futuresource
CONSULTING

VIRTUAL PRODUCTION -
An Industry Analyst Perspective

Presented by
Chris Evans

WHO ARE FUTURESOURCE?

EQUIPMENT
| TV Displays
| Set-Top Boxes
| Blu-ray & DVD
| Home Audio
| Media Streamers
| Games Consoles
| Tablets
| Smartphones
| Wireless Speakers
| VPAs
| Headphones
| Cameras
| Wearables
| VR/AR Headsets
| Home Appliances

Delivery
| Broadcast
| Broadband
| Mobile
| Optical Disc

CONTENT
| Video | Education
| TV | eBooks
| Music | Social
| Games

| Home Theatre | Interactive Displays
| Laptop/PCs | Broadcast Equipment
| Pro Audio | Photo Equipment
| Pro LCD Displays | Automotive Tech
| Pro LED Displays | Data Storage
| Projectors | Smart Home
| Collaboration Tech
| Signal Distribution
| PCs in Education

| Full service end-to-end research capabilities

| Global market coverage based on informed local expertise

| Delivering excellence for nearly 30 years

@Futuresourcer

futuresource
CONSULTING

B2B SERVICE REVIEW

PROFESSIONAL DISPLAYS

- Front Projector
- Global DvLED Market
- MicroLED Market
- Interactive Displays
- Flat Panel
- Video Wall Display Solutions
- Video Wall Controller
- Media Servers
- Professional Displays Competitive Review
- The Future of Large Format Kiosks
- **NEW** Digital Signage Report
- **NEW** LED Tracker

PRO VIDEO & BROADCAST

- System & Box Cameras
- PTZ Cameras
- Professional Camcorders
- High-End Digital Cinema Cameras
- The Future of 8K
- Convergence in Pro Video
- Esports in Pro AV, Broadcast & IT
- Professional Monitors
- Video Switchers
- **NEW** Saas & Cloud Competitive Landscape
- **NEW** Non-Linear Editing Platforms Strategic Market Outlook

COLLABORATION TECHNOLOGY

- Team Collaboration Displays
- Wireless Presentation Solutions
- Video Conferencing
- Audio Conferencing
- Office-Based Headsets
- Conferencing Cameras
- Conferencing Bars
- Conferencing in Education
- Conferencing in Healthcare
- UC&C Platform & Tools
- **NEW** Company Tracker Dashboard

PROFESSIONAL AUDIO

- Professional Loudspeakers
- Global Headphones
- Home & Pro Studio
- Global Power Amplifiers
- Global Microphones
- Professional Mixer Console
- Audio Over IP
- Digital Signal Processors

CONNECTIVITY & SERVICES

- AV over IP
- AV Managed Services
- Smart Building
- The Future of Work
- Connectivity in AV/Workplace
- **NEW** As a Service adoption in AV
- **NEW** IoT and AV, Blurring The Lines
- **NEW** Smart Offices/Intelligent AV
- **NEW** AV Control Rooms
- **NEW** System Integrators, Mapping the Landscape

COMPUTE (EDUCATION)

- Personal Computing
- Desktop Computing
- LTE in Education
- IFPD Lesson Delivery Software Ecosystem
- Classroom Application Landscape
- School Administration Landscape
- **NEW** Sustainability in Education

END USER RESEARCH PROGRAMS

- Video Conferencing Survey
- Home Working Survey
- Enterprise End User Survey
- **NEW** Hybrid Work End-User
- Content Creator
- Esports
- Higher Education Survey
- Bring-Your-Own-Device

Ed Tech Voice Programs:

AV Devices, Compute Devices, Administrative Software, Classroom Tolls & Assessments

futuresource CONSULTING

A new tool in movie production

Innovation has occurred rapidly

VP is more than just LED walls

@Futuresourcer

futuresource
CONSULTING

TYPES OF VIRTUAL PRODUCTION

Augmented Reality

| Enhancing an existing set with digital elements

| Create more visual interest in a scene to increase audience engagement or convey information

Virtual Sets

| Creating the illusion of backdrop as a real space

| Can work with greenscreen, bluescreen or LED displays

Set Extensions

| Creating a set with a mix of physical and virtual assets

| Camera mapping process is more complex

@Futuresourcer

futuresource
CONSULTING

Visual Cues for Talent

No Greenspill

VFX Captured "In-Camera"

