Please download the Discovery VR app to see examples of VR footage.
Please download the Discovery VR app to see examples of VR footage.
vir·tu·al re·al·i·ty

noun

An artificial environment which is experienced through sights and sounds provided by a computer and in which a person’s actions partly decide what happens in the environment.

Merriam-Webster
MARKET SIZING

2016 VR HEADSET INSTALL BASE WORLDWIDE
16M units in 2016

PROJECTED ACTIVE VR USERS WORLDWIDE

Source: SuperData Jan 2016
Source: Kzero Jul 2014
**2016: THE BIG PLAYERS**

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Google</strong></td>
<td>sold 5M Cardboard headsets as of Dec 2015. To release a premium mobile headset in 2016.</td>
</tr>
<tr>
<td><strong>Samsung</strong></td>
<td>sold out $99 Gear VR Goggles in 2015. Now offering free goggles with first million Galaxy S7 phones.</td>
</tr>
<tr>
<td><strong>Apple</strong></td>
<td>rumored to enter the VR headset market in 2017. Has a team of 100+ working on the project.</td>
</tr>
<tr>
<td><strong>Mattel</strong></td>
<td>launching VR ViewMaster 2.0 later in 2016, with enhancements, at $39.99.</td>
</tr>
<tr>
<td><strong>Oculus</strong></td>
<td>shipped in early Q2 2016.</td>
</tr>
</tbody>
</table>

**DISCOVERY VR**
WAYS TO CAPTURE

2-CAMERA
Lightweight for action sports

6-CAMERA
Most popular all-purpose

6-CAMERA UNDERWATER
Waterproof up to 50 feet

16-CAMERA
16+ cameras, stereoscopic two-eye shooting
WAYS TO WATCH

360° VIDEO
Spherical video that can be rotated with mouse, swipe or movement of the phone or tablet (Facebook, YouTube)

MOBILE VR
Smartphone-based platform display (Google Cardboard, Samsung Gear VR)

TETHERED VR
High-powered, desktop headsets, positional tracking (Oculus, HTC Vive, Playstation VR)

VR THEATER
70-foot-high, domed, pop-up structure
Panorama Music Festival
WORLD REACH IN THE PALM OF YOUR HAND

1.5M downloads

75M views

100+ content stories

ACCOLADES

THE WEBBY AWARDS

SHORTY AWARDS
WORLD-CLASS STORYTELLING
UNMATCHED SCALE
EMPATHY IN ACTION
Please download the Discovery VR app to see examples of VR footage.
Launched App in August 2015

Worldwide Scale (discoveryvr.com)

100+ Elements on All Platforms (FB, YT, SamsungVR)

DSC, TLC, APL, SC, ID, Velocity, Eurosport

Fueling Discovery Education

Creating Movements

“Discovery Communications has always been at the forefront of viewing experience, whether it’s HD, 3D, or its latest venture, virtual reality.”

-CABLEFAX DAILY

“...I might have just found my new favourite application for virtual reality.”

-CHRIS MILLS, GIZMODO
Please download the Discovery VR app to see examples of VR footage.
SAVING RHINOS

DISCOVERY VR
Please download the Discovery VR app to see examples of VR footage.
DISCOVERY VR

DISCOVERY VR + GILLETTE

OBJECTIVE

“Things that make you sweat” brand integration

APPROACH

Immersive adventure VR content

Roller Coaster, Skateboard Mega Ramp, Moab Slack Line, Rope Swing and Skeleton Racer
Please download the Discovery VR app to see examples of VR footage.
HARLEY AND THE DAVIDSONS
BASED ON A TRUE STORY
Please download the Discovery VR app to see examples of VR footage.
Q&A