

THE

**IMMERSIVE VIDEO**

OPPORTUNITY



# Preamble

This talk is for **producers, publishers** and **media brands**

Our goal is to give you an **overview** of the emerging Immersive Video market and its opportunities

# TL;DR



VR **already** has an audience



**Immersive Video** is coming

**Icebreaker**

New / Exp?

Business / Creative?

Music / Film?

# Agenda

1. The **growing** VR market
2. The Immersive Video **opportunity**
3. How **you** can benefit



**acute**

Est. San Francisco 2024

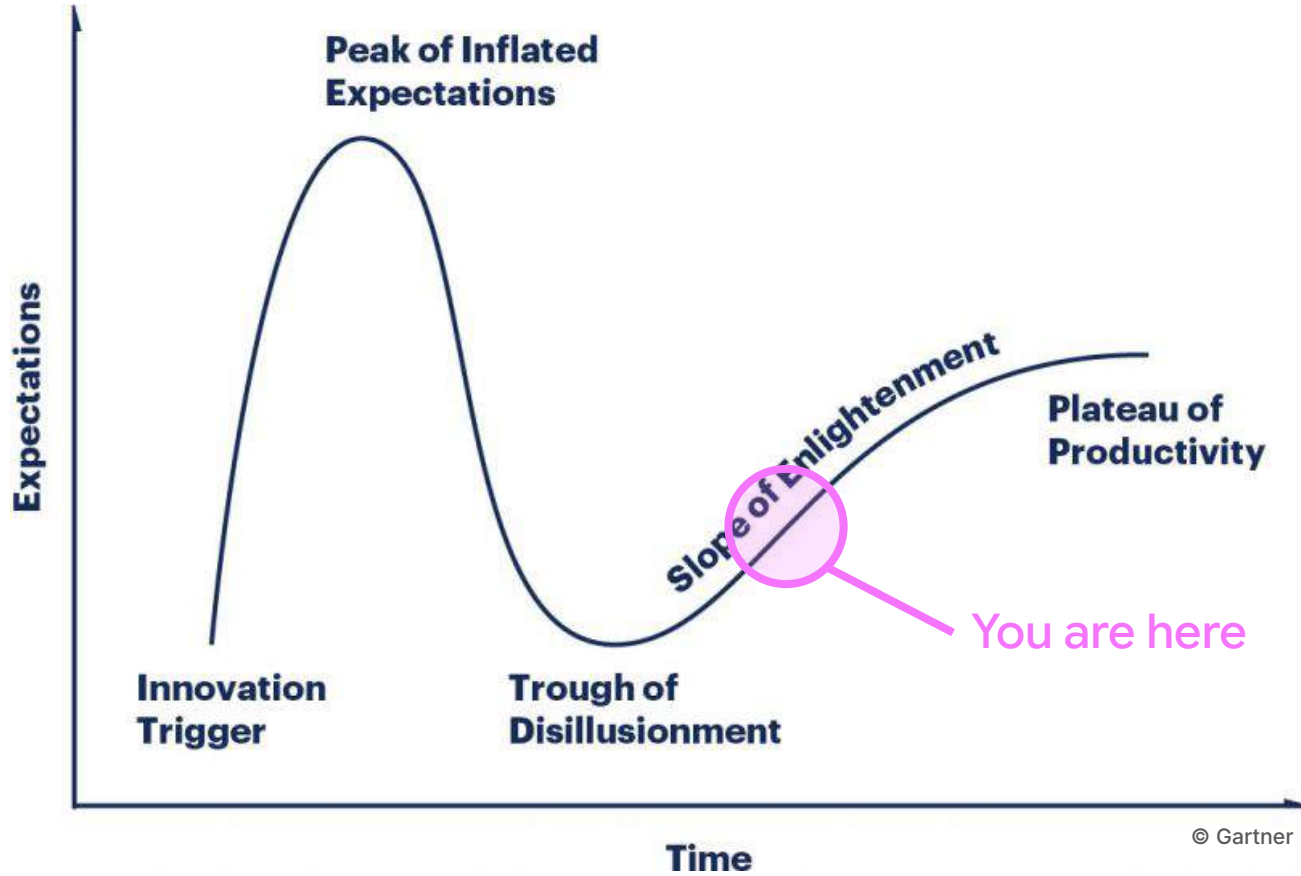
Helping you sell Immersive Videos

Used by 100+ studios & creators

**1. The growing VR market**

2. The Immersive Video opportunity

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# Heating platform war = new format

