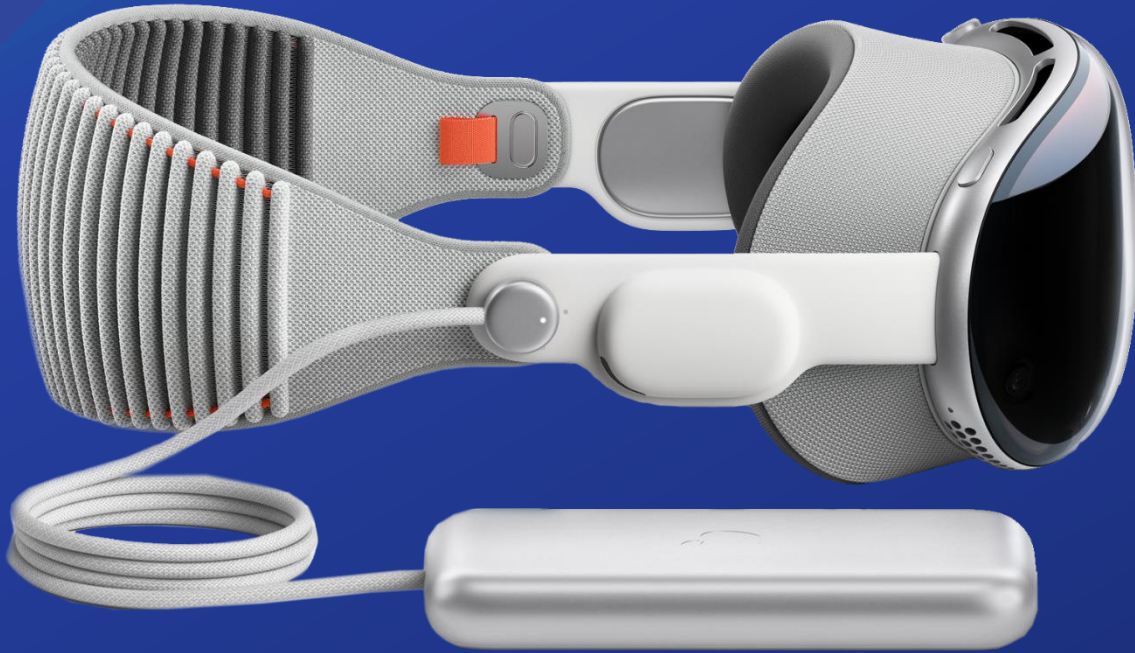


# VR/AR DEVICE LAUNCH

Ipsos Sprint

June 2023



GAME CHANGERS

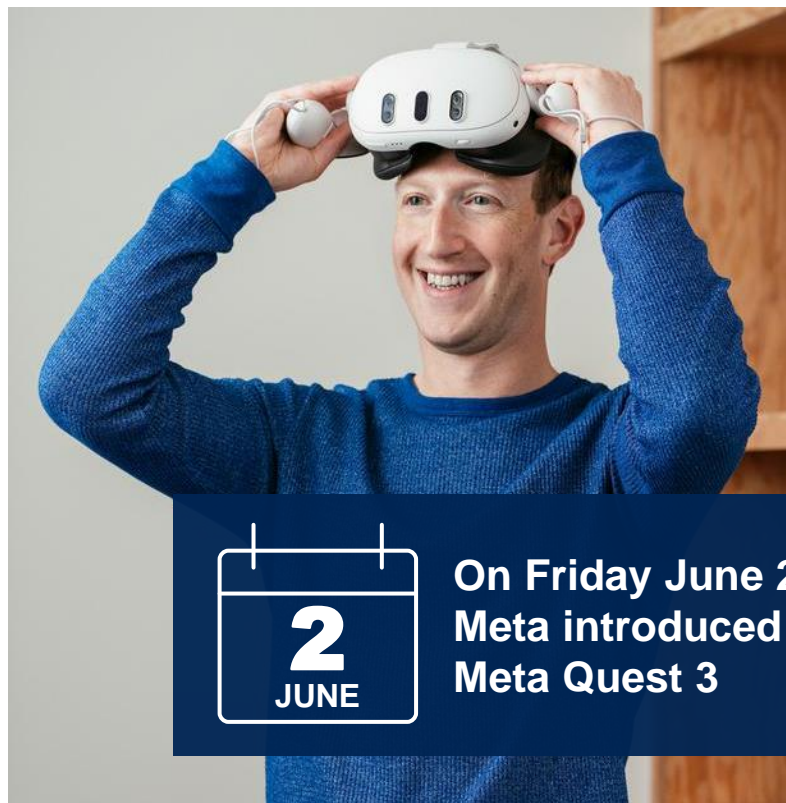


# INTRODUCTION

Survey conducted on  
**Thursday**  
**8/6/2023**

Total respondents  
