Virtual Reality and Immersive Technologies: A Roadmap for New Forms of Audience Engagement
CATALYSTS
WE GOT A NEW CEO!
Our Mission

Pacific Science Center ignites curiosity in every child and fuels a passion for discovery, experimentation, and critical thinking in all of us.
A COMMUNITY OF INNOVATORS
Making Space
Epic Snowday Adventure

Stonehengen VR

The Witching Tower
VR Microtheaters
HYPERSPACE XR v.1
HYPERSPACE XR v.2

EXPEDITION TITAN
beta 0.2
Ready for Boarding
BE CURIOUS.
ASTC 2019 Session
Virtual Reality and Immersive Technologies: A Roadmap for New Forms of Audience Engagement

SURVEY
VR at Science Centers & Museums
• Highlights of Results

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Powered by SurveyMonkey
Survey Design

Survey type: Self-administered online survey

Respondents: email invitations to participate were sent to 473 managers and executives at science centers, museums, and other institutions, in 37 countries. Generally speaking, respondents were more likely to have a role related to exhibits or visitor experience than other functions.

Field dates: surveys were completed June 4 – 22, 2019

- Total Responses

84
*Finding: Almost all respondents had some prior experience with VR.

Q: Have you personally experienced VR?

Answered: 84  Skipped: 0

Yes: 94%
No: 6%
*Finding: Almost all respondents’ prior experience was positive.

Q: Was it a positive experience?

Answered: 84  Skipped: 0

- Yes: 88%
- No: 7%
- Not applicable: 0%

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*Finding: Half of respondent institutions have offered, or are offering, a VR experience.

Q: Does your institution currently offer, or did it once have, a VR experience?

Answered: 84   Skipped: 0

50% Yes
50% No
Finding: A majority of respondents’ institutions who had not added a VR experience had actually considered one, but then chose not to proceed.

Q: Have you considered adding a VR experience, but then rejected or deferred a decision on adding it?

Answered: 40   Skipped: 44
*Finding: Top 3 reasons for rejecting or deferring the addition of VR:*

1️⃣ - not a shared viewing experience
2️⃣ - staffing costs
3️⃣ - too expensive to acquire.

Q: What were the reasons for rejecting it or deferring a decision? [check all that apply]

Answered: 35   Skipped: 49

See next page for fully-worded choices>>
Q: What were the reasons for rejecting it or deferring a decision? [check all that apply]

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too expensive to acquire the system / we didn’t have the budget</td>
<td>45.71%</td>
</tr>
<tr>
<td>Other problems with terms of purchase/rental/license</td>
<td>8.57%</td>
</tr>
<tr>
<td>Throughput too low</td>
<td>31.43%</td>
</tr>
<tr>
<td>Not a shared viewing experience/too isolating</td>
<td>57.14%</td>
</tr>
<tr>
<td>Staffing costs</td>
<td>54.29%</td>
</tr>
<tr>
<td>Not enough space, or not a good enough location</td>
<td>20.00%</td>
</tr>
<tr>
<td>Competition with/cannibalization of other attractions on site</td>
<td>8.57%</td>
</tr>
<tr>
<td>Content not appropriate/not a good fit</td>
<td>14.29%</td>
</tr>
<tr>
<td>Not enough high-quality content</td>
<td>28.57%</td>
</tr>
<tr>
<td>Library of content not big enough</td>
<td>5.71%</td>
</tr>
<tr>
<td>Didn’t like technical quality</td>
<td>5.71%</td>
</tr>
<tr>
<td>Reliability of system</td>
<td>17.14%</td>
</tr>
<tr>
<td>Concerns about vendor</td>
<td>0.00%</td>
</tr>
<tr>
<td>Haven’t seen a turnkey solution that addresses all our needs</td>
<td>17.14%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>22.86%</td>
</tr>
</tbody>
</table>

Total Respondents: 35
Finding: Top 3 reasons for never considering VR:
1st – staffing constraints
2nd – equipment cost
3rd – haven’t seen a compelling VR experience

