

# Technology & Prospects of VR

Kiev Media Week  
2016

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**We've been here before...**



“A loosely remembered period in the 1990’s when gloves and goggles were super cool and everyone was going to get high on 3D graphics.”

- The Verge

# The rise and fall...

- Driven by the same desires that motivate us to create stories for films, radio or books. To transport our viewer into a world that informs, educates or entertains them
- Go nowhere, be transported anywhere
- Made by the military ends up in VR amusement parks and promised to be arriving in our living rooms...
- But the promise is obscured by terrible graphics and un-feasible technology

# ...and rise of VR

- The technology starts to get smaller and cheaper, in part thanks to mobile innovation
- Palmer Luckey who is working in academic VR decides to get on Kick Starter and try to fund something called Oculus.
- Valve, the company behind the biggest independent games platform in the world starts work on their VR offering, Vive.
- An annoyingly young billionaire purchases Oculus from Palmer for \$2 billion. Creating another annoyingly young billionaire.





**Back to the future...**

“We're making a long-term bet that immersive, virtual and augmented reality will become a part of people's daily life”

- Mark Zuckerberg, Facebook

# What do things look like now?



# 360 Video

Without headset



With headset





# VR

Basic interactivity

Advanced Interactivity



# VRX





# AR



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# Devices

What can people experience it on?



Expensive, powered by a PC or Games Console

Company	Device	Peripherals	Release Date
HTC & Valve	Vive	Hand, Room Tracking	Available
Sony	Sony VR	Hand	Q4 2016
Oculus & Facebook	Oculus Rift	(Hand, Room coming soon)	Available

Cheap, powered by a mobile phone

Company	Device	Peripherals	Release Date
Samsung, Oculus, Facebook	Samsung Gear		Available
Google	DayDream; any capable Android mobile	Remote Wand	Q4 2016
Google	Cardboard; Any capable mobile		Available



# Platforms

Where can we put content and where  
can people watch it?

# App Stores

Vive, Oculus Rift	Valve Steam Store
Sony VR	Playstation Store
Oculus Rift, Samsung Gear	Oculus Store
Samsung Gear	Oculus Store, Google Play
Google Cardboard	App Stores
Google DayDream	Google Play

