

RYOT | **verizon^v
media**

THE FUTURE IS PHYGITAL

SAM FIELD

**HEAD OF CREATIVE TECHNOLOGY EMEA
RYOT x VERIZON MEDIA**

HELLO, **WE ARE RYOT.**

**WE ARE A NEXT-GENERATION CONTENT STUDIO
AND THE CREATIVE ARM OF VERIZON.**

THE FUTURE IS **PHYGITAL**
EVERY MAJOR EVENT NOW REQUIRES A **DIGITAL TWIN**

WE ARE THE **INTERSECTION** BETWEEN:



STORYTELLING



RYOT



TECHNOLOGY



**CONNECTIVITY
IS
CHANGING**



**CONSUMERS
ARE
CHANGING**



**CONTENT
IS
CHANGING**

CONNECTIVITY IS CHANGING



5G^v

WHAT DOES **5G** REALLY MEAN?

BANDWIDTH

10 GB/S

Peak data rate

5G

20x

LATENCY

1-10MS

Speed of signal

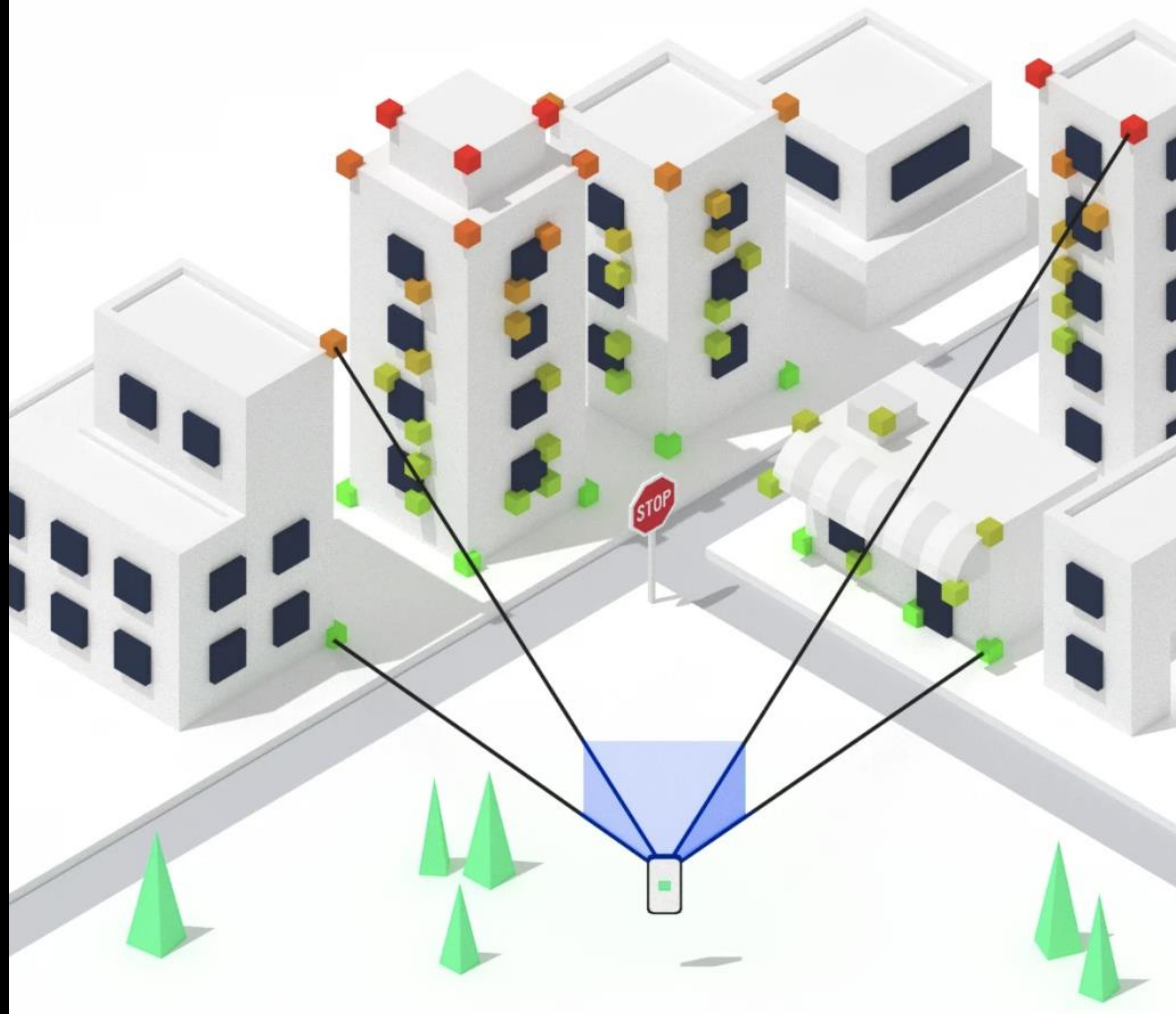
APPLE **AR/VR** GLASSES





CVD19 ACCELERATES AR/VR M&A ACTIVITY

Facebook has acquired Scape Technologies, the London-based computer vision startup



Niantic squares up against Apple and Facebook with acquisition of AR startup 6D.ai

Lucas Matney @lucasmtry / 2:00 pm BST • March 31, 2020



Apple appears to to be acquiring virtual event company NextVR

A deal could play into Apple's augmented reality plans.

Jon Fingas, @jonfingas
April 4, 2020

2
Comments

473
Shares



Kevin Winter/Getty Images for Citi

SOUNDCLOUD
YOUR
CAREER
STARTS
HERE
Get Started

SOUNDCLOUD
SHARE YOUR
PODCAST
MILLIONS



TREND: **PHYGITAL** (INTEGRATION OF PHYSICAL & DIGITAL)