 Meta



 Apple



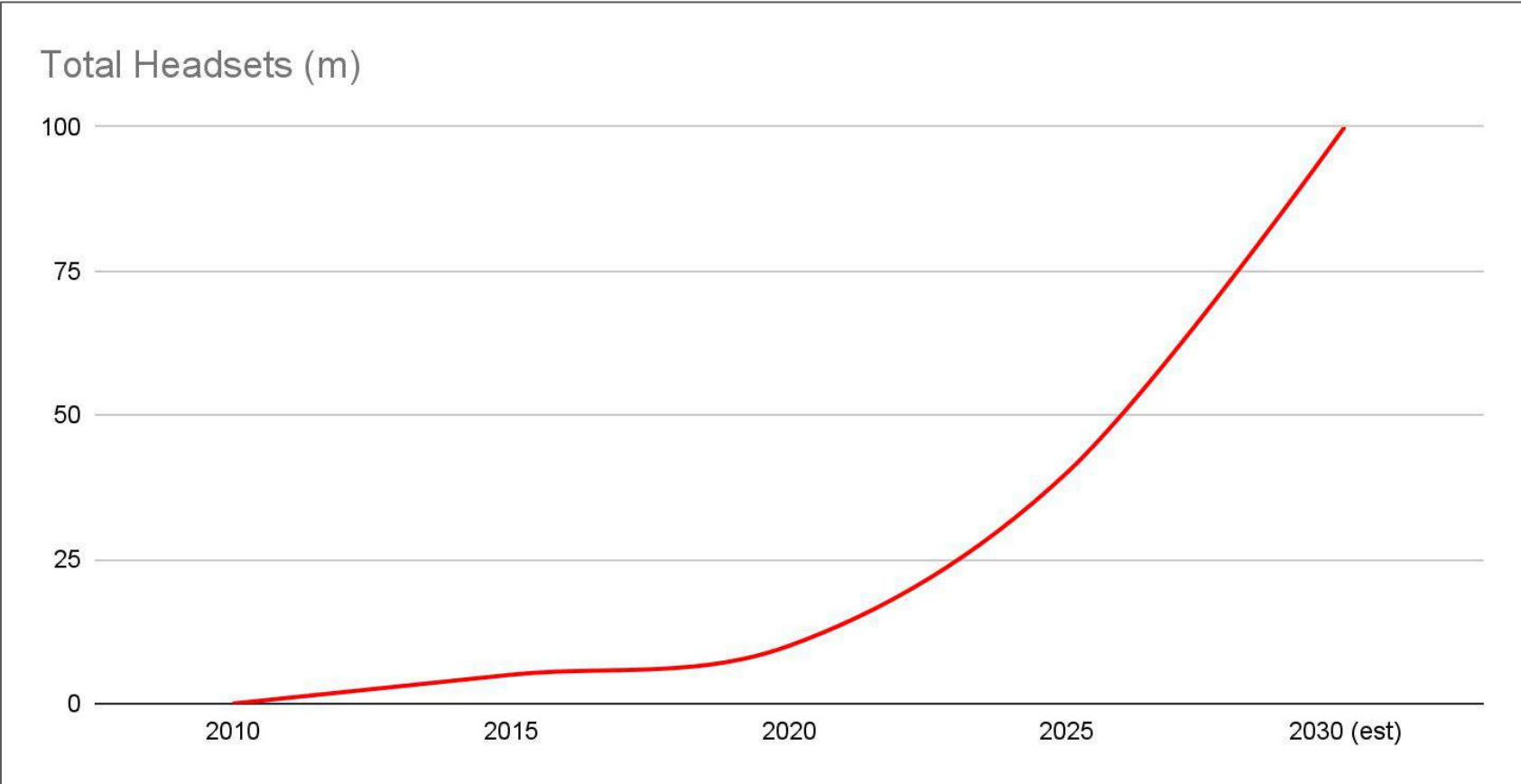
 Google



 STEAM®



Product Line	Meta Quest	Apple Vision	Samsung Galaxy	Steam Frame
Launched	2019	2024	2025	2026
Install Base EOY26	40m+	1m	0.2m	3m?
Demo. Target	Gen Z / Alpha	Millennials	Millennials	Gen Z / Millennials
Positioning	Gaming Entertainment	Entertainment Productivity	Productivity Entertainment	Gaming Entertainment





