

VR 101:

perception of the film sales agent



LE GOÛT DU RISQUE



11 Times International Freeride Champion





Property
of
Joker

established

FEQHZ 0000

TIME ELAPSED
10:53:86

COLLECT 2 CREW CARDS
DELETE THE SYSTEM DATA
LOCK DOWN THE STAIRWELL



AVATAR



 **PPSSPP**
emulator
VR prototype



EKOSGAMER



STEAM
POWERED













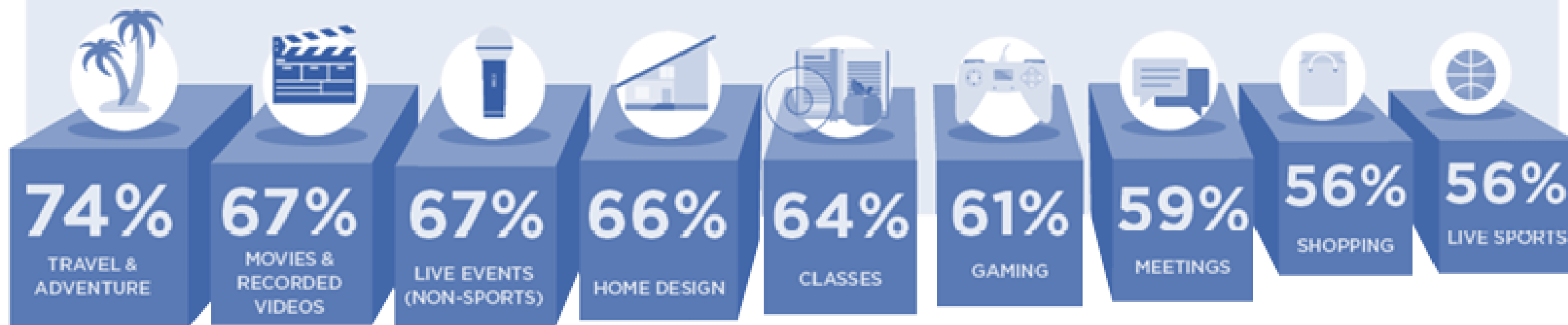




2016 VIRTUAL REALITY CONSUMER ADOPTION REPORT

INTEREST IN VIRTUAL REALITY GOES BEYOND GAMING

CONSUMERS ARE INTERESTED IN MANY VR USE CASES



INSIGHTS BY GREENLIGHTVR

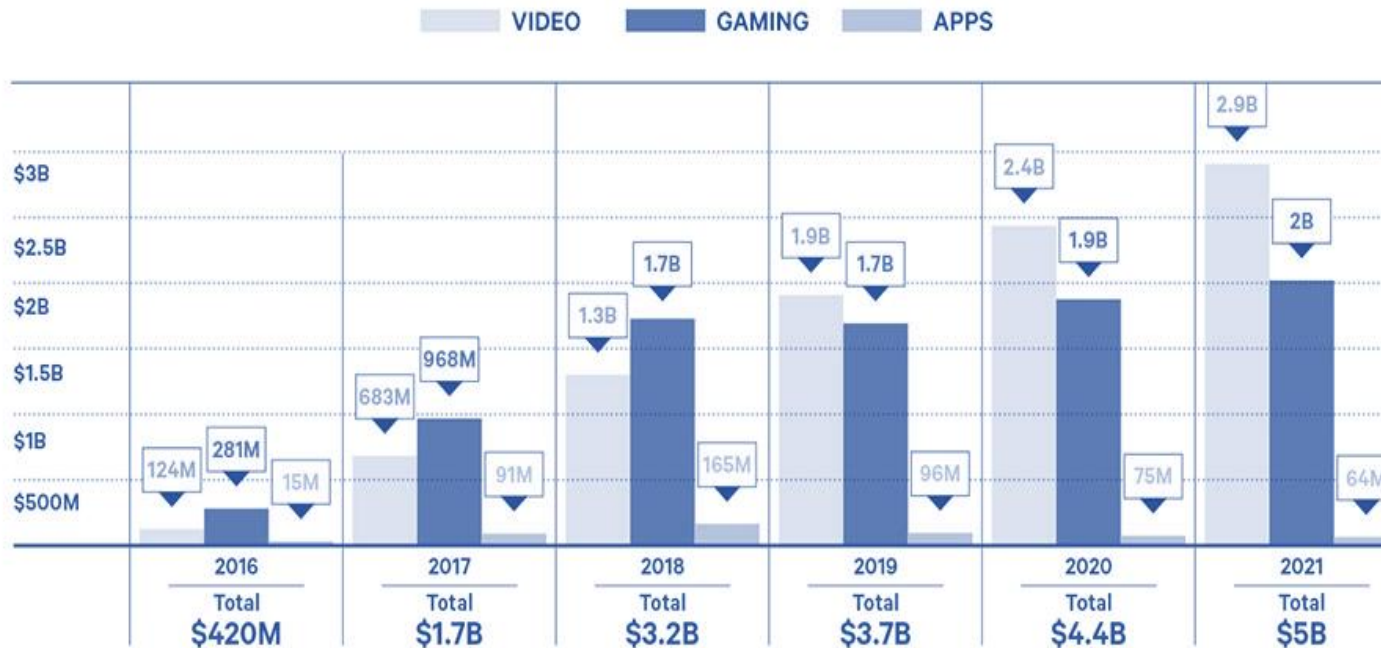
INFOGRAPHIC DESIGN BY CUBICLE NINJAS

www.greenlightvr.com

Insights courtesy of Greenlight VR's June 2016 study of 1,300 consumers with a U.S. respondent sample reflective of the general population and balanced to get a distribution along various demographic parameters. To learn more, email research@greenlightvr.com