AUGMENTED REALITY



SPATIAL COMPUTING



THE METAVERSE

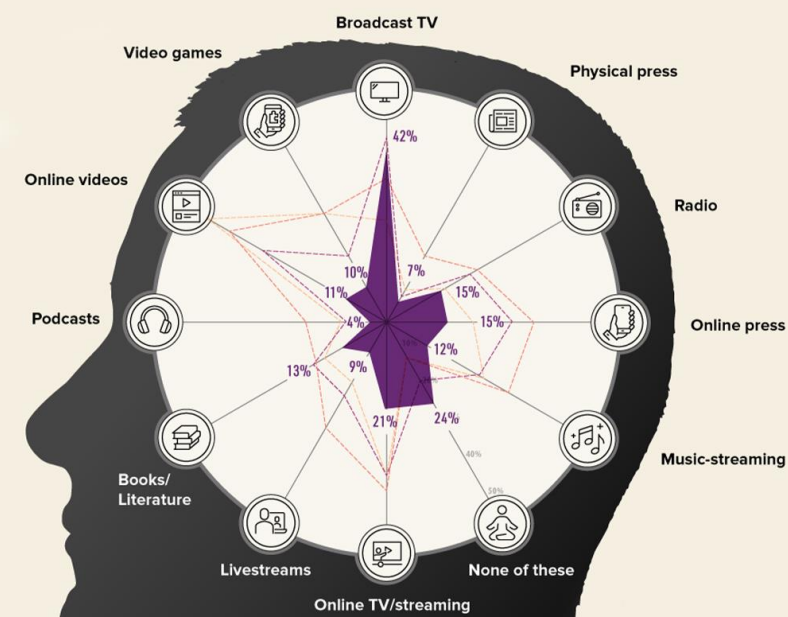


CONSUMERS ARE CHANGING

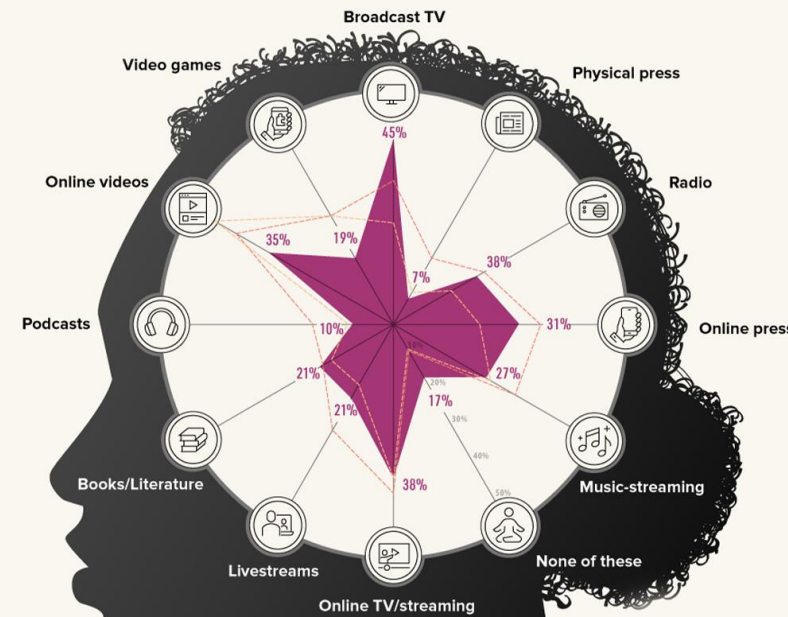
MEDIA CONSUMPTION IN THE AGE OF COVID-19