# Gaming proved daily habit

## Gorilla Tag

- \$100 million in total rev. (June '24)
- 119k players for 5th-year anniversary
- 1m VR users every day (Gen Alpha)
- Merch sales \$10 million



# Immersive Video is next

## ExplorePOV

- 100k downloads
- 2025 "App of the Year"
- Solo creator, zero marketing spend

**>10% Apple Vision Pro users**



© ExplorePOV

## Questions

1. The growing VR market

**2. The Immersive Video opportunity**

3. How you can benefit







# Way better than cinema

8K Resolution

90 frames / sec

180° Field of View

Spatial Audio



# Production now **easy**

Blackmagic URSA Immersive

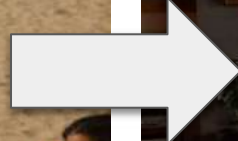
Launched Aug. 2025

**\$ 32,995**





# ... and **UGC** wave incoming



© Apple

**Spatial Videos** can be made with **iPhone!**

# Video profiles

## Fundamentals



2D



3D



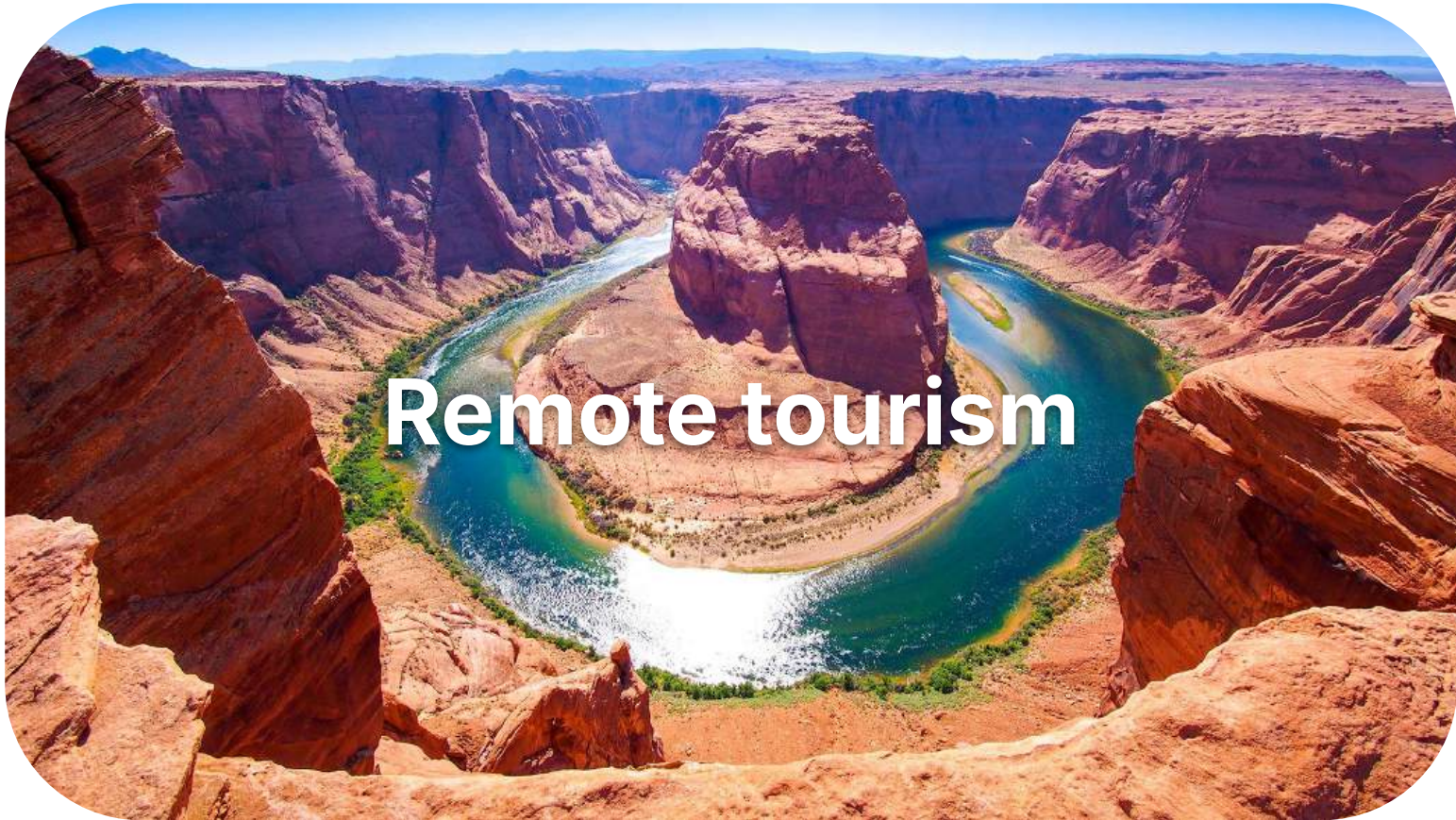
Spatial

180°  
APMP360°  
APMPWide FOV  
APMPApple Immersive  
Video

Example capture sources	iPhone, 2D camera	Professional 3D camera	iPhone, Apple Vision Pro	Canon EOS VR, Spherical v1/v2	GoPro MAX, Insta360 X5	GoPro HERO13, Insta360 Ace Pro 2	Blackmagic URSA Cine Immersive
Visual characteristics	Mono	Stereo	Stereo + Spatial metadata	Mono/stereo (typically stereo)	Mono/stereo (typically mono)	Mono/stereo (typically mono)	Stereo
Horizontal FOV	Sub-120°	Sub-90°	Sub-90°	180°	360°	~120°+	180°+
Projection type	Rectilinear	Rectilinear	Rectilinear	Half-equirectangular	Equirectangular	Parametric	Parametric

