

# **Global Virtual Production Market Size study & Forecast, by Component (Hardware, Software, Services) by Type (Pre-production, Production, Post-production) by End-user (Movies, TV Series, Commercial Ads, Online Videos, Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Virtual Production Market is valued approximately at USD 1.78 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 18.20% over the forecast period 2023-2030. Filmmakers can investigate and envision digital worlds with lifelike virtual characters, three-dimensional images, and an interactive virtual background that is updated in real time in the studio because of virtual production. due to major improvements in virtual production over the years, filmmakers may now use motion-captured actor gestures to create virtual characters that can be previewed in real-time with live-action footage and virtual set expansions. The landscape of regional cinema has drastically changed as a result of the adoption of virtual production by major studios like as NBC Universal, Viacom CBS, Walt Disney Studios, and Warner Media. Production has become more flexible and economical as a result of the media, entertainment, and advertising industries' search for cutting-edge technology and digital tools to add virtual effects to actual sets. With virtual production, filmmakers can explore and visualize digital scenarios with realistic virtual characters, three-dimensional graphics, and an interactive virtual background that changes in real time within the studio. Filmmakers can now use motion-captured actor movements to create virtual characters that can be previewed in real-time alongside live-action footage and virtual set extensions thanks to significant advancements in the field of virtual production over the years. The adoption of virtual production by film studios, including NBC Universal, Viacom CBS, Walt Disney Studios, and Warner Media, has completely changed the

regional film landscape. The media, entertainment, and advertising sectors have been looking for cutting-edge technology and digital tools to add virtual effects to real sets, which has made production more flexible and affordable.

The increasing use of LED video walls has led to an increasing amount of virtual production being used by the media and entertainment industries. Filmmakers can record special effects in real time with LED video walls, which also display computer-generated graphics in the background. After the COVID-19 break, film production has grown more accessible with the replacement of green screens with LED video walls. The media and entertainment industries are implementing virtual production more and more thanks to the growing use of LED video walls. LED video walls allow filmmakers to capture visual effects in real time while displaying computer-generated graphics in the background. With the introduction of LED video walls in place of green screens, film production has become more accessible following the COVID-19 break. For example, ABC's SkyLine used a 360-degree camera to record all of its real-life scenes in April 2020, and instead of using a green screen, they showed them on an LED screen. Additionally, by bringing pre-visualization—a step in the pre-production process—to the set and removing the need to shoot in pricey locations, virtual production technology lowers the cost of producing videos. Movie makers can better plan out camera positioning and other creative/technical requirements by using pre-visualization, which generates a first three-dimensional depiction of the final visual effects action sequence. For example, the computer and electronics manufacturer HTC VIVE introduced VIVE Mars CamTrack, a virtual production technology, in April 2022. This virtual production software accelerates, simplifies, and reduces costs by encapsulating the whole camera tracking workflow into a compact, plug-and-play module that possesses professional-level capabilities. Filmmakers may fully express their creative vision by using VIVE Mars Cam Track, which in many cases eliminates the need to shoot on location by enabling actors to seamlessly transition into any number of virtual backdrops during a scene. However, the High Capital Expenditure Forfor Initial Set-Up stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Virtual Production Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 . The widespread use of virtual production in the region's top film studios, such as NBC Universal, Viacom CBS, Warner Media, and Walt Disney Studios, is to blame for this. The growth of the regional market is further aided by the large expenditures made by local businesses in R&D to create cutting-edge virtual production software. Over the course of the projection years, Asia Pacific is expected to grow at fastest CAGR and acquire considerable traction in the worldwide global market.

Film studios in the area market are implementing virtual production technologies at one of the highest rates. South Korea, Japan, Australia, China, and India are the main nations fueling the demand for virtual production solutions.

Major market player included in this report are:

360Rize

Adobe Inc.

Arashi Vision Inc. (Insta 360)

Autodesk Inc.

BORIS FX, INC

Epic Games, Inc.

HTC Corporation (VivePort)

HumanEyes Technologies

Mo-Sys Engineering Ltd.

NVIDIA Corporation.

Recent Developments in the Market:

In July 2023, a partnership between ROE Visual, Pixotope, Illusion XR Studio, and AVI-SPL with the goal of coordinating an XR broadcast in Dubai to offer immersive experiences and insightful information. The event was created with content makers, broadcasters, TV and film production experts, and esports enthusiasts eager to learn about the newest technologies in mind in mind.

In May 2023, LG revealed the release of the LG MAGNIT, a micro-LED display designed for use in production studios. Better content development, stunning visual quality, simplicity of installation, and more controls are made possible by the display. Production studios can choose between hanging or stacking installation, change the size and scale of the displayed image, and perform a

variety of other operations using LG MAGNIT.

#### Global Virtual Production Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Component, Type, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Hardware

Software

Services

By Type:

Pre-production

Production

Post-production

By End-user:

Movies

TV Series

Commercial Ads

Online Videos

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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