Fixed Location

An Infinite Golden Hour
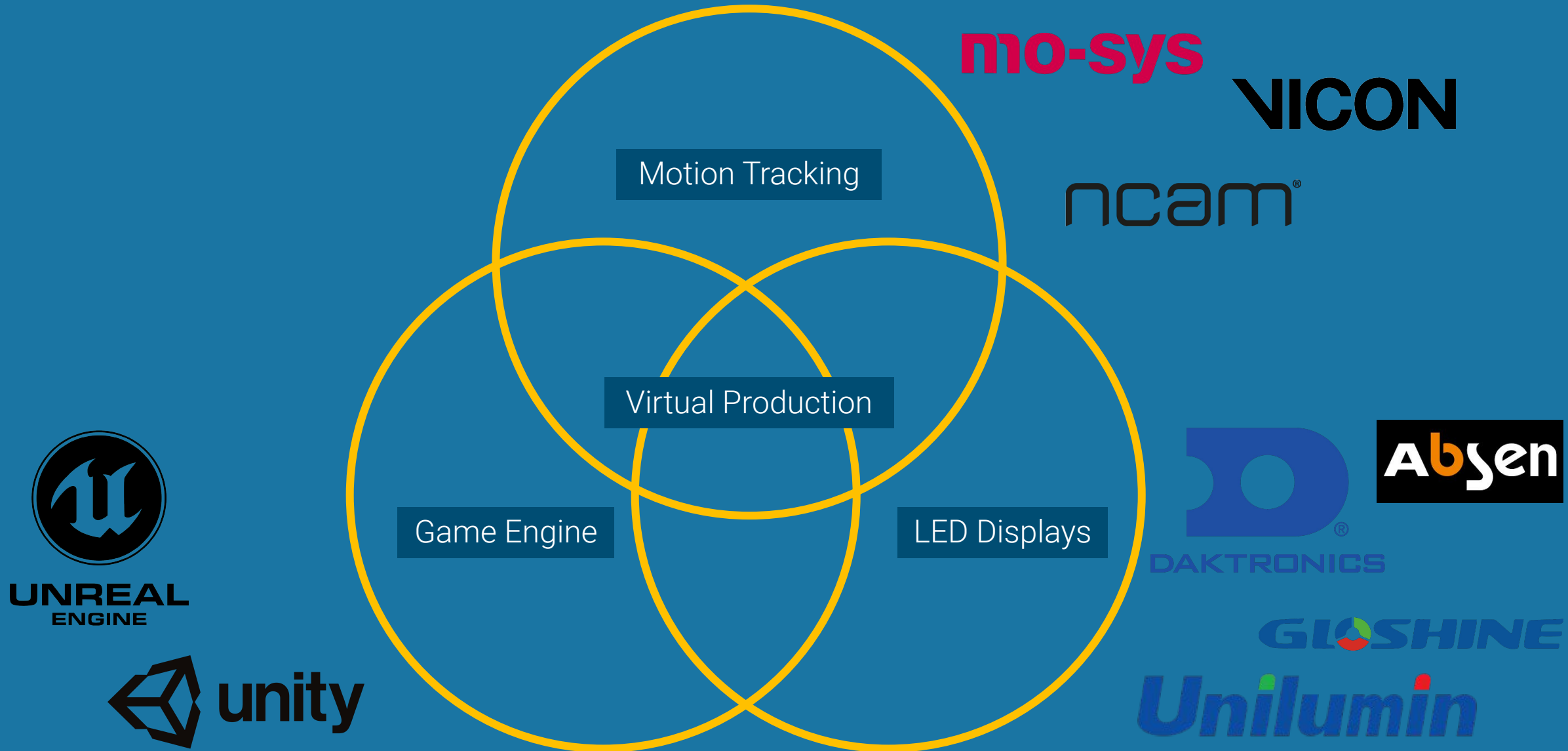
@Futuresourcer

futuresource
CONSULTING

mo-sys

VICON

ncam®

Motion Tracking

Virtual Production

Game Engine

LED Displays

UNREAL
ENGINE

unity