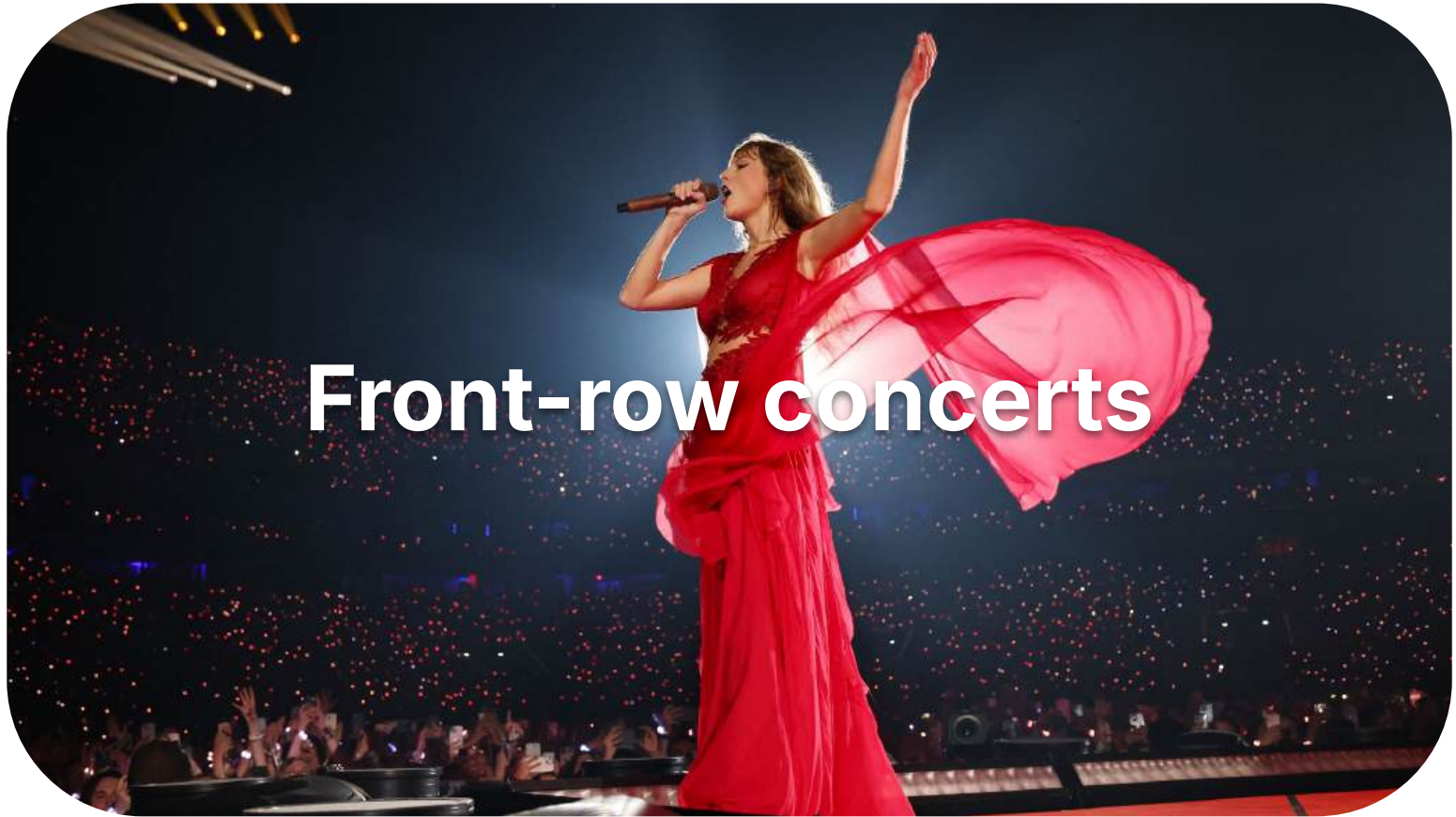
TAKEAWAY

**Immersive Video**  
***is uniquely* engaging**



# Remote tourism





# Front-row concerts



Apple Immersive

# METALLICA













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# Metallica's Robert Trujillo on New Apple Vision Pro Concert: "It's Like You Can Almost Touch It"

The heavy metal legends released a new immersive concert on Friday on Apple's high-tech headset.

By [ETHAN MILLMAN](#) MARCH 14, 2025 9:23PM



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ENTERTAINMENT

# Immersive tech reshapes music and film landscape with Bono, Metallica and 'Matrix' taking the leap

## Metallica Will Melt Your Face Off in New Immersive Concert Experience You Can Watch at Home

**ROCK** 3/12/2025

# METALLICA 2024 MEXICO CITY SHOW COMING TO APPLE VISION PRO

The immersive concert experience will hit the \$3,500 headsets on Friday (March 14).

By [Gil Kaufman](#)

Charts Music Video Crossword Awards

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# METALLICA 2024 MEXICO CITY SHOW COMING TO APPLE VISION PRO

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ENTERTAINMENT

# Metallica's epic Mexico City show comes to Apple Vision Pro, bringing viewers closer to their hits

IMMERSIVE VIDEO / MUSIC

# "Heavy Metal Is Godhead": Metallica On Apple Vision Pro Sells VR And Then Some

IAN HAMILTON  
14 MARCH 2025

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## Apple offers free Metallica concert experiences with Vision Pro

Experience Lars in 3D... if you dare

NEWS

"You still get self-conscious. Really, that's what I look like when I drum? With the tongue and all the silly faces?": Get up close to Metallica via new immersive VR gig experience

Metallica: an Apple Immersive concert experience is only viewable on the Apple Vision Pro.

