



VEED

video services intelligence

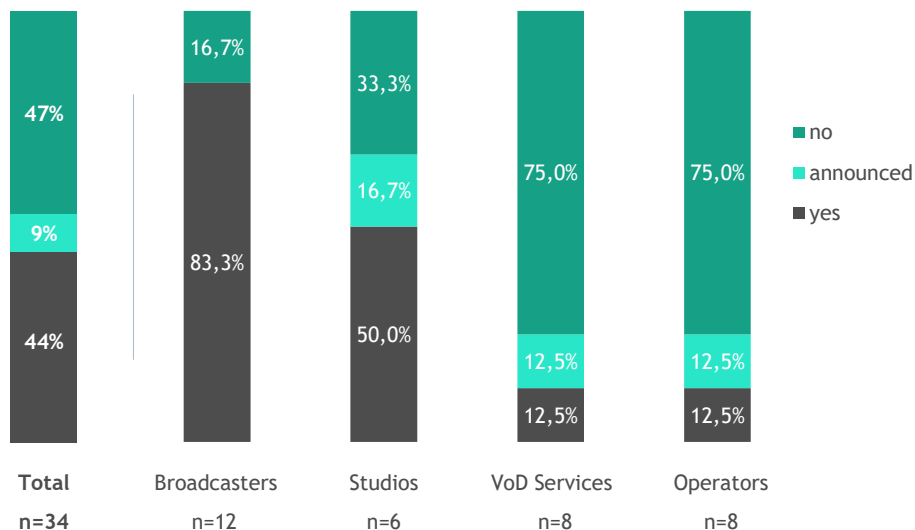
State of VR in the German Video Industry

veed snapshot

September 2016

Almost half of the German video services are experimenting with VR - Broadcasters are the most active players on the VR playground

Availability of VR video content in Germany¹⁾



Insights

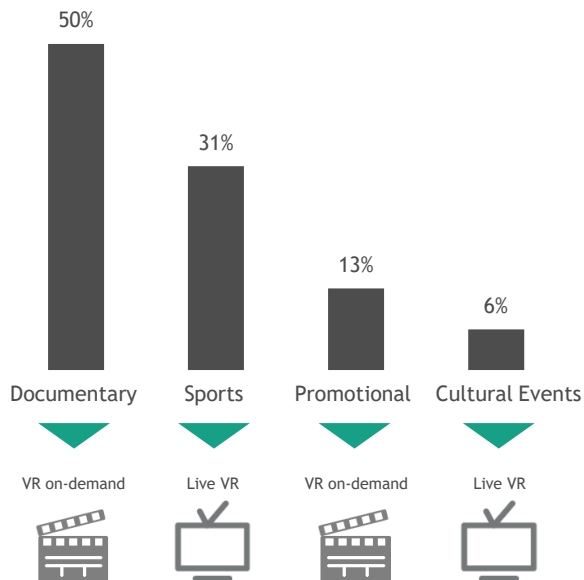
- 44% of video services in Germany already offer VR content to its customers
- Broadcasters are the most experimental group in VR
- Even though highly active in the VR gaming segment, some film studios are not yet engaged in VR video activities
- VoD services are fairly reluctant to VR activities yet. Netflix is active with a virtual adapted 2D app and promotional VR content to market their own productions
- With regard to operators, only Deutsche Telekom is publicly involved in Virtual Reality. DT will live stream a Red Hot Chili Peppers concert in VR

Focus Broadcasters: Documentaries and Sports are the Broadcasters' most frequent content types

VR soccer premiere: Fox Sports showed the first match of the current Bundesliga season in VR in the US

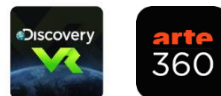


Broadcasters' prevalent VR content types¹⁾



Examples & take-aways

Documentary



- Prevalent VR content type, mainly as on-demand via apps
- Use the strengths of the immersive experience, enabling consumers to dive into the “documentary”

Sports



- Widespread VR content type with huge growth and monetization potential
- Event-driven activities (e.g. Olympia) or channel-driven apps (Eurosport VR) with a mix of live and on-demand content

Promotional



- Innovative approach for marketing purposes to promote new series, movies or shows. However, still used sparsely

Cultural Events



- Mainly concerts of popular artists and music events

Focus Broadcasters: VR is in an early stage with short content forms dominating and a comparably low amount of VR assets available

VR content insights

3.2 min

Avg. duration of VR content¹⁾

3%

Videos longer than 10 min¹⁾




VR content catalogues and distribution

87%

of VR channels offer 1-50 titles¹⁾

- Small content catalogues of channels (number of VR assets)
- Distribution mainly via individually branded TV formats
- Accumulation of VR content in one channel brand app also available

Focus Broadcasters: Clear preference for basic and advanced VR platforms so far. Initial activities on premium devices

	Basic	Advanced	Premium
Devices			
Broadcasters active on VR platforms ¹⁾	<div style="background-color: #00a651; color: white; padding: 5px; display: inline-block;">80%</div>	<div style="background-color: #00a651; color: white; padding: 5px; display: inline-block;">60%</div>	<div style="background-color: #00a651; color: white; padding: 5px; display: inline-block;">30%</div>
Price	up to 30€	up to 100€	starting at 700€
Quality (esp. Display)	Low	Medium	High
Set-up	Easy	Easy	Difficult
Installed base	Very high	High	Low

Summary & Outlook

State of Virtual Reality in Germany:

The VR video market in Germany is still in an experimental stage. An increasing number of market players are testing the “VR water”, but the silver bullet has not been found yet.

VR content:

Short-form on-demand content in documentary and live sports are dominating. The number of available VR assets is still very limited, but activities across the industry are increasing.

Devices:

Increasing reach for basic and advanced solutions, not only through extensive mobile bundling. Premium devices just recently launched in Germany, PlayStation and potentially a Google Daydream device to complete premium segment by end of the year.

Outlook:

Substantial investments along the entire value chain. Gaming is still the dominant market player considering consumer VR, but learning effects towards the video market to be expected. Sports will be the “VR locomotive” for the video market. B2B use cases (medicine, engineering, etc.) will be an additional key driver to improve VR technology.



If you would like to get into the Virtual Reality in our Munich based Experience Center please get in touch with:

Dr. Bernd Riefler
Chief Marketing Officer

veed analytics
+49 151 58243355
bri@veed-analytics.com
www.veed-analytics.com