Q: If your institution has never considered adding a VR experience, why is that? [check all that apply]

Answered: 34    Skipped: 50

See next page for fully-worded choices>>

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Q: If your institution has never considered adding a VR experience, why is that? [check all that apply]

Answered: 34   Skipped: 50

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<td>Don’t need another attraction</td>
<td>5.88%</td>
</tr>
<tr>
<td>Staffing constraints</td>
<td>23.53%</td>
</tr>
<tr>
<td>Equipment cost</td>
<td>20.59%</td>
</tr>
<tr>
<td>Uncertain content fit</td>
<td>11.76%</td>
</tr>
<tr>
<td>Uncertain economics</td>
<td>8.82%</td>
</tr>
<tr>
<td>Don’t have the space</td>
<td>5.88%</td>
</tr>
<tr>
<td>Not enough time to properly evaluate</td>
<td>8.82%</td>
</tr>
<tr>
<td>Haven’t seen any VR films/experiences that would push us to include this technology</td>
<td>14.71%</td>
</tr>
<tr>
<td>VR is too new</td>
<td>5.88%</td>
</tr>
<tr>
<td>NOT APPLICABLE - we HAVE considered adding a VR experience</td>
<td>58.82%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>2.94%</td>
</tr>
</tbody>
</table>

Total Respondents: 34
**Finding: Top 3 factors that led to adding a VR experience:**

1\textsuperscript{st} (by far) – wanted to try some kind of VR

2\textsuperscript{nd} – its content

3\textsuperscript{rd} – its novelty, “new and cool”

Q: What were the factors that led to your purchase decision? [check all that apply]

Answered: 31    Skipped: 53

See next page for fully-worded choices>>
Q: What were the factors that led to your purchase decision? [check all that apply]

Answered: 31    Skipped: 53

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<tr>
<td>System &amp; content price and terms</td>
<td>29.03%</td>
</tr>
<tr>
<td>Content was appealing - quality, subject matter, and/or mix of titles</td>
<td>35.48%</td>
</tr>
<tr>
<td>Ease of operation and programming</td>
<td>12.90%</td>
</tr>
<tr>
<td>Credibility of vendor</td>
<td>12.90%</td>
</tr>
<tr>
<td>Ability to generate incremental revenue</td>
<td>25.81%</td>
</tr>
<tr>
<td>Existing relationship with vendor or their associates</td>
<td>29.03%</td>
</tr>
<tr>
<td>We wanted to try some kind of VR</td>
<td>61.29%</td>
</tr>
<tr>
<td>It was &quot;new and cool&quot;</td>
<td>35.48%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>38.71%</td>
</tr>
<tr>
<td>Total Respondents: 31</td>
<td></td>
</tr>
</tbody>
</table>

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*Finding: A clear majority - almost two-thirds - see a future for VR in institutions.

Q: Do you think VR has the potential to become a broadly adopted experience at science centers and museums?

Answered: 75  Skipped: 9

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*Finding: almost **two-thirds** of respondents reported a better-than-50% likelihood that their institution would add a VR experience in the near term.

Q: What is the likelihood that your institution will add a new VR experience within the next 1 to 3 years? Use the sliding scale below. 0% means there is no chance it will happen, and 100% means it is certain to happen.

Answered: 72    Skipped: 12

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Q: What is your institution’s annual on-site attendance?

Answered: 71   Skipped: 13

- Less than 100,000: 18%
- 100,001 - 300,000: 24%
- 300,001 - 500,000: 23%
- 500,001 - 1,000,000: 20%
- More than 1,000,000: 16%
Q: How much interior exhibit space is there at your institution?

Answered: 72  Skipped: 12

- Less than 12,000 square feet: 17%
- 12,000 - 25,000 square feet: 7%
- 25,001 - 50,000 square feet: 25%
- More than 50,000 square feet: 51%
About Blaze Cineworks

Blaze Cineworks is a consulting and project management firm serving clients who have in interest in immersive theater and other out-of-home experiences, such as VR.

Clients are venue operators, and content creators & distributors.

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