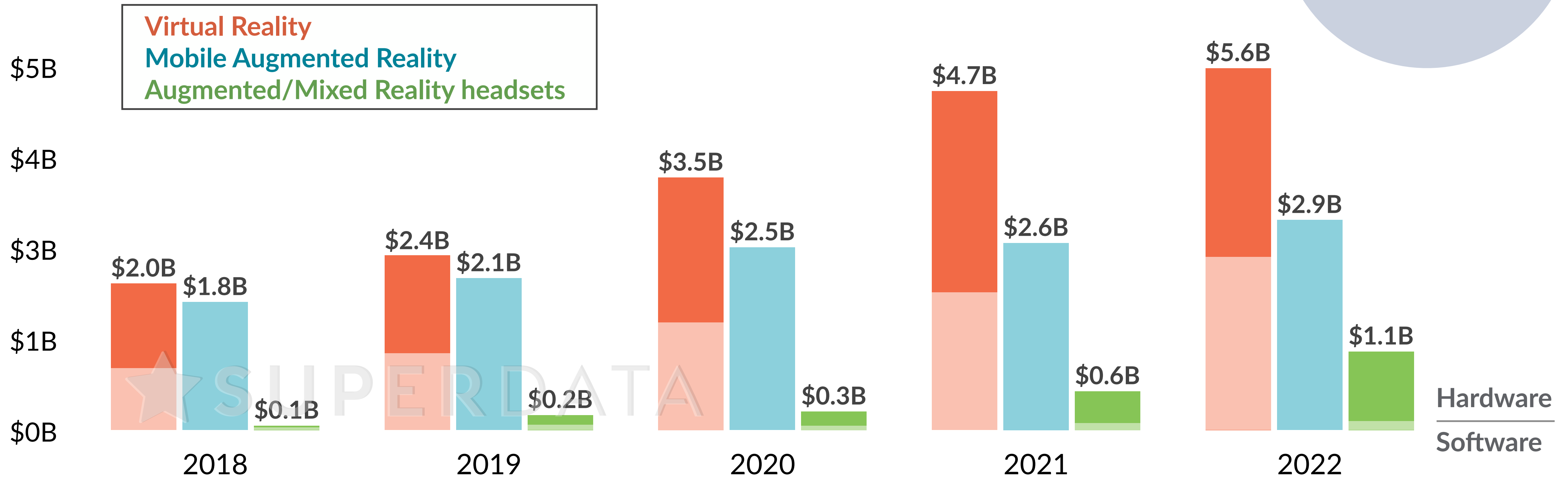
The Immersive Market

Immersive technology consumer revenue: 2018-2022
Billions of USD, worldwide



The Immersive Market

Immersive technology consumer revenue: 2018-2022
Billions of USD, worldwide





THANK YOU!

@_SuperData | @XRSteph | @VR_Intelligence

VRX USA | © 2019 SuperData, a Nielsen company | All rights reserved.