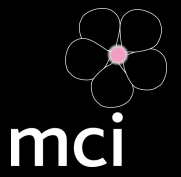
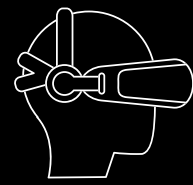


VIRTUAL REALITY AND PEOPLE



ENABLING IMMERSIVE CONTENT DELIVERY

95M

forecast for live events
user base in 2025

NEWGENAPPS

88%

of event creators plan
to use VR tech.

EVENTBRITE US

1.3M

people subscribed to
YouTube 360 Channel

GREENBUZZAGENCY

CONTENT MARKETING

Immersion is the future of content marketing, and how we approach immersion is changing thanks to growing technologies such as virtual reality.

BY 2019

immersive content will
make up a growing
proportion of content
marketing

KAIZEN

LEVEL OF IMMERSION

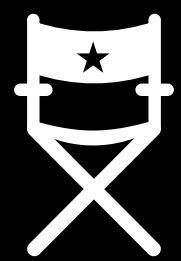
How many levels of
immersion are
there?

- 360 Video
- VR Headset
- AR Tech
- Mixed Reality

The level of immersion you choose - how deep do you truly want to take your audiences into the story - depends on what you are trying to achieve. The further in you go, the closer your audiences will feel to the core message of your story.

LIVING STORIES

Immersion doesn't have to be performed through technology. Living stories through actors on a stage and in a crowd can immerse attendees just as well as a pair of goggles on a head. The entire event area is their stage to perform.



WHAT'S NEXT?

A blurred line between the realities; augmentation, virtual and mixed. Mixed media capabilities at events and trade shows, harnessing the power of all immersive media into one full sweep of storytelling to be shared across online platforms.