MEDIA CONSUMPTION % WHO SAY THEY HAVE STARTED CONSUMING OR ARE CONSUMING MORE OF THE FOLLOWING SINCE THE OUTBREAK

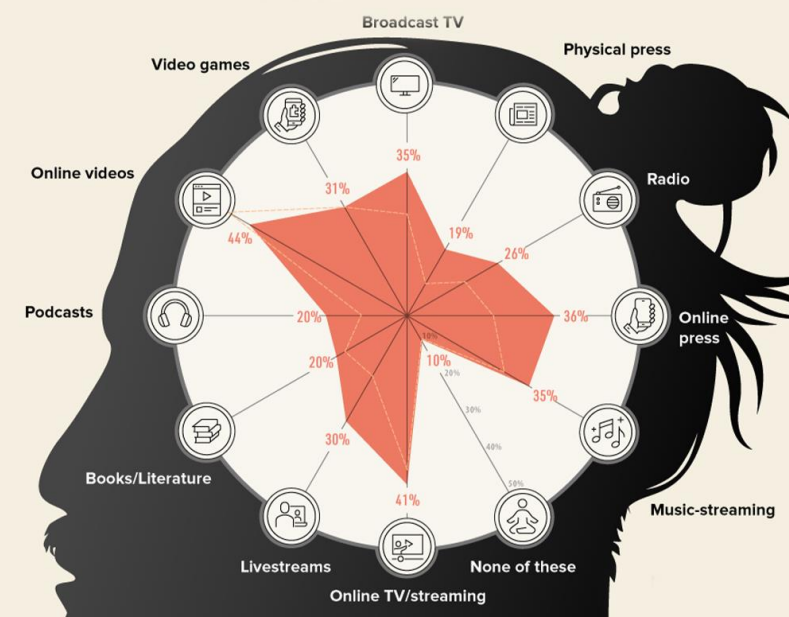
BOOMERS



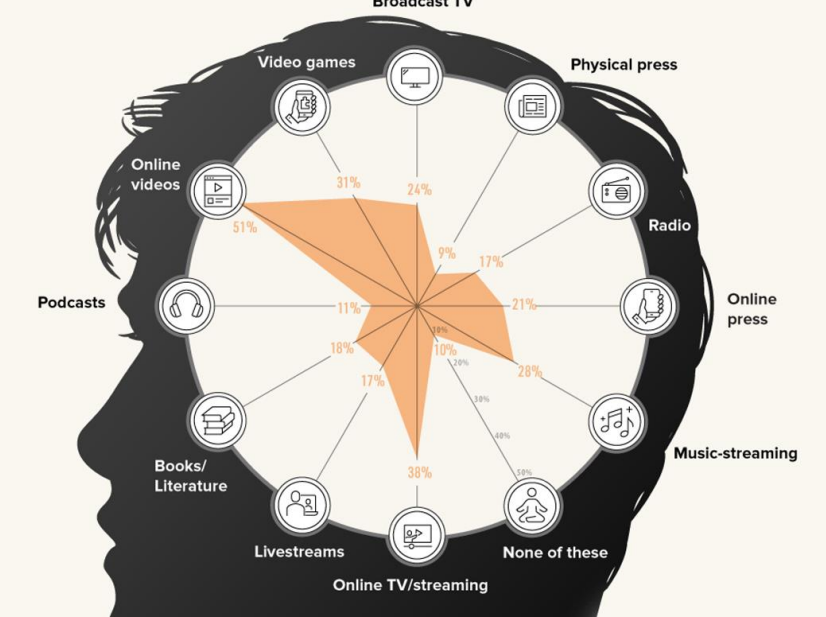
GEN X



MILLENNIALS



GEN Z



CVD19 ACCELERATES USE OF AR/VR



News

17,000 Medical Professionals Are Using VR In The Fight Against Coronavirus

April 4, 2020 • by Kyle Melnick

News

Tribeca Film Fest To Release VR Films On Oculus Quest & Go After Coronavirus Cancellation

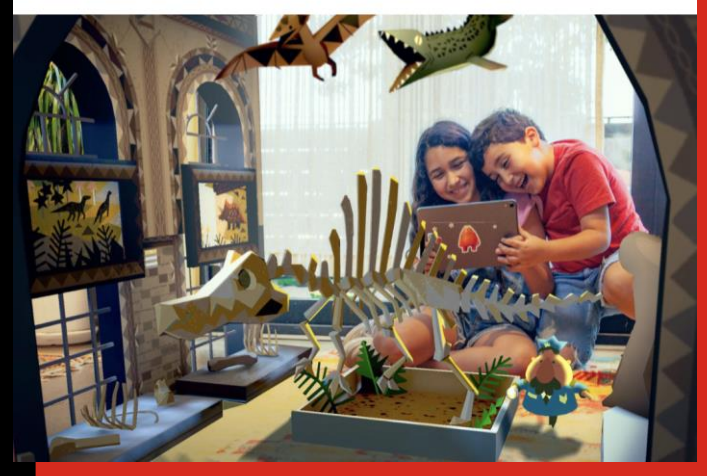
April 5, 2020 • by Kyle Melnick



News

Award-Winning AR Storybook App Wonderscope Offering All Stories Free Through June