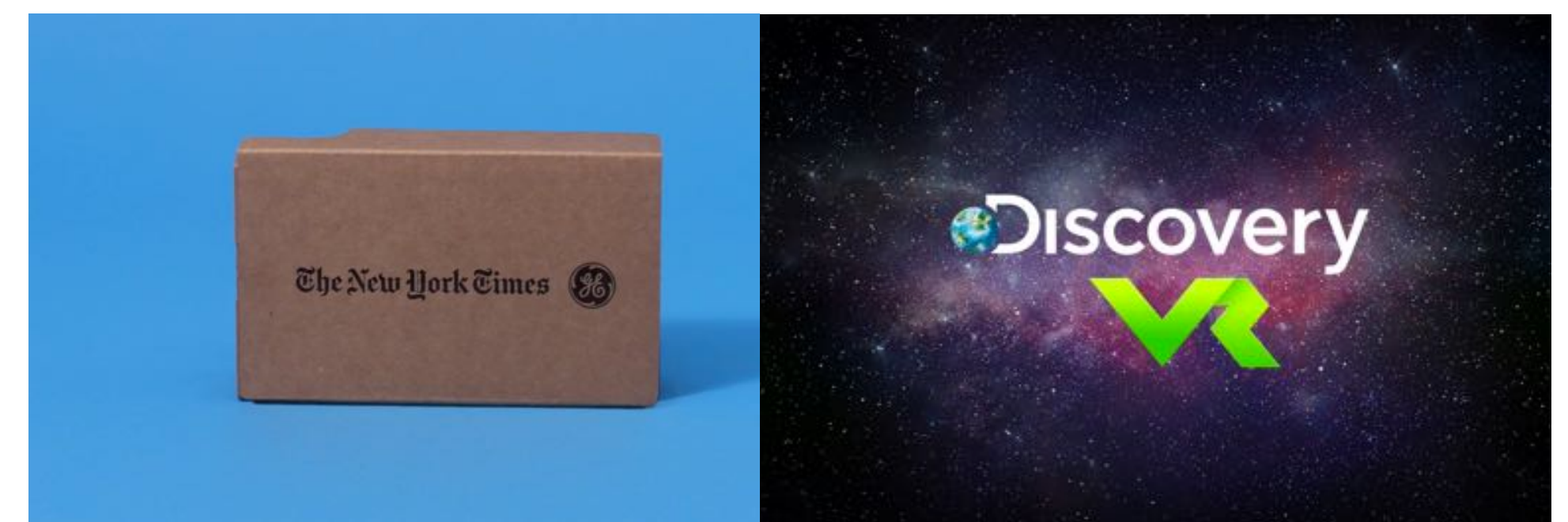
# Existing Content Platforms



# The Internet



# Branded Content Platforms



**So far its been all about  
technology, but now it's  
about content.**



“VR is a medium, not a peripheral”

- Shuhei Yoshida, President of Worldwide Studios for Sony Computer Entertainment

Some of the things this medium seems to do well;

**Empathy:** VR places audiences into the middle of a story and as a result create more emphatic experiences

**Memorability:** People report vividly recalling VR experiences long after they occur

**Perceived time spent:** People seem to recall VR experiences lasting longer than they actually do

**Emotional Engagement:** VR can be highly emotional, super-charging feelings and mood, increasing engagement

**Learning:** People are investigation its capability in helping the learning process

**But there is no Spielberg of  
VR (although he is on it...)**



# Old dog, new tricks

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Best seat in the house

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# Live the lesson

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## INTRODUCING THE EXPEDITIONS PIONEER PROGRAMME

Imagine visiting the bottom of the sea or the surface of Mars in an afternoon. With Expeditions, teachers can take their classes on immersive virtual journeys to bring their lessons to life.

[SIGN UP](#)



Walk a mile in my shoes

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# CLOUDS OVER SIDRA

*by Gabo Arora & Chris Milk*





# Meet your heroes

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# Bucket list moments

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Living your fantasy

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EAGLE  
— FLIGHT —





# Everyone's an artist

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# Tilt Brush

by Google

[tiltbrush.com](http://tiltbrush.com)

# Things we have made



# News, Calais Camp

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news  
Fox, Inc.



# Strictly Come Dancing

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100% 16





# The Voice

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0:07 / 1:23





# AWAITING VIDEO

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# Rome's Invisible City

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# Olympics 360

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EASTER RISING:

*Voice of a Rebel*









BBC

# H O M E

IMMERSIVE SPACEWALK EXPERIENCE





# What are the opportunities?







- 100+ games ready for Playstation launch
- Facebook investing heavily across its platforms and in devices
- Sky invests \$1.65 million in Jaunt and starts its own internal VR team
- Discovery launch Discovery VR
- NYT give out 3.5 million cardboard and create their own platform
- The NBA invests in VR courtside seats
- Netflix, HBO are launch partners with Google Day Dream



- Exploit IP, content and partnerships as part of a multiplatform strategy
- Market brands and content through social and experiential, increase touch points and yield, provide brand stretch and equity
- Build content partnerships with platforms and institutions
- Explore and discover formats, strands, verticals and audiences
- Engage with new audiences, in new ways, offering new value



# What next?



The number of active VR users is forecast  
to reach 171 million by 2018

- statista





Daydream





AR & VR to be \$150 billion dollar industry  
by 2020

- Juniper





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- It's not going to replace real life, its going to modify it
- It's not going to replace TV, it's going sit along side it
- It is going to fragment TV attention, similar to games and mobile
- It is going to offer new revenue streams, audiences and creative possibilities



- It's not just about games
- It's not mainstream, yet...
- It is going to keep changing shape
- It is early days, but stay on the curve



A man with a beard and mustache is wearing a black VR headset. He is holding a yellow rotary phone receiver in his right hand, and another yellow rotary phone receiver is floating in the air near his left hand. Several other yellow rotary phone receivers are floating in the air around him, all against a background of a blue sky with white clouds. The text "Any Questions?" is overlaid in the center of the image.

# Any Questions?



# Thank you.

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