**n=1687**

**Representative**  
**Belgian**  
**population**  
**18-70**



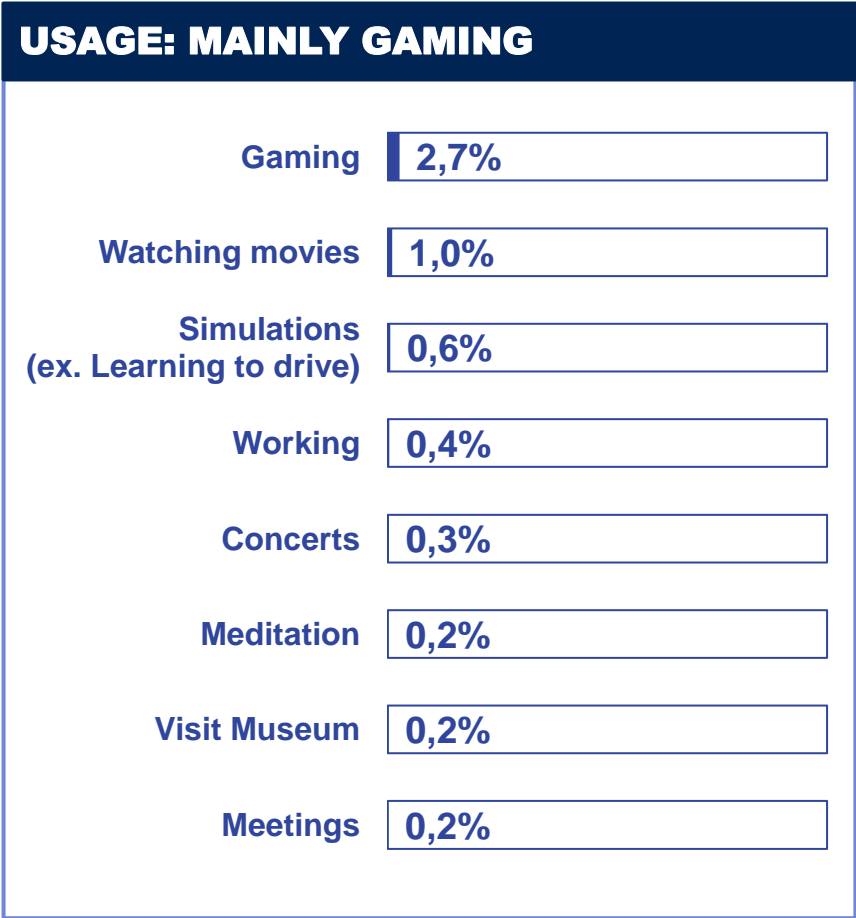
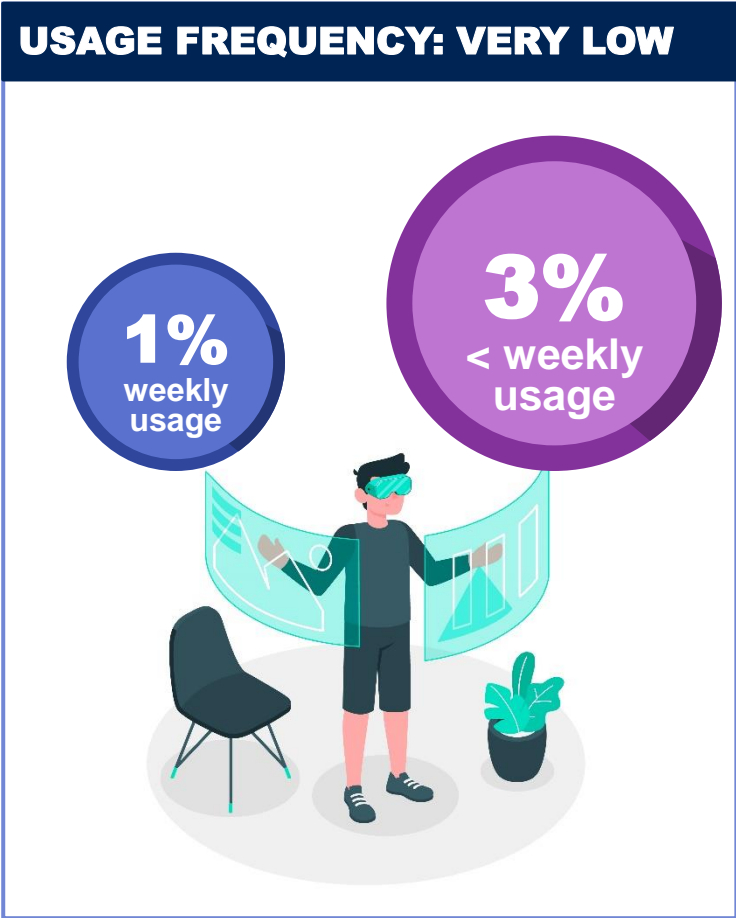
On Friday June 2  
Meta introduced its  
Meta Quest 3



