

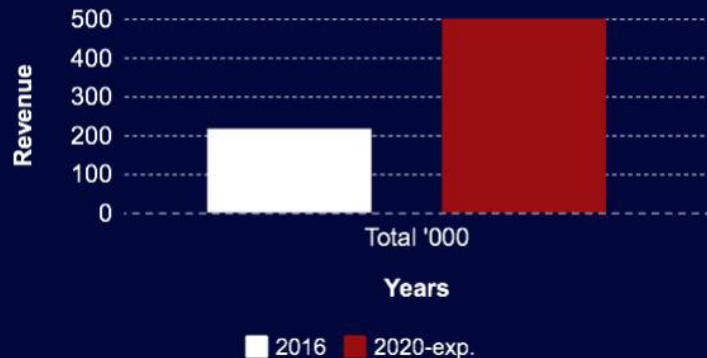
# Augmented/Virtual Reality Trends in Australia



## What's going on?

Australia is home to 24.5 million people. With one of the highest HDI on the planet, Australia has one of the highest internet presence per household. In 2016 about 216,000 VR headset units were sold in Australia, which is expected to increase to 500,000 in 2020. Gaming has witnessed the highest rate of adaptability after TV and Movies. Though VR is ahead in adaptability, the analysts from Telsyte argue that AR would be 25% more profitable in the future.

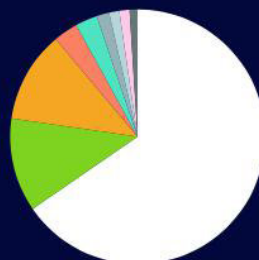
## Units sold



## Augmented/Virtual Reality Market in Australia.



## Market share of each category 2017



- Head-Mounted Display (65.40%)
- Consumer content (11.90%)
- VR Camera (11.60%)
- Location based VR content (3.10%)
- Enterprise (2.80%)
- Software (1.60%)
- Advertising (1.30%)
- Other (1.30%)
- Services (1%)