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Apple Vision Pro: Review | \$3499 Headset | Vision Pro Team

Technology

# Metallica to Debut Immersive Concert Film on Apple Vision Pro

By [Anilvee Ganesan](#)  
March 11, 2025 at 3:10 PM PDT

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03-14-2025 | TECH

# You can now watch a full Metallica concert on Apple Vision Pro

Apple brings Metallica's M72 World Tour to your living room with an immersive concert experience on the Vision Pro.

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# The Vision Pro Metallica concert video is the best Apple Immersive video yet

/ Apple's longest immersive video yet sets a new bar for the format.

[By Alex Shani](#)  
 Mar 10, 2025, 10:52 AM EDT

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**CuriousDeparture** · 8mo ago  
Vision Pro Owner | Verified ✓  
I'm not a fan of Metallica or of the genre, but I loved experiencing the electricity and emotion between the band and the fans, and amongst the fans themselves. You definitely do not have to be a fan to appreciate this, it's spectacular.

acute

[deleted] · 8mo ago  
I've seen Metallica a couple hundred times in concert. This is right up there with the Big 4 and S&M 1 and 2 for me. Best experience on AVP. I had to remove my AVP twice during One and Sandman because I started to tear up. Moved me that much. I was throwing devil horns and banging my head. What a kick ass experience.

r/VisionPro · 8mo ago  
starscream4747  
**Goodness, I'm shaking and I'm breathless and a little teary. Metallica experience is everything.**

ole\_LF · 8mo ago  
Top 1% Commenter  
It was so cool 🤩

no ago  
back in the day. That was the single best thing I have ever watched in Apple VR. Truly incredible experience. I would pay for more of this type of content.

rckjr · 8mo ago  
Top shelf! More please!

