

Augmented Reality Business Models

Value proposition?

- It depends
 - Novelty “just to see differently”
 - Information (in real time or not) in context
 - Service or friend discovery
 - **Experiences**

Content Sources

- **Public Sources**
 - Automatically extracted
 - Content edited by service providers
- **Premium Authored Content**
 - Publishing options
 - Possible distribution models
- **Crowdsourcing**
 - Content authored by public
 - Automatically generated content (with or without the user's explicit knowledge)

Public Sources

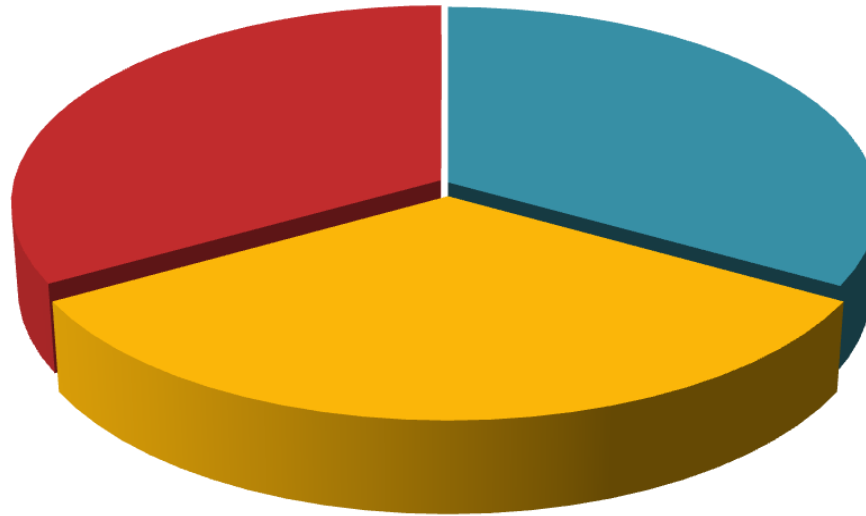
- Future Scenario: AR as service that public entities directly feed announcements to users
- For the time being: need for pre-processing, pre-editing
 - Bus and train schedules
 - Crawl www (e.g., museum opening hours, movie schedules)
 - Services by non-profit organizations

Sources of Premium Content

- Digital media industry
 - Portals
 - Game publishers
 - Location-based services
- Print/media industry
 - Book publishers
 - News publishers
- Event hosts/organizers
- Many others!!

Premium Content Publishing Options

Through a Stand-Alone application



Through a Platform (AR browser)

Through an AR Widget

Social Augmented Reality

- Connection to social networks
 - Text
 - Photos
 - video
- New content (just for AR)
 - 3D?
 - Sounds?

Business models

- User pays
 - One time to see/use
 - Recurring user subscriptions
 - AR content stores
- Corporate pays
 - Utility to loyal customers
 - Advertising using AR as a way of subsidizing free content to users

Business models (2)

- Local and hyper-local
 - Retailer pays for walk-in
- Education, sports, cultural venues
 - Sponsor or resell content



Augmented Reality Metrics?

- Clicks? POIs accessed?
- # of users (what is the definition of active?)
 - Unique actives/month
- # of registrations?
- # of downloads?
- # of logins/day
- Minutes of use/session

3 groups

- Content Sources
 - Public sources
 - Premium sources
 - Social AR
- What are the best business models?
- What are the Augmented Reality metrics?