April 2, 2020 • by Kyle Melnick

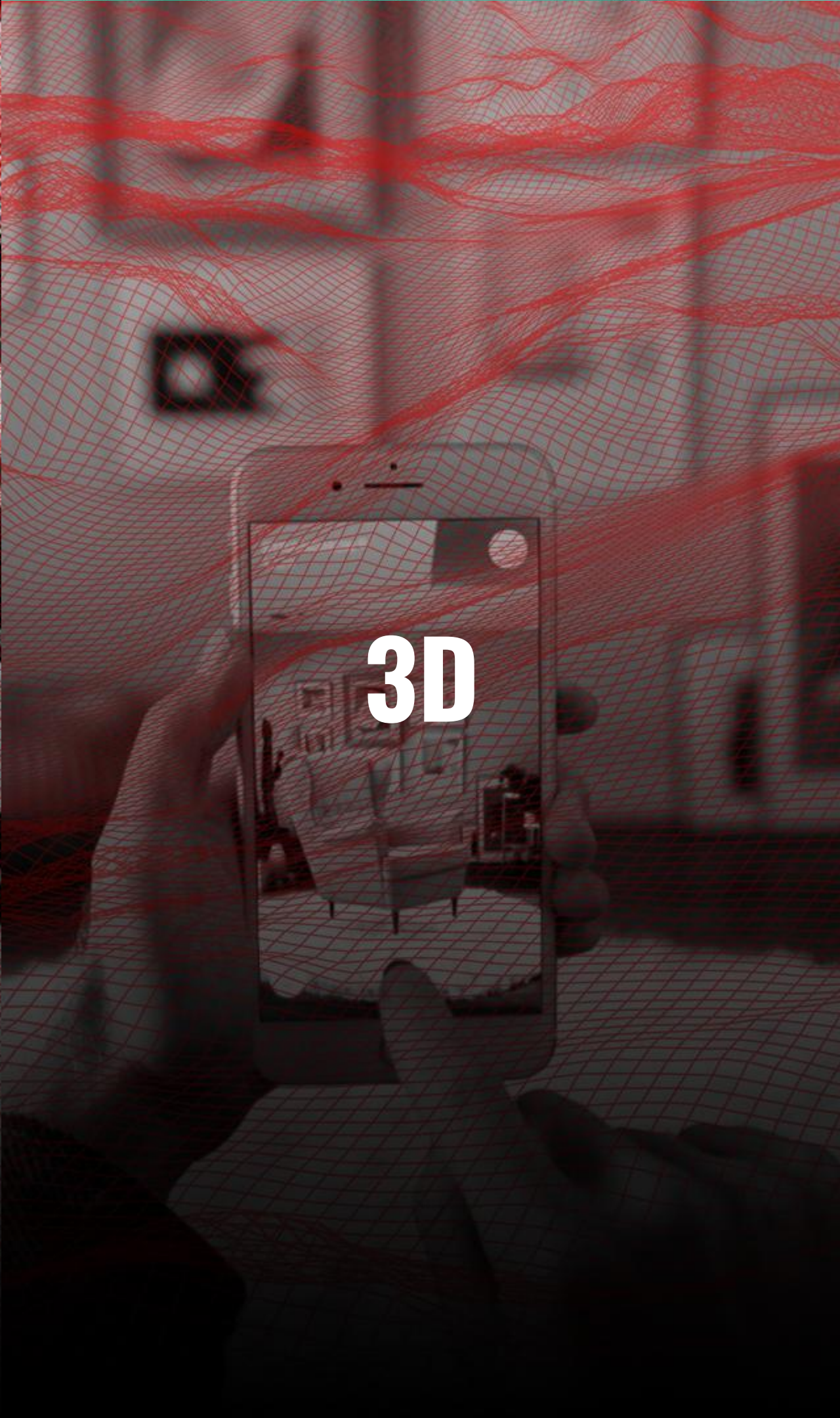


86% OF 18-24s (**83%** MILLENNIALS) NOW EXPECT
THEIR DIGITAL EXPERIENCES AND INTERACTIONS
WITH BRANDS ONLINE TO BE **SEAMLESS, INNOVATIVE**
AND **ENHANCE THEIR REAL WORLD...**

YUUGOV x VERIZON MEDIA 5G STUDY (MARCH 2020)

An aerial photograph of a city, likely New York City, showing a dense grid of buildings. The image is overlaid with a semi-transparent red filter and a white grid pattern. The text 'CONTENT IS CHANGING' is prominently displayed on the left side.

CONTENT IS CHANGING



FORTNITE







PARTY ROYALE PREMIERE FEATURING

LIVE: MAY 8 @ 9 PM ET / 6 PM PT

SEE REBROADCAST TIMES AT [FORTNITE.COM/PARTYROYALE](https://fortnite.com/partyroyale)



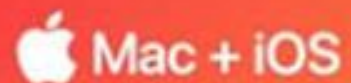
DILLON FRANCIS



STEVE AOKI



deadmau5



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INTO THE METaverse

New Horizons


Welcome to
Animal Crossing




Supreme



MARC JACOBS & VALENTINO X ANIMAL CROSSING

 marcjacobs

SIX OF OUR FAVORITE PIECES FROM THE MARC JACOBS, CREATED BY @ANIMALCROSSINGFASHIONARCHIVE



NOW AVAILABLE IN ANIMAL CROSSING
[CLICK THROUGH FOR CODES](#)

Send Message

 marcjacobs



THE Marc Jacobs

Creator  isai
Zazzyland
MA-8432-2655-0855



Long-sleeve dress
MO-8206-3X7C-WXK5

THE Marc Jacobs



Creator  Mala
Bora
MA-0227-4475-6374



Sweater
MO-SDPH-TJRF-1BWW


Send Message

[@isaianeta @marompu](#)


 Valentino 
@MaisonValentino


Discover all the [#AnimalCrossing](#) [#あつまれどうぶつの森](#) [#どうぶつの森](#) Valentino looks created by photographer [#KaraChung](#) of [#AnimalCrossingFashionArchive](#).

