TV in VR

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Virtual reality is the next step in the evolution of storytelling.
Seminal events in history

Moon landing
- Culmination of grand vision and technological breakthrough that captured the public’s imagination

How did people experience it as it happened?

Experience limited to 2nd hand narration of events or limited accounts of the event
How did people experience Super Bowl 49?

- 115 million people watched Super Bowl 49 on NBC
- 395,000 Tweets Per Minute (TPM)
- Super Bowl XLIX which engaged 1.36 million people per minute on Facebook

Technology is continuously enabling how we experience events

Virtual reality will be the next frontier
Why VR?

- Immersive experience from inside
- Not just an observer from outside the story
- You are part of the story
Market opportunity

Figure: Global VR Market Value, 2016~2020
Unit: US$ Million

Source: TrendForce, Dec., 2015
VR evolution

1838
- Stereoscope invented, enables 3D with depth perception

1967
- First VR HMD by Ivan Sutherland

1991
- SEGA announced virtual headset for game arcades

1995
- Nintendo released virtual Boy, a VR style

2012
- Oculus Rift dev team raises 2.4 million on Kickstarter

2014
- Facebook buys Oculus Rift
- Google

2016
- Oculus Rift launched to public
- HTC Vive

2021
- AR/VR full scale
- Teleportation
Why now - what is different this time?

- Computing power
- Latency
- Resolution
- Head Tracking
- Price Point
- Content EcoSystems
VR applications

2016
- Games
  - Sony Playstation
  - Oculus
  - HTC Steam

- Training
  - www.strivrlabs.com

- Entertainment/Theme park
  - Sixflags

3 Years
- Advertisement

- Tourism

- Entertainment/Sports

5 Years
- Movie

- Healthcare
Case study 1: Gaming Industry

Sony: PlayStation VR
- Console
- Head Mounted Display
- Game titles

Disrupt/Partner
- Nintendo Wii
- Traditional gaming like EA
Case study 2: Sports and Entertainment

NextVR
- Live Sporting Events
- Own Camera Capture
- Delivery

Disrupts/Partners
- TV Broadcast Studios
  - Fox Labs (partner)
- ESPN, CBS, NBC ready for disruption
Where is the money?

Forecast market size $30B by 2020
Source: Digi-Capital
2015 VR Investment Landscape

2015 VR Industry Investment Landscape

TOTAL FUNDING RAISED ($MM)

$600
$500
$400
$300
$200
$100
$0

Gaming/Entertainment  Architecture/3D Visualization  Education  Social Experiences  Healthcare

INDUSTRY

Source: Greenlight VR estimates
Changes and Challenges - Mark’s minions

- Motion sickness by image latencies
- Wearable Hardware
- Society:
  - next gen growing up
  - social skills, conventions
  - global connections:
    - friends, interactions
    - Immersive news - NYTimes VR
  - addiction: don’t like reality, create your own
Conclusion - VR experience

https://milkvr.com/view/WCBx_30Oah8