DAKTRONICS

Absen

GLOSHINE

Unilumin

@Futuresourcer

futuresource
CONSULTING

@Futuresourcer
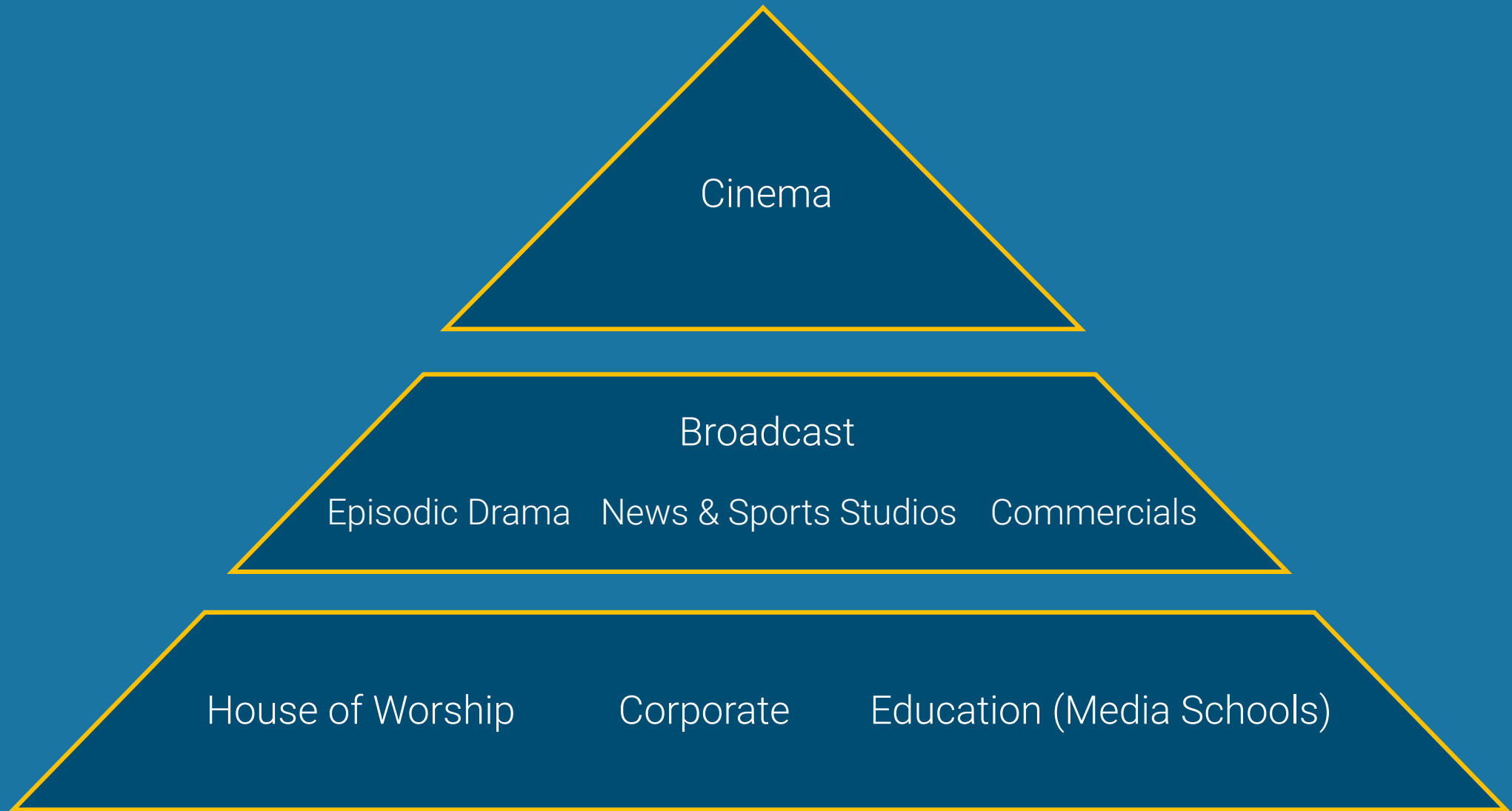
First Wave of Global Deployments
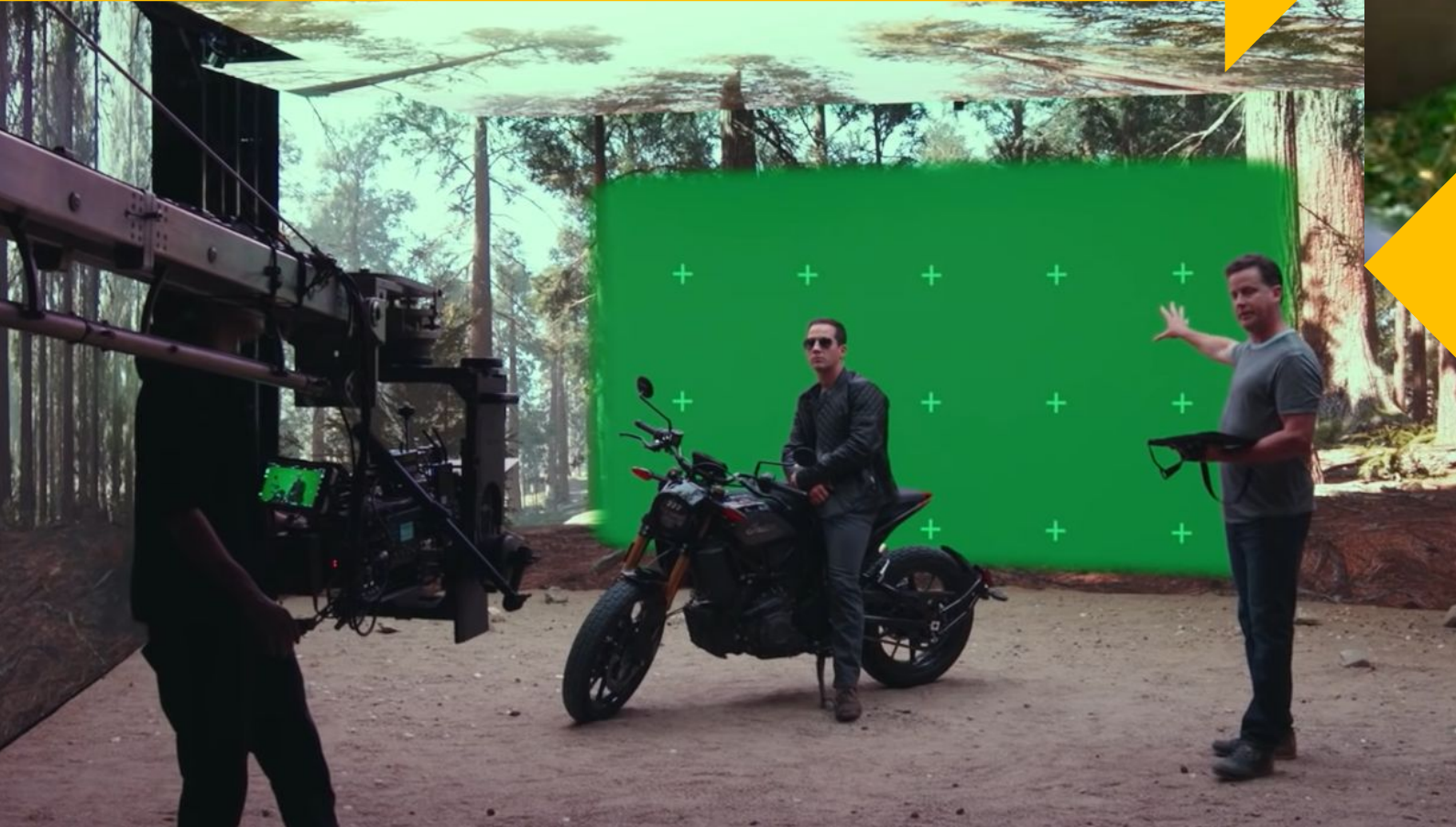
High Cap-Ex Investment