On Monday June 5,  
Apple introduced  
its Apple Vision Pro

VR headsets are currently a niche product. Less than 5% owns a device, which the majority uses infrequently.

WHAT IS THE PENETRATION OF EXISTING VR HEADSETS?



The Apple Vision Pro launch clearly got more attention than the Meta Quest 3. But still, one out of two had not heard about the launch of both devices.

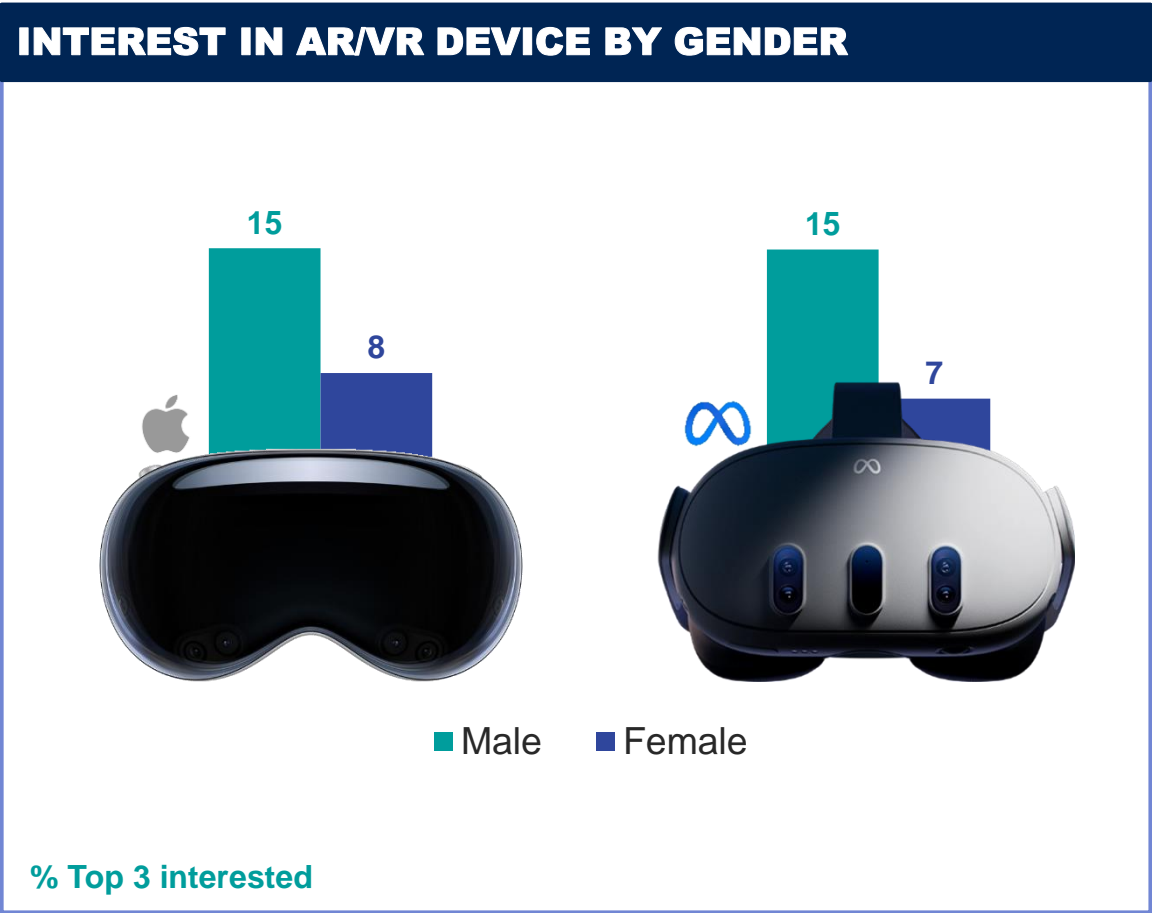
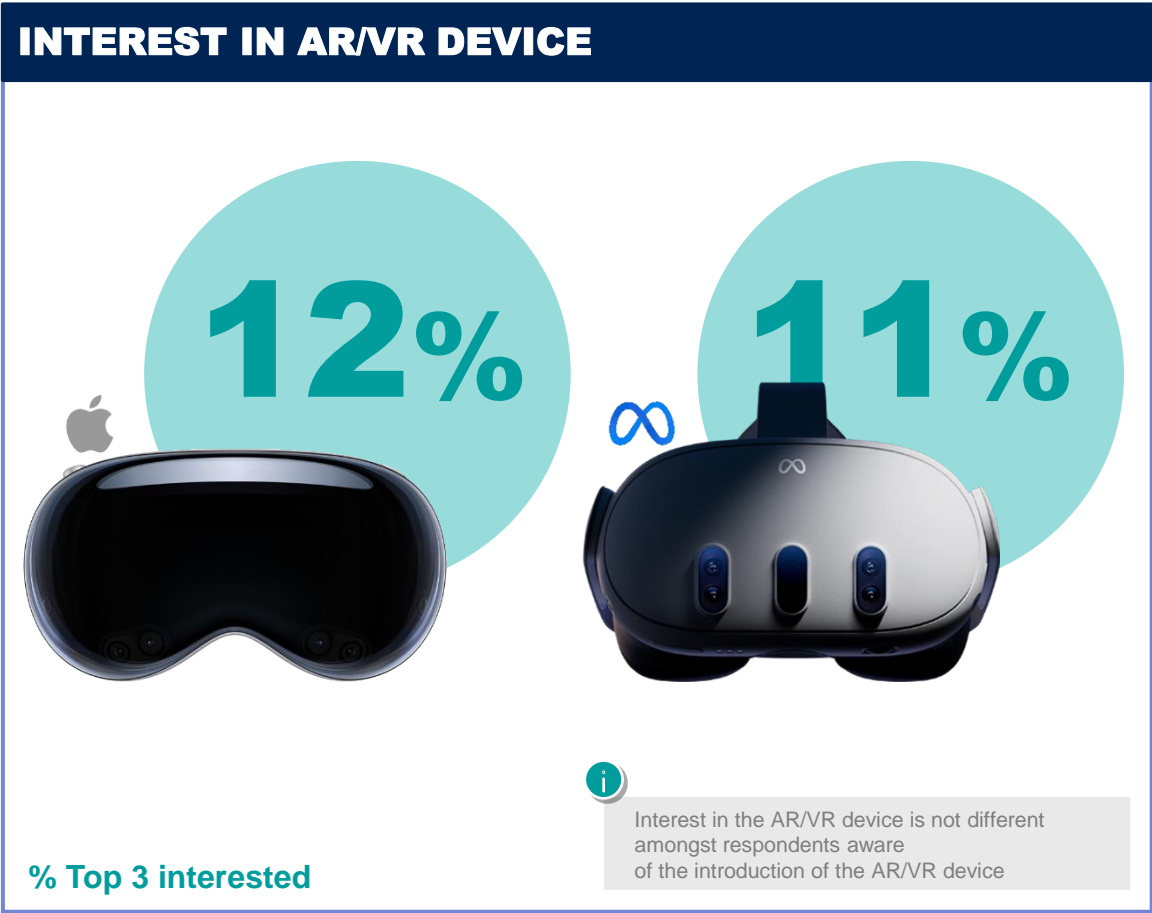
#### AWARE OF THE INTRODUCTION OF BOTH VR/AR DEVICES



