VIRTUAL PRODUCTION - An Industry Analyst Perspective

Presented by Chris Evans
WHO ARE FUTURESOURCE?

- Full service end-to-end research capabilities
- Global market coverage based on informed local expertise
- Delivering excellence for nearly 30 years
**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
- **NEW** Ed Tech Voice Programs:
  - AV Devices, Compute Devices, Administrative Software, Classroom Tolls & Assessments
WHAT IS VIRTUAL PRODUCTION?

A new tool in movie production

Innovation has occurred rapidly

VP is more than just LED walls
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
THE ADVANTAGES OF AN LED VOLUME

- Visual Cues for Talent
- No Greenspill
- VFX Captured “In-Camera”
- Fixed Location
- An Infinite Golden Hour
THE CONVERGENCE OF TECHNOLOGIES

- Motion Tracking
- Virtual Production
- Game Engine
- LED Displays

Companies: mo-sys, VICON, ncam, Unreal Engine, Unity, Absen, Daktronics, Gloshine, Unilumin
VERTICAL ADOPTION

Cinema

Broadcast
- Episodic Drama
- News & Sports Studios
- Commercials

House of Worship
- Corporate
- Education (Media Schools)
MARKET OPPORTUNITIES – SHORT TERM

First Wave of Global Deployments

High Cap-Ex Investment

A New Rental Service
MARKET OPPORTUNITIES – LONG TERM

Maturation & Standardisation of Toolset

Closing the Skillset Gap
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.
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

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