THE VR TRAJECTORY AS VIDEO OVERTAKES GAMES

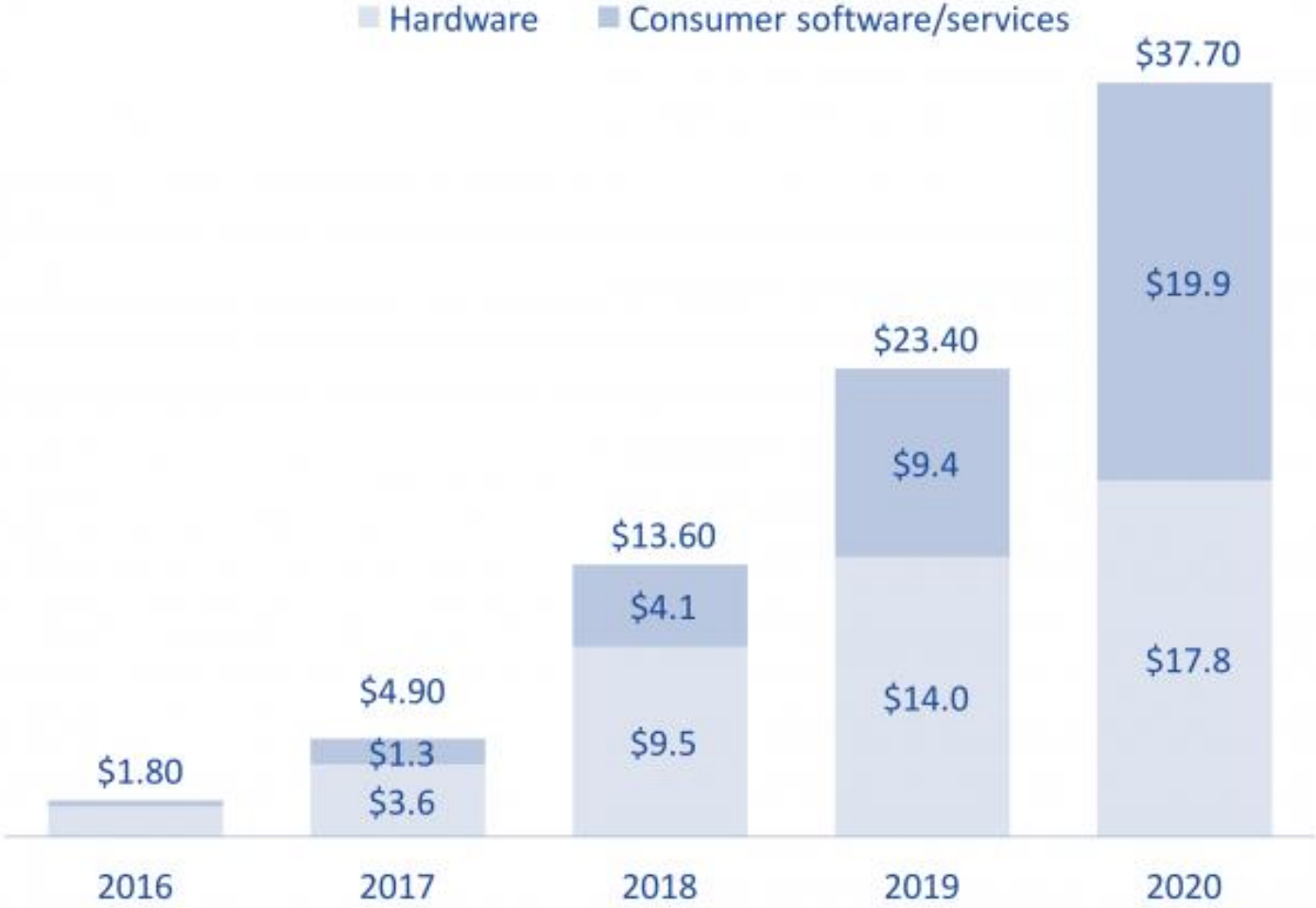
Americans will purchase 68 million virtual reality headsets by 2021, and content creators are feverishly working on ways to profit from the growing popularity of the new(ish) technology. So far, VR revenue comes mostly from gamers, but video should dominate by 2019