Base: Total sample - Ipsos Sprint - representative panel of the Belgian population 18-70. (n=1687)

About one in eight shows interest in an AR/VR device. The interest clearly skews towards men.

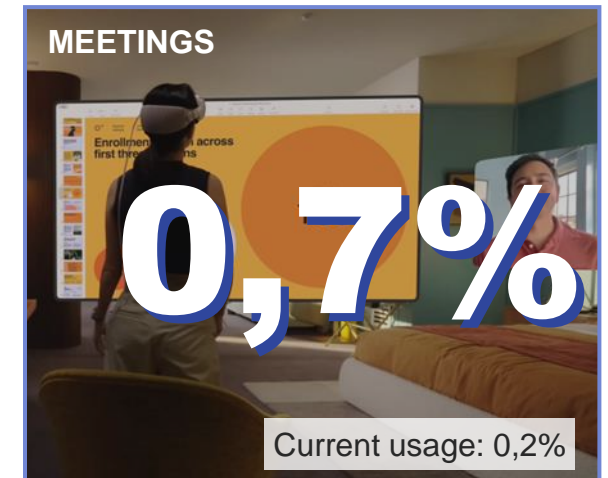
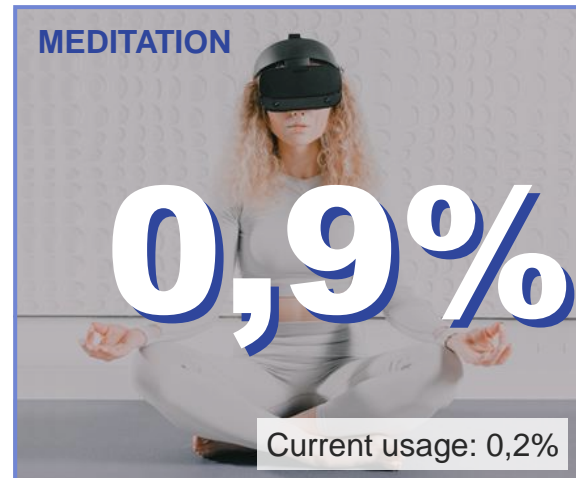
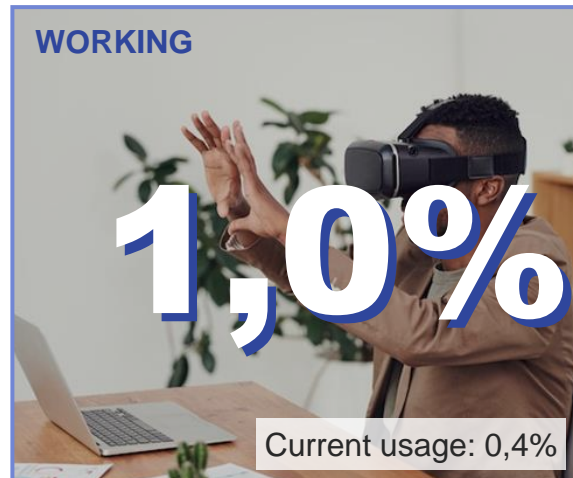
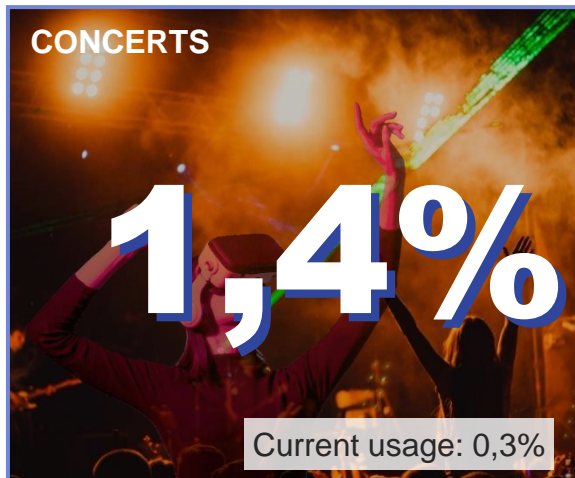
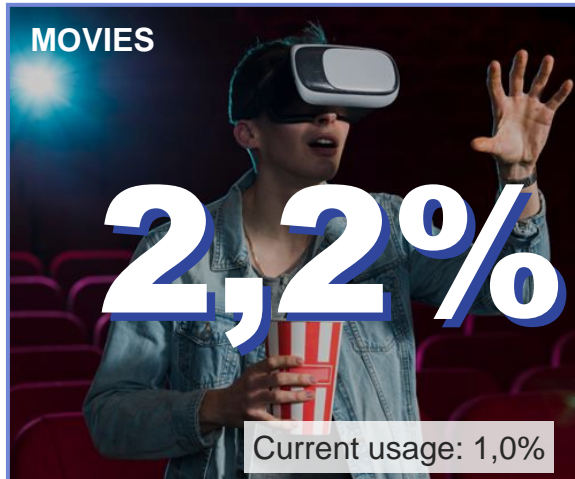
INTEREST IN AR/VR DEVICE



## THE NEW VR/AR HEADSETS SEEN LESS AS A GAMING DEVICE.


Based on the current interest in these devices 2,2% of the population would watch movies, 2% would visit a museum,...

WHAT WOULD YOU DO WITH THE AR/VR DEVICE YOU ARE INTERESTED IN




Base: Total sample - Ipsos Sprint - representative panel of the Belgian population. (n=1687)  
Numbers put on total sample


# THE LAUNCH OF VISION PRO AND META QUEST 3 NOT AN IPHONE MOMENT (YET?).



**The Vision Pro launch is known by 47% of the population. The Meta Quest 3 by only 14 %**



**About one in eight shows interest in a VR/AR headset, whereas currently 4% owns one (but uses infrequently).**



**Consumers interested in the device see more applications compared to the current headsets which are mainly used for (infrequent) gaming.**

**BE  
SURE.  
MOVE  
FASTER.**

**GAME CHANGERS**



# ABOUT IPSOS

---

Ipsos is the largest market research company in Belgium, and is present in 90 markets and employing more than 18,000 people globally.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily in our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA,  
Bloomberg IPS:FP  
[www.ipsos.com](http://www.ipsos.com)

# GAME CHANGERS

---

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**