Below a look from the [#ValentinoSpringSummer20](#) Men's collection and the codes.




Valentino hat


Creator  RA
Indigo
MA-1182-5456-5837



Brimmed hat
MO-1MDH-DYJ-VL5B

Valentino top

Creator  RA
Indigo
MA-1182-5456-5837



Short-sleeve tee
MO-RQ2S-KN2S-RXDC

484 1:00 PM - May 2, 2020

205 people are talking about this



Gary Whitta

Animal Talking



9:34 AM

April 25 Sat.

MINECRAFT - SQUARE GARDEN & BLOCK BY BLOCKWEST

COURIER CLUB PRESENTS
a minecraft festival.

APRIL 25TH
fest.blockbyblockwest.com

BLOCK BY BLOCKWEST

PUSSY RIOT NOTHING, NOWHERE. GRANDSON
SIR SLY FEVER333 AGAINST THE CURRENT HUNNY
CHERRY GLAZERR OLIVER FRANCIS IDLES HEALTH
CITIZEN WICCA PHASE SPRINGS ETERNAL COWGIRL CLUE
COURIER CLUB THE WRECKS ENJOY SPORTS TEAM
DANA DENTATA YOURSMITH RIZ LA VIE PHIL GOOD
BILLY LEMOS MAGDALENA BAY HEART ATTACK MAN
THE POLAR BOYS DEAL CASINO ARGONAUT & WASP
RUBBER KAONASHI MOOD KILLER FASHION JACKSON
DANGERBOY RICH PEOPLE CANNIBAL KIDS
LOS SHADOWS SKIN MAG

JOIN US ON DISCORD
discord.blockbyblockwest.com

SUNBAY STEW

BLOCKBYBLOCKWEST.COM

100 GECS

100 GECS PRESENTS
SQUARE GARDEN
DONATIONS TO FEEDING AMERICA
WITH LIVE SETS FROM:

100 GECS	CHARLI XCX	CASHMERE CAT B2B BENNY BLANCO
KERO KERO BONITO	DORIAN ELECTRA B2B ALICE LONGYU GAO	GFOTY B2B COUNT BALDOR
A. G. COOK B2B UMRU	TOMMY CASH	DANNY L HARLE
99 JAKES B2B ALICE GAS	GUPI B2B FRAXIOM	PARRY GRIPP
APRIL 24TH 2020 6 - 10PM EST	VIA 100GECS.COM	AN OPEN PIT MINECRAFT SHOW

IGLES

IGLES

BLOCK BY BLOCKWEST

FILLING THE VOID

Esports Virtual Grand Prix

SUNDAY 10TH MAY | 6:00 PM

RACING AT CIRCUIT DE CATALUNYA





SERENA
WILLIAMS



GIGI
HADID



MADISON
KEYS



SEAL



VENUS
WILLIAMS



DeANDRE
HOPKINS



TAYLOR
FRITZ



ADDISON
RAE



STAY AT HOME
SLAM
MAY 3 1PM PT



KARLIE
KLOSS



MARIA
SHARAPOVA



RYAN
TANNEHILL



KEVIN
ANDERSON



HAILEY
BIEBER



NAOMI
OSAKA



STEVE
AOKI



KEI
NISHIKORI

WATCH LIVE ON **facebook gaming** | POWERED BY **IMG** | BROUGHT TO YOU BY **MARIO TENNIS Aces**

MILAN, HELSINKI, LONDON & SHANGHAI GO DIGITAL



SHANGHAI FASHION WEEK



粗花呢短款外套

PINKO 春夏新风尚

直播中 去参与

新风尚到手价 **¥3100**

限量即赠PINKO香薰礼盒

活动价 3800 - 130 - 570 1/5

88VIP 下单再享9.5折

新风尚价 **¥3800** 新风尚券后 **¥3100** 距优惠结束 51:36:39

跨店每200减30 服饰券 满300减30

¥15 现金红包 限平台实物商品使用

天猫奢品

【时装周同款】PINKO2020春夏新品女

加入购物车 领券购买 券后¥3100

TMALL_ 今日观看206.93万 | 上海 关注 ID:1183913

精品栏目 1名 帮TA冲榜

大咖看秀 官方预告 云上时装周 点我领券 更多直播

只Y***划 正在去买

- 新粉1 小67874742 大牌范儿
- 新粉1 米朵儿1237 好看
- 新粉1 tb4993132 好看我喜欢
- 新粉1 宝宝2848 喜欢了
- 新粉1 QinQin水冰月 日常