Source: PricewaterhouseCoopers

Global VR Revenue, By Segment

In billions, USD

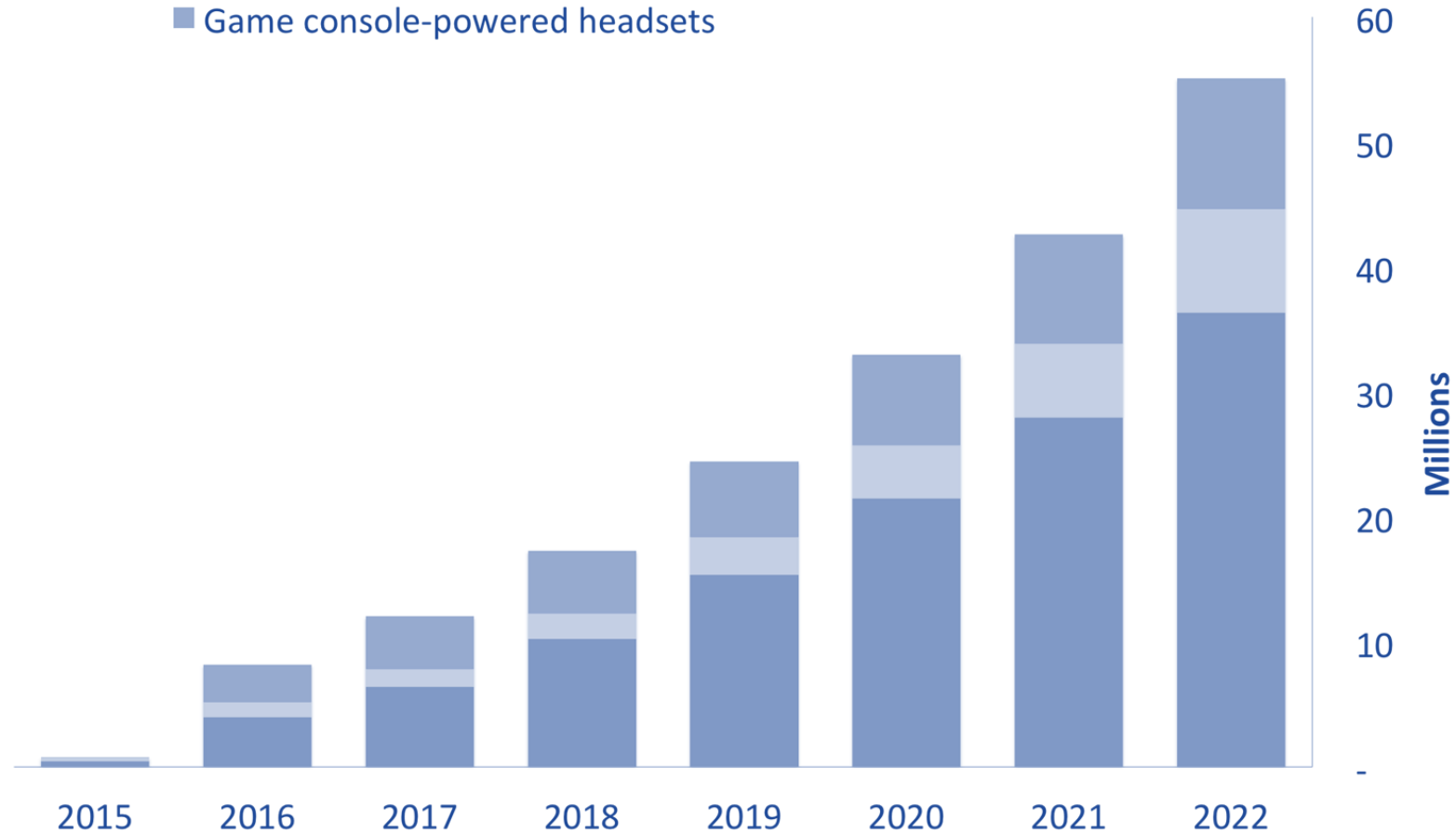


Source: SuperData Research VR Data Network, February 2017

FORECAST: Global VR Headset Shipments

By Category

- Smartphone-powered headsets
- PC-powered Headsets
- Game console-powered headsets



BI INTELLIGENCE

Source: BI Intelligence Estimates

WIDE

A man and a woman are sitting on the grass in a field, both wearing VR headsets. The man is on the left, wearing a white shirt and pants, and is gesturing with his hands. The woman is on the right, wearing a dark patterned sari, and is smiling. They are sitting under the shade of a large, thick-trunked tree. The background shows a grassy field with some trees and a white car parked in the distance. The entire image has a blue tint.