Yep, I was ready and willing to drop \$20 for this

Vision Pro Owner | Verified ✓  
Holy fuck 11/10 experience for me

MinerTax\_com · 8mo ago  
Vision Pro Owner | Verified ✓

Dust-Tight · 8mo ago

sinicalone · 8mo ago  
Vision Pro Owner | Verified ✓  
More Please

I'm not even a big Metallica fan

natiachs · 8mo ago  
Top 1% Commenter  
I didn't like Metallica an hour ago. I do now. What an exhilarating performance!

metroidmen · 8mo ago  
Vision Pro Developer | Verified ✓  
I just bust a nut so big it's going to cost me  
That was fucking amazing! Especially as

and really felt like clapping at the end. My  
concerts, ability to select my camera  
overwhelmed. Thinking of all the people I want

VRMediaProductions · 8mo ago  
Just took off the headset... OMG. I'm not even a massive Metallica fan, but that was the best EVER  
experience I've ever had in VR. RADIOHEAD next please APPLE <3

Incredible. I'd be lying if I told you I wasn't reacting to people by the end. Feels a bit silly, but it was just so  
awesome.

r/VisionPro · 8mo ago  
Lester\_the\_Lobster  
**New Immersive Video Metallica is Crazy**

the most immersive and awesome videos they've released yet. Not even a Metallica  
concert

experiences I've had in my life and I'm just a casual fan. I've never  
did now. I'd pay concert ticket prices for full length concerts like

Bigjay0705 · 8mo ago  
Vision Pro Owner | Verified ✓

nonanonymo · 8mo ago  
Never really been a Metallica fan, but this was incredible. Probably the best AVP experience to date.

MFEElizabeth · 8mo ago  
The feeling that kicks in as we start walking to the stage. Oh my goodness that was such a unique

As a Metallica fan, this was incredible. Felt like I was at the concert.

damn!!! that was incredible. Apple - MOVIE  
concert. Loved the crowd shots so much

This is 100% what they need to keep pumping out as fast as they can.



1. The growing VR market
2. The Immersive Video opportunity
- 3. How you can benefit**

# Launch your branded app

Ideal for:

- Recurring shows
- Subscriptions & TVOD



# Client apps made by Acute



**Primary: News in Depth**

Launched Jan '26



**Blue Frog Immersive**

Launch Spring '26

# Stream your videos

## Acute Pro

→ Studio showreels

→ Private reviews

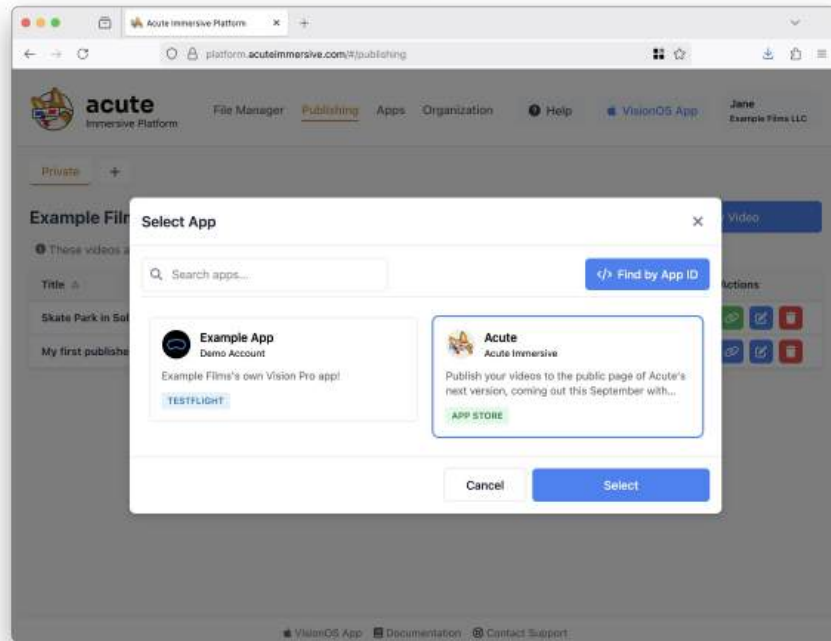


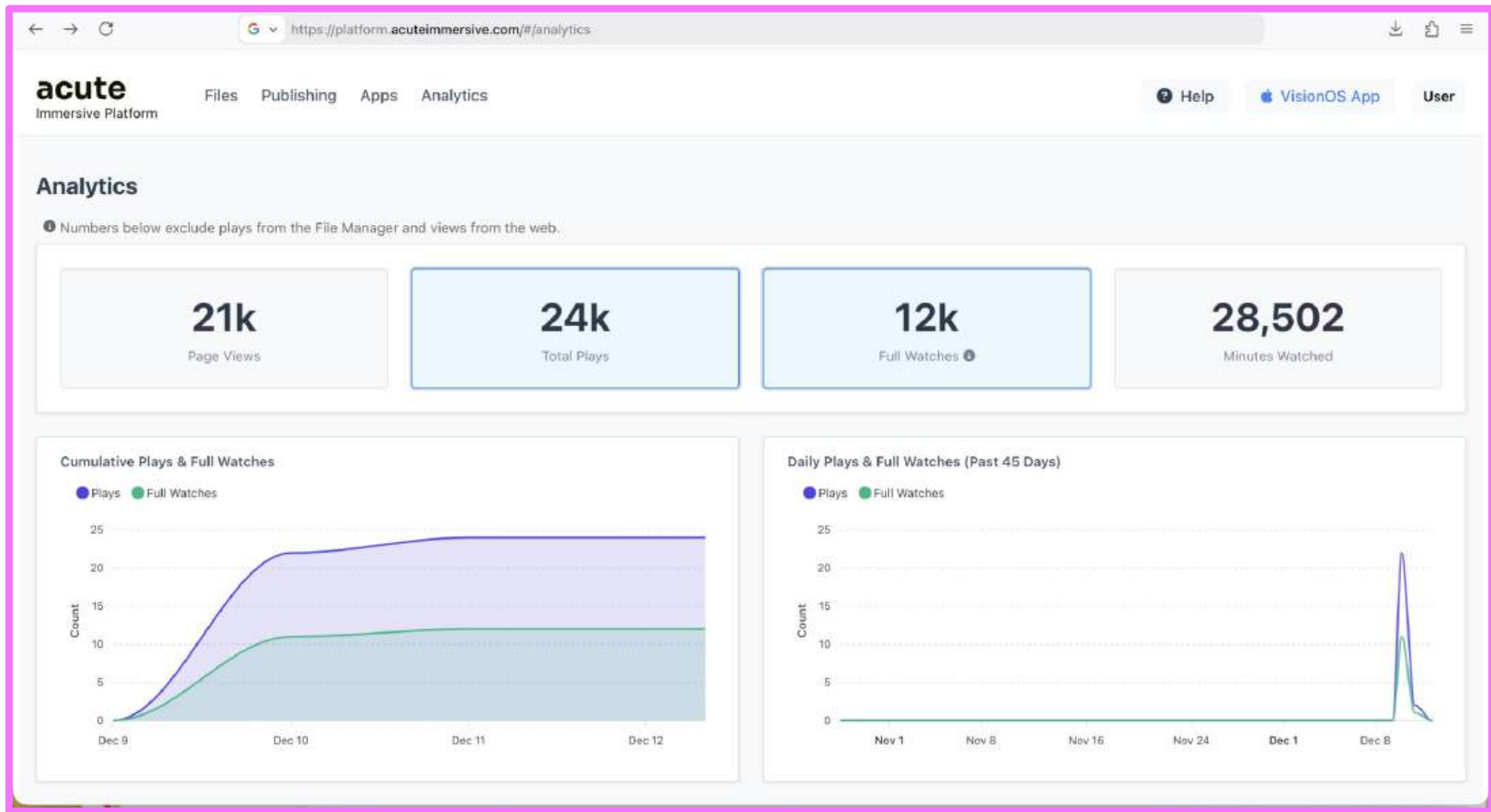
# Manage everything from the Acute Platform

Upload / encode

Sharing & previews

Metadata & analytics





Acute Web Platform

# Find production partners

*Desert Palms* (dir. Tristan Seniuk)

Venice Biennale Immersive College Winner

Film Sales handled by Acute





OEMs

acute

Utilities



Brands



Studios



Events



**Thank you!**

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