



# Introduction to 360 Video & Virtual Reality

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# Who We Are



Next Media Group creates **Captivating Marketing Experiences** that **Connect Audiences and Brands** through the use of the latest video technologies.

With the excitement and **Explosion of Interest in Virtual Reality**, we are focusing our attention on utilizing next generation media, inclusive of VR, 360 and Interactive Video to bring **Engaging Brand Experiences** to life. We have partnered with a select group of Best of Breed production and technology companies to deliver the highest level of quality.

# VR Is A Game Changer For Marketers

The advancement of visual technologies allowing fully immersive and engaging surround video experiences

## ***Empowers The Connection***

between marketers and their audiences like never before.

The difference between standard 2D video and 360 is the difference between a passive and engaged consumer.



A large blue graphic on the right side of the slide. It features the words "Video Marketing" in a bold, blue, sans-serif font. Above the word "Video" is a blue circular arrow with the text "360°" inside it, indicating a full 360-degree view. The background of the slide is a light gray, textured surface with a large, faint blue target graphic in the center.

# Video Marketing

# The 360 / VR Marketplace Explodes



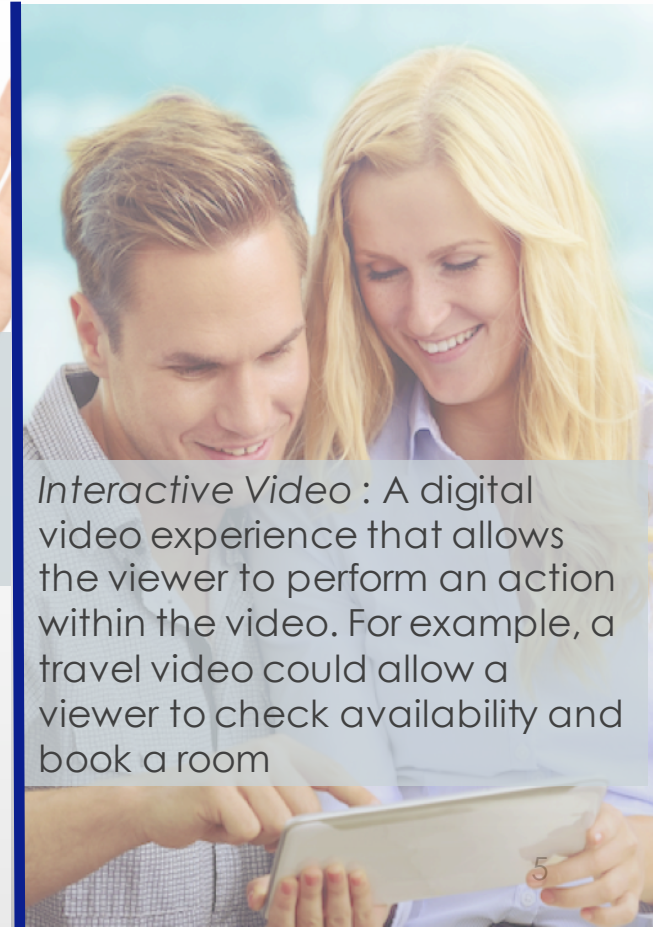
# What is 360, VR & Interactive Video



*360 Video:* A completely open experience that allows a user to view, interact and engage with a 360 degree, full surround video



*VR - Virtual Reality:* A closed and fully immersive experience that puts users inside virtual worlds



*Interactive Video :* A digital video experience that allows the viewer to perform an action within the video. For example, a travel video could allow a viewer to check availability and book a room

# 360 Video



360 Video: A completely open experience that allows a user to view, interact and engage with a 360 degree, full surround video



## 360 VIDEO

**Scale – PC, Tablet, Smart Phone Owners**  
**FB Commitment to VR - \$2.2B purchase of Oculus**  
**You-Tube 360 - 1.3MM Subs, 200K + videos**  
**Easy to Access - No Headset Necessary**  
**Major Media Company Involvement**  
**Interactive**  
**Engaging**



MOBILE VR  
SAMSUNG

- Total immersive environment
- 100% focused viewer
- Major Media Company Involvement
- Major Capital Market Investments - \$8.8B since 2012
- Interactive
- Engaging
- Global Headset Growth

VR - *Virtual Reality* : A closed and fully immersive experience that puts users inside virtual worlds

# Interactive Video



*Interactive Video* : A digital video experience that allows the viewer to perform an action within the video. For example, a travel video could allow a viewer to check availability and book a room





# Growth of the 360 / VR Marketplace

**Google's Cardboard app has been downloaded up to 10 million times**

- google

**One million people have used Samsung's Gear VR over the past month**

- Oculus May 2016

**28 million people could be paying for VR hardware and content by 2018**

- kZero

**1.3 million people subscribe to the YouTube 360 channel**

- You-Tube May 2016

**FACTS TO REMEMBER**

# Video Comparisons

	2D Video	Next Media 360 VR Solution
Scaleable	✓	✓
Engaging	✓	✓
Conversational	✓	✓
Viewability	✓	✓
Active Viewership		✓
Story Telling		✓
Immersive		✓
Interactive		✓
Navigable		✓

# The Facebook Effect on 360 Video

**Ritz Crackers** • November 10, 2015

This year, step out from behind the camera and join in the moments going on all around you. They're the memories that'll last a lifetime.

**2.5M Views**

**4.8K** Likes

**1,779 shares**

HOME LEARN DISCOVER

Facebook 360

A stunning and captivating way for publishers and content creators to share immersive stories, places and experiences with their fans.

Watch an Example

Interactive & Immersive

As the video plays, watch the scene come alive. Turn your device or drag your

**Hilton Hotels & Resorts** • April 4

We want to show you 360° views of Barbados. Move your phone around to enjoy every angle!

**658** Likes

**58 Comments**

**124 Shares**

**42K Views**

# Place Based VR Experiences

Next Media Group has partnered with RECESS to bring new and exciting **Branded VR Experiences** to the elusive millennial audience on **Major University Campuses** across the country in conjunction with the collegiate events that RECESS produces.



# The Next Media Solution

## **CONTENT**

Meaningful stories told through immersive 360 video



## **TECHNOLOGY**

The latest Interactive components that motivate your consumers to engage with your brand



## **AUDIENCE**

Distribution platforms that deliver the 360 VR experience to your targeted consumers



***ENGAGING MARKETING EXPERIENCES***

# NeXt Media Group Services



## CREATION

### IDEATION

We collaborate with you and your team to develop the strategy, message and creative that will allow you to tell your story in a unique and innovative way.

### INTERACTIVE SOLUTIONS

We bring a new level of interactive engagement to the 360 / VR market that allows a viewer to make choices throughout their viewing experience and to drive a call to action.

### PRODUCTION

We work diligently with a carefully selected team to blend the best technologies, audio and visual content to create a stimulating and highly impactful 360 video that will excite your targeted audience.

## EXECUTION

### DISTRIBUTION

We facilitate a targeted distribution strategy allowing your 360 video to reach the optimal qualified audiences.

### MEDIA AMPLIFICATION

By utilizing a small portion of your media budget, we will deliver a highly targeted and efficient paid schedule to amplify your content's discoverability through relevant social media and content delivery channels.

### EXPERIENTIAL MARKETING

By identifying and partnering with compelling locations and events, we provide a place based activation of your VR/360 assets whereby your message is experienced on location by specifically targeted consumers.