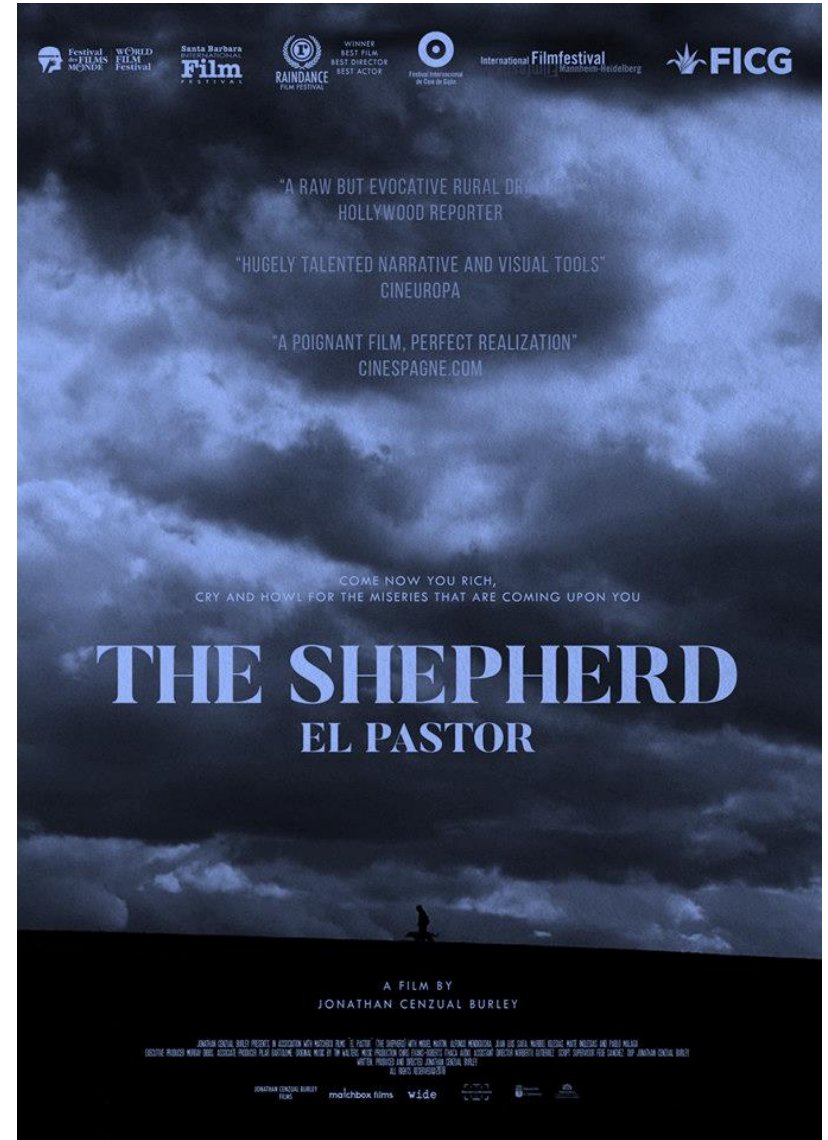
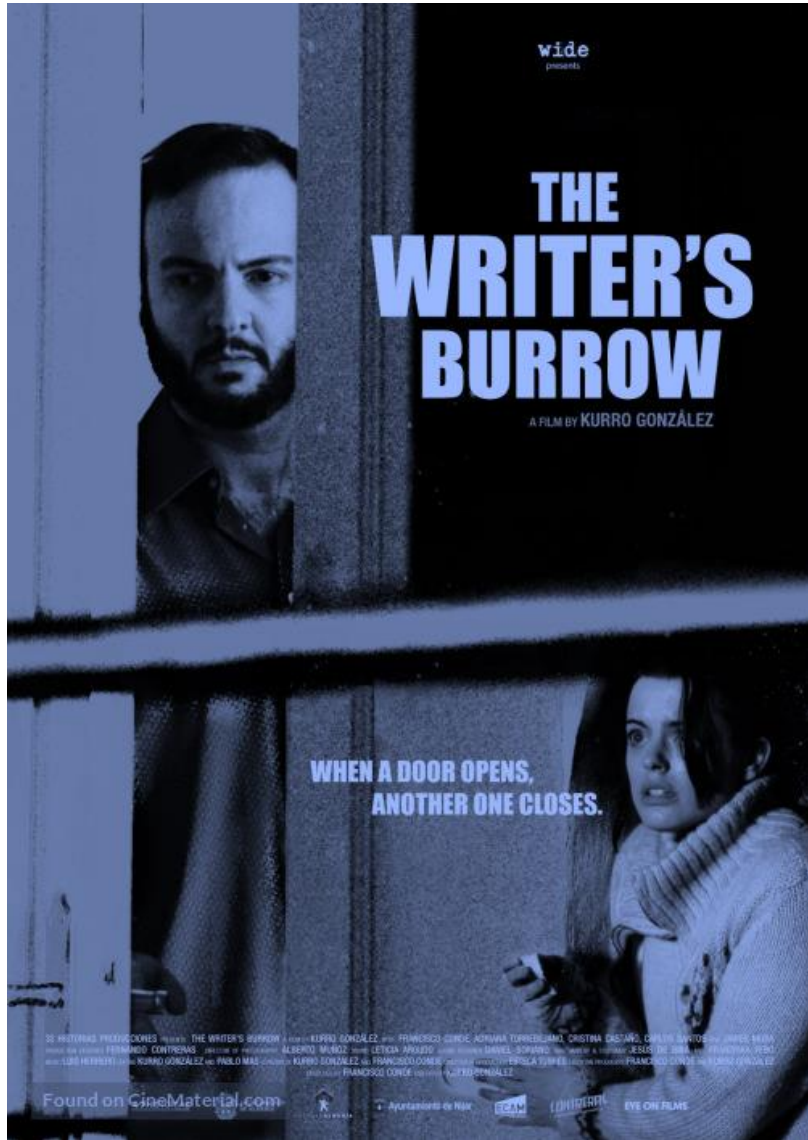
Founded in 1997

