



WORLD
momentum
EDUCATION AND TRAINING

International opportunities for young people

WORKING WITH **Virtual Reality**



FACTS ABOUT **Virtual Reality**

Market Value

1. The virtual reality market was worth 1.8 billion in 2016! [Source](#)
2. The virtual reality market was worth 5 billion by the end of 2017! [Source](#)
3. The VR market could be worth \$30 billion by 2020. Most of the growth is expected to come from sales of VR headsets supporting businesses and video games. [Source](#)

Applications

4. Many people think virtual reality is mainly used for games, but the majority of the content is not game-related. In fact, only 44% of VR content was for games in 2016 this will increase massively by 2020. [Source](#)
5. 75% of the Forbes World's Most Valuable Brands have created a virtual or augmented reality experience for consumers or employees. [Source](#)

Users

6. 79% of consumers who try virtual reality want to try it again! [Source](#)
7. 62% of consumers feel engaged with a brand that sponsors a VR experience. [Source](#)
8. 81% of people who try virtual reality tell their friends about it. [Source](#)
9. There are 171 million active virtual reality users at the end of 2018. [Source](#)
10. VR is so good I built a VR studio in my house - Paul



THREE TYPES OF *Virtual Reality*



Non - immersive



Semi - immersive



Fully - immersive

THE TYPES OF VR Equipment



Google cardboard with smartphone
(low cost €5) - basic



Console (PS4) and VR headset
(€300 - but need a Playstation) - entry level



Oculus Quest - self contained system
(€450) - mid level



PC & goggles HTC Vive and Oculus Rift
(€900 + €1000+ computer) - high end



THE PAST

- Media and technology training for youth workers
- Film and media projects
- Film activities integrated into other projects
- Inclusion TV & Film Without Fear



THE PRESENT

- Digital youth work
- Youth Work 360
- Eurodesk
- Heritage projects
- Covid crisis





THE FUTURE

- From VR to XR
- Virtual Tea House
- Cultural explorers
- New partnerships





THE CHALLENGES

- How do we keep pace with the technology?
- How do we make it inclusive?
- How do we avoid losing a generation of young people?
- How do we engage the technology giants?



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