A New Rental Service

@Futuresourcer

Maturation & Standardisation of Toolset

Closing the Skillset Gap

@Futuresourcer

futuresource
CONSULTING

VIRTUAL PRODUCTION - KEY TAKEAWAYS

The concept of virtual production has quickly gained acceptance through the proliferation of LED volume workflows

Looks impressive but is not a gimmick. The use of LED volumes can deliver meaningful cost efficiencies and creative advantages

Virtual production changes the production pipeline and involves the VFX department much more in pre-production and on-set

Standardisation of crew roles and department interaction will come as training resources mature

Continued opportunity for wider vertical usage as tools become more widely available through rental and freelancer pool grows

@Futuresourcer

futuresource
CONSULTING

About Futuresource

Futuresource Consulting is a specialist research and knowledge-based consulting company with a heritage stretching back to the 1980s.

Its insight and global market coverage are based on informed regional expertise, ensuring its portfolio of world-class clients is fully supported in research, analysis, strategic planning and decision making.

| Consumer Electronics
| Print & Imaging
| Media & Entertainment
| Education Technology
| Optical Disc Manufacturing
| Broadcast Equipment
| Professional Displays

Talk to us...

Chris Evans
Senior Market Analyst – Pro Video
Futuresource Consulting
+44 (0) 1582 500 100
chris.evans@futuresource-hq.com
www.Futuresource-consulting.com

futuresource
CONSULTING