Represents more than 20 feature films every year

Its current catalog counts over 500 fiction films and documentaries

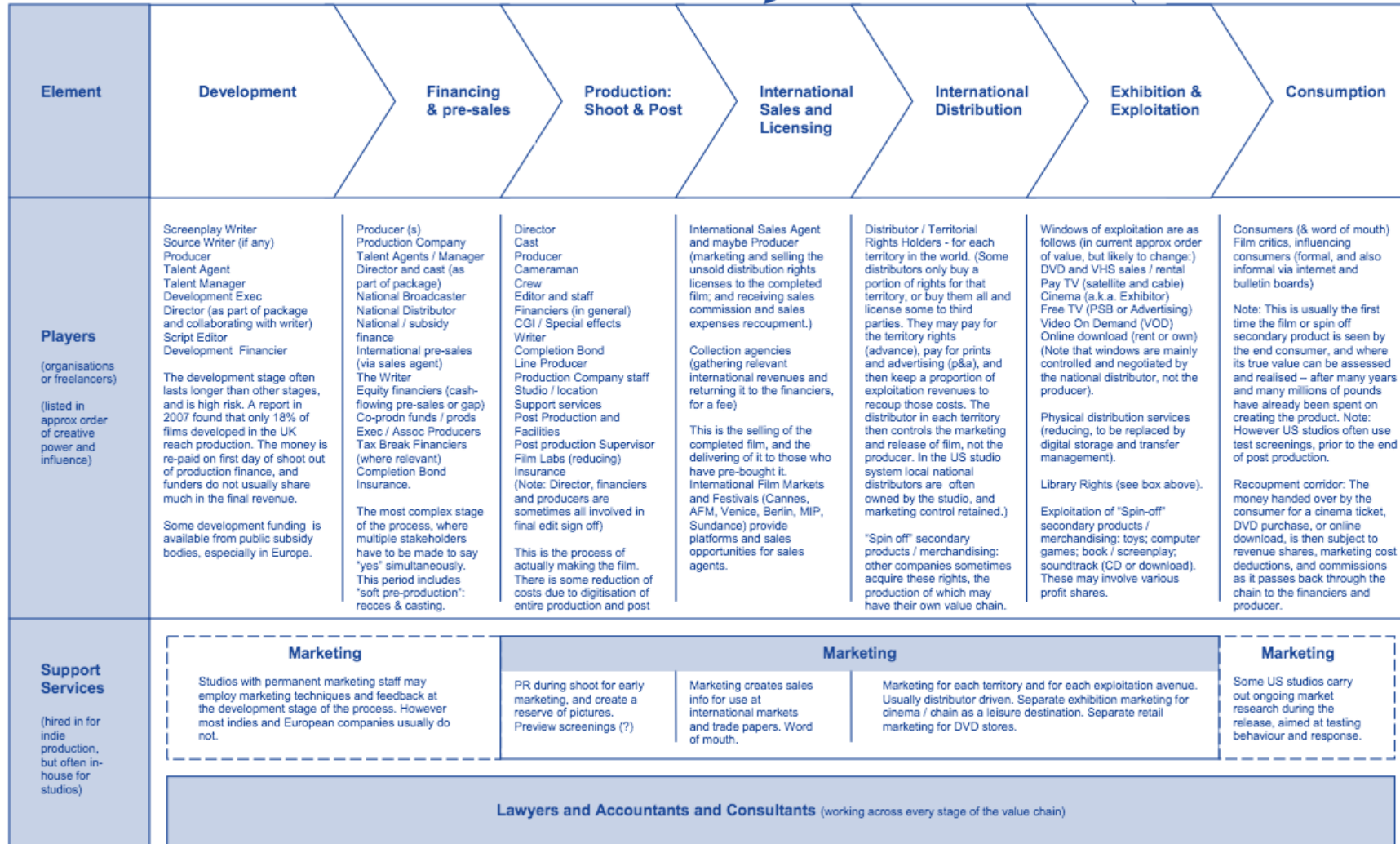
Dedicated to author driven cinema, first time directors

Currently employs 13 people, has independent documentary branch and individual departments for film distribution in France, European projects, co-productions, and WIDE VR



The Independent Film Project Value Chain
 (By activity. Conventional European / US indie, non-studio. © Peter Bloore, 2009)
 (Source: Bloore (2009) Re-defining the Independent Film Value Chain)

Library ("long tail")
 Distributor: reissues during first license
 Producer: sells new license after reversion
 Producer: remake / sequel (back to start)



Potentially higher risk investment, long period to return



Potentially lower risk investment, closer to consumer

WIDE VR

As an innovative film sales company, WIDE in the spirit of the times wishes to be at the forefront of importing & exporting businesses of finest documentary and fiction works in VR/AR.

Finding great stories and new ways to tell the, is our continuous goal!

Current VR line-up:

> OH, DEER! by Peter Pontiki



> COME CLOSER by Gianluigi Perrone

> LIFELINE by Victor Michelot



> MOZART 360° by Colin Laurent

> NOTES TO MY FATHER by Jayisha Patel



> THE 7TH NIGHT by Gianluigi Perrone

> THE HOURGLASS by Matthieu Lienart

> SERGEANT JAMES by Alexandre Perez



WIDE VR

International VR film distribution via:

- Film festivals
 - traditional
 - dedicated to new media
- VR equipped venues
 - cinema arcades
 - pop-up cinemas
- Digital platforms

VR co-productions



Location based VR distribution

VR ARCADE

Sony IMAX

MK2

Viveland (HTC Taipei)

Awesome Rocketship

Simulators

3D/4D DARK RIDE:

Theme parks

Themed Entertainment
Simulators

Guest Ride Cars

VR DOMES:

Venues/Theatre Based

ex. Diversion Cinema, Herve,
Samhoud

Immersive Experiences

ex. Vortex Immersion

VRNICH: locations & projects



Digital platforms

Orange
Arte360
Netflix
Amazon
Hulu
Sky VR
Milk VR / Google play
TF1
National Geographics
Discovery
PBS
New York Times

NEW PLAYERS

Within
Verizon
AT&T
QIY
Littlstar
Jaunt

Carne Y Arena *by Alejandro González Iñárritu*

Official selection Cannes 2017: out of competition

6:30 min

Interactive

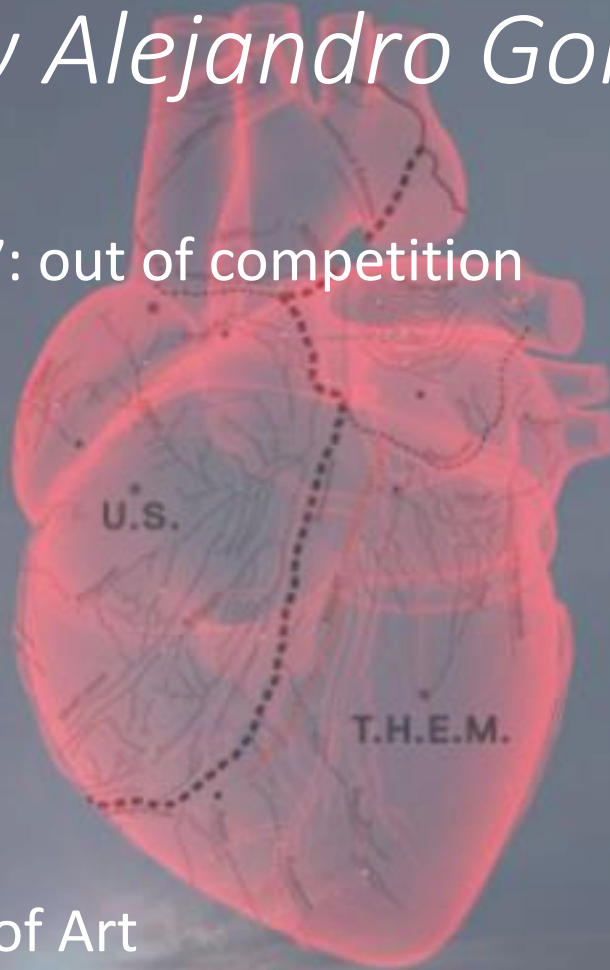
Subject: refugees

Distribution:

Prada Foundation in Milan

Los Angeles County Museum of Art

other museums





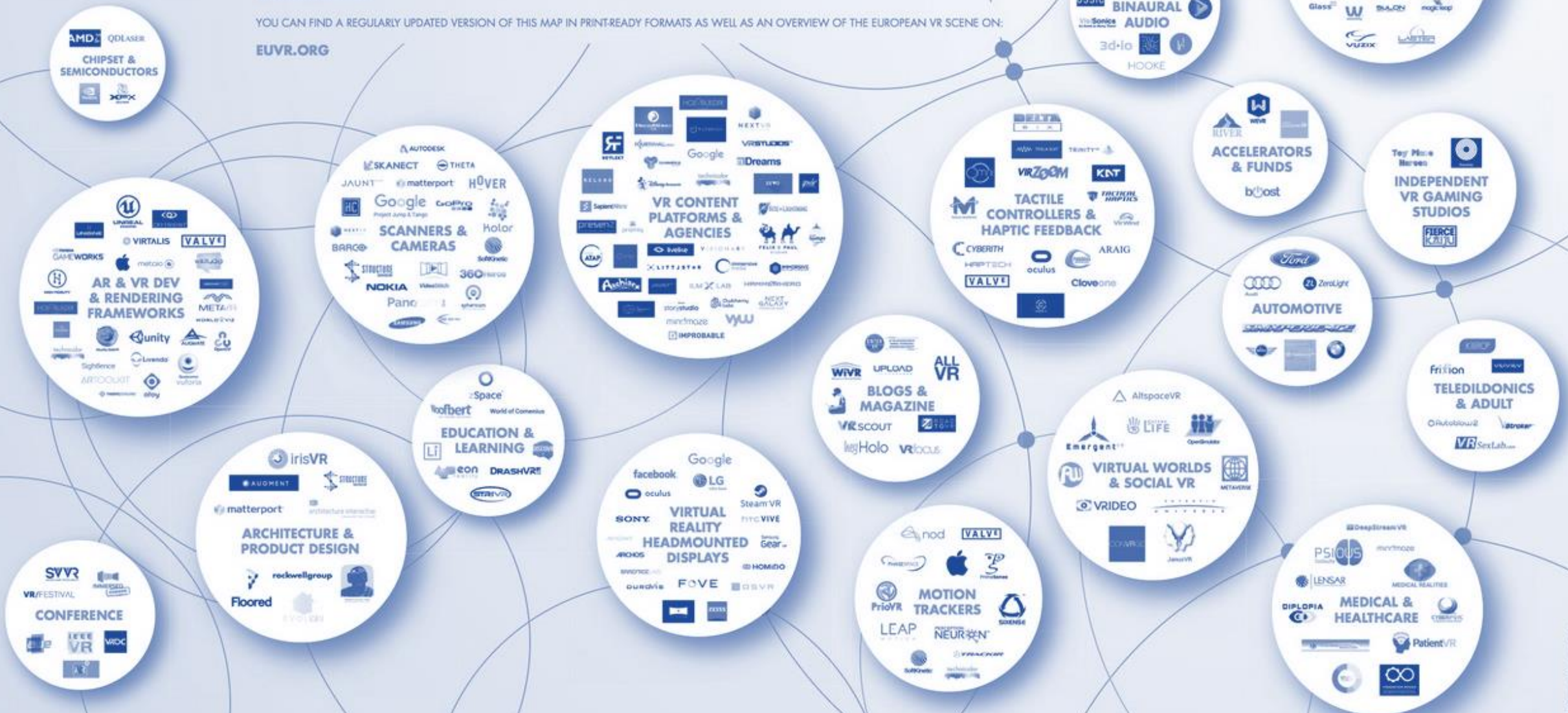
VR & AR MARKET LANDSCAPE

ONLY A COUPLE OF YEARS AGO, THE GLOBAL VIRTUAL REALITY ECOSYSTEM WAS QUITE SMALL WITH ONLY A FEW COMPANIES EVEN INVESTED IN THE SPACE. WITH EVERY NEW HMD PROTOTYPE, THE VR LANDSCAPE GREW EXPONENTIALLY AND NOW IT'S GETTING HARDER AND HARDER TO KEEP TRACK OF THE EVER GROWING VR COSMOS. THE TEAM OF VOLUNTEERS AT EUVR WANTS TO CHANGE THAT BY OFFERING A COMPREHENSIVE OUTLOOK ON THE VR LANDSCAPE. THIS OVERVIEW IS OBVIOUSLY NOT COMPLETE YET - THERE SIMPLY ARE TOO MANY VR COMPANIES BEING FOUNDED EVERY DAY! IF YOU WANT TO HELP OUT WITH COMPLETING THE LANDSCAPE OR KNOW A COMPANY THAT NEEDS TO BE ON HERE, JUST CONTACT US AT:

INFO@EUVR.ORG

YOU CAN FIND A REGULARLY UPDATED VERSION OF THIS MAP IN PRINT-READY FORMATS AS WELL AS AN OVERVIEW OF THE EUROPEAN VR SCENE ON:

EUVR.ORG



THE VR FUND 2017 EUROPEAN VR INDUSTRY LANDSCAPE ^{Q1 2017}



Funding VR Content

A woman with long hair is wearing a VR headset. She is looking forward with a slight smile. The background is dark with many pieces of popcorn falling around her, creating a cinematic atmosphere. The text is overlaid on the left side of the image.

- National funds:
 - film support
 - start-up support
 - tax incentives
- International funds:
 - Creative Europe MEDIA
- Pre-sales / Distributors / exhibitors
 - i.e. IMAX development fund tied to an exclusive release window of a few months
- Brands
- Tech companies
- NGO's

VR for Impact:

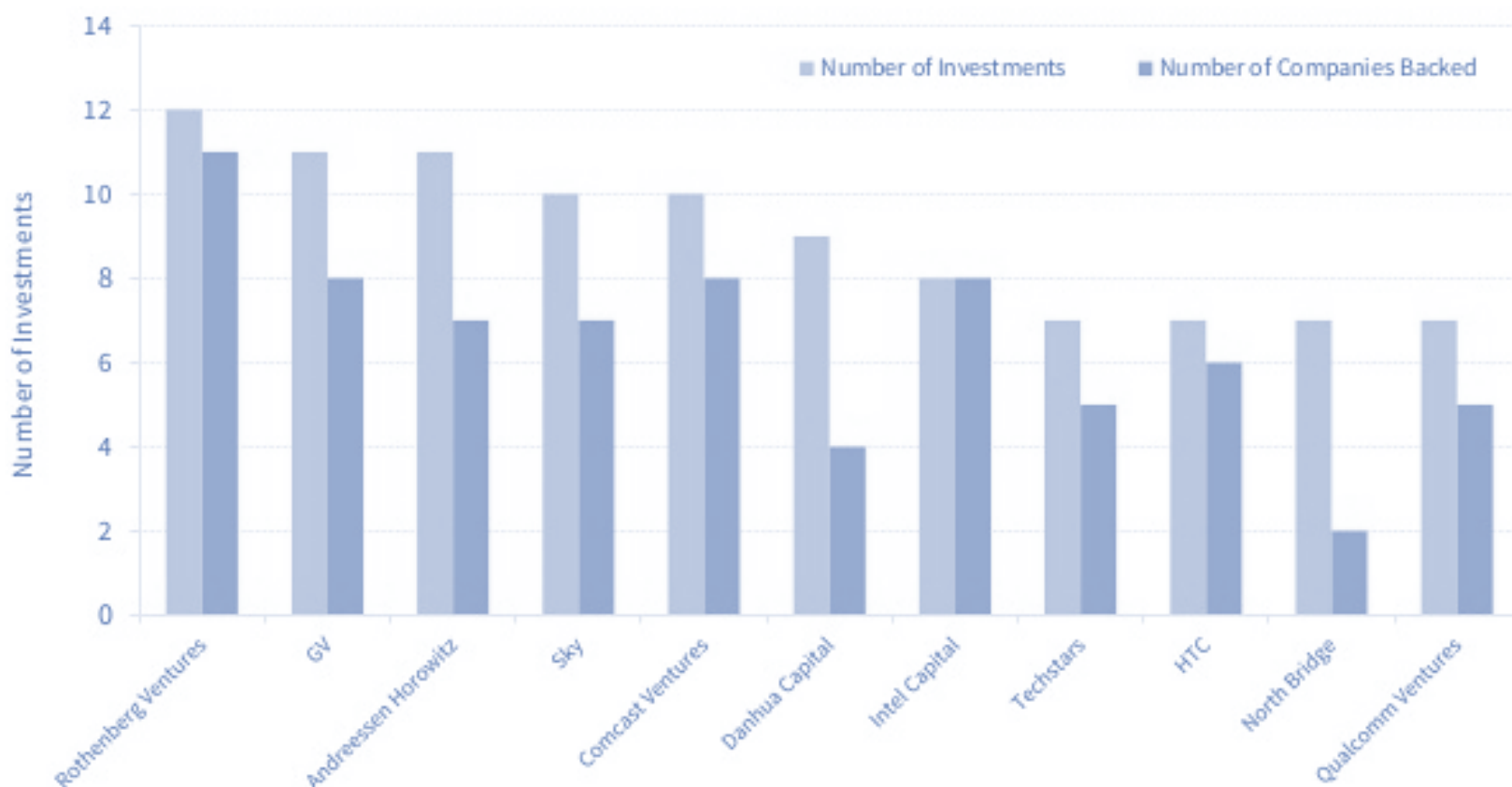
10 mln. \$ fund with HTC Vive





Top VC investors are making bets into the virtual reality sector

Selected Investor Activity in Virtual Reality





TRAININGS

!F LAB

Cartoon 360

Creator's Lab

MARKETS

CPH:LAB/FORUM

Cross Video Days

Geneva Digital Market

IDFA DOC LAB

Laval

Marche du Film / NEXT

Shefiled Doc/Fest

Venice Gap Financing

VR Days Euroe

World VR Forum

FESTIVALS

CPH DOC

Les Arcs

Nouveau cinema

Paris Virtual

Sheffield Doc/Fest

Sundance

SWSX

Tribeca

Tous Ecran

VR Audience

Segments of the population interested in trying Interactive Entertainment

76%

Generation Z

67%

Millenials

66%

Generation X

55%

Baby Boomers





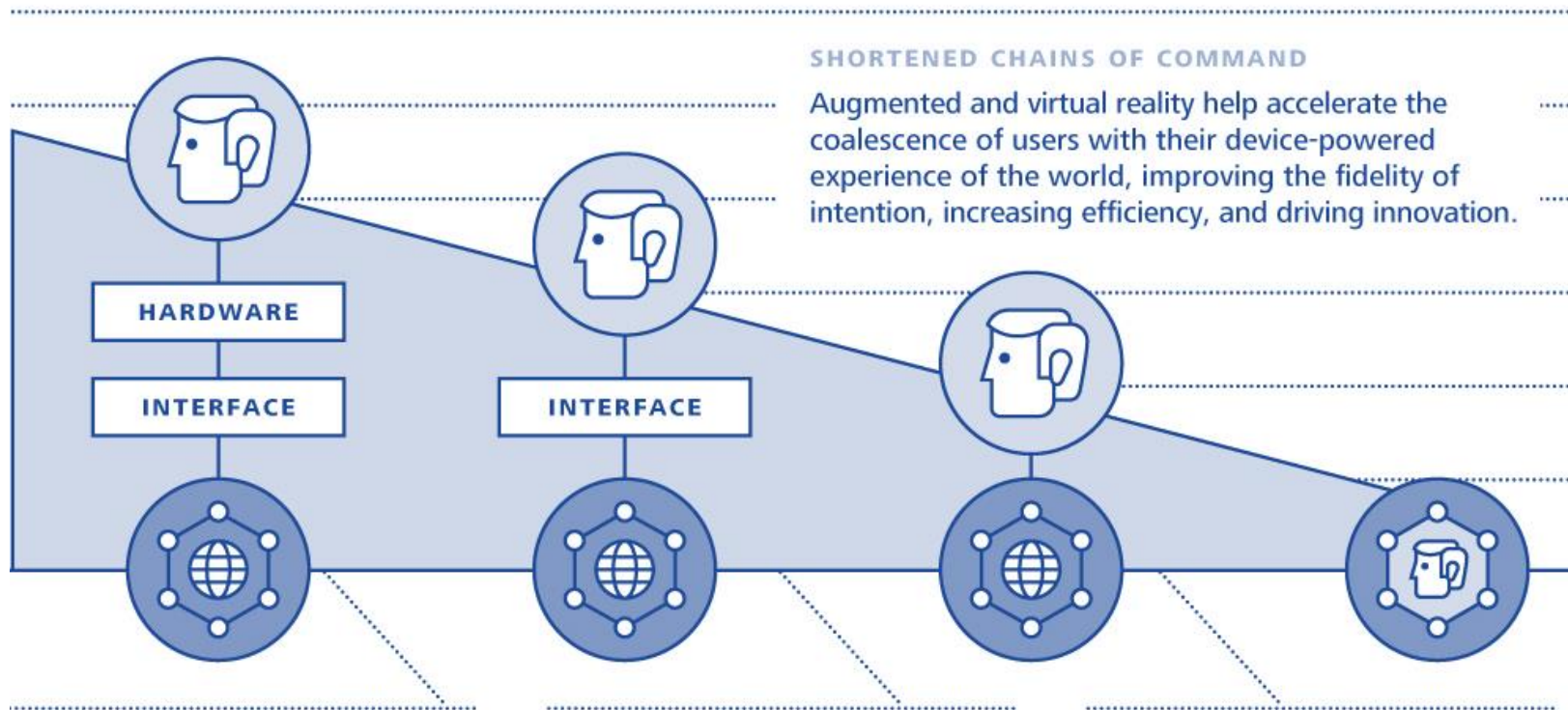
Future promises

- VR will overcome the fascination of something new and become a tool (like what happened with cinema) – 99% is still first time user
- Legal framework
- Business models
- Distribution models
- Ethical rules
- VR isolation & addiction
- VR as a next generation's entertainment device vs VR next generation's networking device
- VR storytelling designed to be shared and experienced together will have it's momentum

Future promises

- Length is coming closer to feature length & series
- Goggles will become accessible by price; VR & AR glasses – more simple
- VR storytelling will be better
- Interactive, multifaced storytelling in VR (ex. Virtelio, Wonda VR, Liquidcinema, Insta VR, viar360)
- Sign language/interface will be tactile with movements will change the keyboards (ex. Hololens interface)
- Distribution market will settle
- Real democratization of the production tools

Figure 1. The evolution of interaction



SHORTENED CHAINS OF COMMAND

Augmented and virtual reality help accelerate the coalescence of users with their device-powered experience of the world, improving the fidelity of intention, increasing efficiency, and driving innovation.

MESSENGERS

Intermediate devices interact with interfaces; virtually all input occurs through a mouse or keyboard.



POINT CLICK TYPE

SMART SCREENS

Screens manipulated based on environment facilitate direct physical or spoken interaction with displays.



TOUCH SWIPE TALK

INTUITIVE INTERACTION

Devices respond to ambient cues and intentional movements to create empathetic, personalized experiences.



GESTURE MOOD GAZE





MUCHAS GRACIAS

Ruta BOGUZAITE

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