跟主播聊点什么? 13.11万

TMALL_ 今日观看206.98万 | 上海 关注 ID:1183913

精品栏目 1名 帮TA冲榜

大咖看秀 官方预告 云上时装周 点我领券

只***3 正在去买

- 新粉1 甜心8292 pick好几件了
- 新粉1 yuyuhh_9999 太棒了
- 新粉1 捣蛋轩轩123 好看
- 新粉1 tb8223272_88 高端大气上档次
- 新粉1 tb4993132 给力

【时装周同款】 **¥2600.00**

跟主播聊点什么? 13.12万

ART IMITATING LIFE

ALTSPACE VR - SOCIAL VR



MAN RECREATES HIS FAVOURITE PUB





VERIZON 5G LABS x WXR FUND



DIGITAL TWIN - GAROU x 5G LABS



HELSINKI'S VR GIG



WAVE XR



WHAT NEXT?

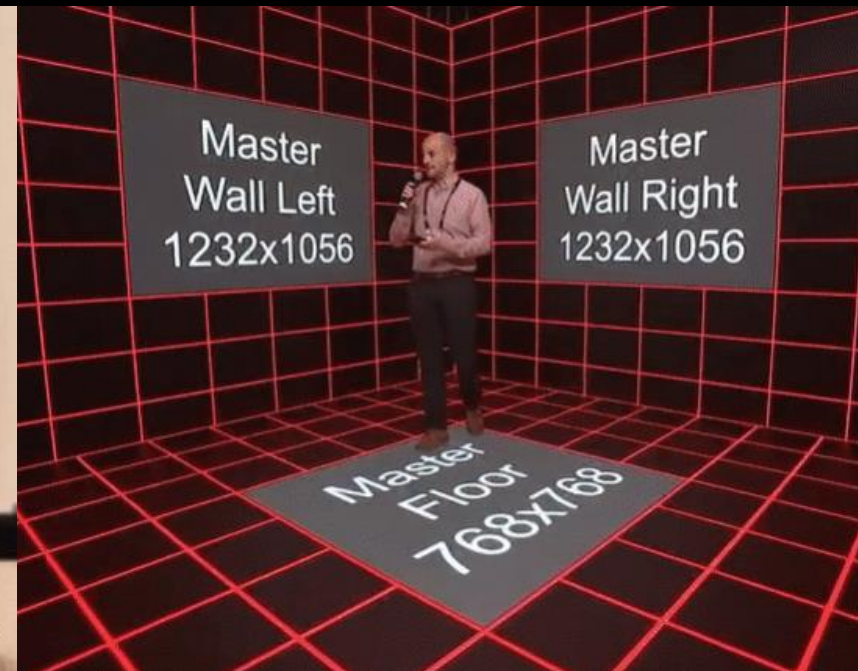
SHORT & MID-TERM

REMOTE PRODUCTION GREEN SCREEN



Build bespoke 3D studio / set and place talent into scene using green screen

VIRTUAL PRODUCTION LED SMARTSTAGE



LED walls and floor create 3D, game engine rendered scene for production

VIRTUAL REALITY SOCIAL VR LIVE-STREAMED



Host experience in VR and place virtual cameras to deliver live stream to video

GAME ENGINE INTERACTIVE VIRTUAL EVENT



Build entire 3D worlds in game engine (e.g. Unreal) for an interactive experience

PRODUCTION COSTS AND TIMELINE

VOLUMETRIC CAPTURE



RYOT 5G STUDIO FACILITIES

REAL-TIME, 3D CONTENT & EXPERIENCES



VOLUMETRIC CAPTURE



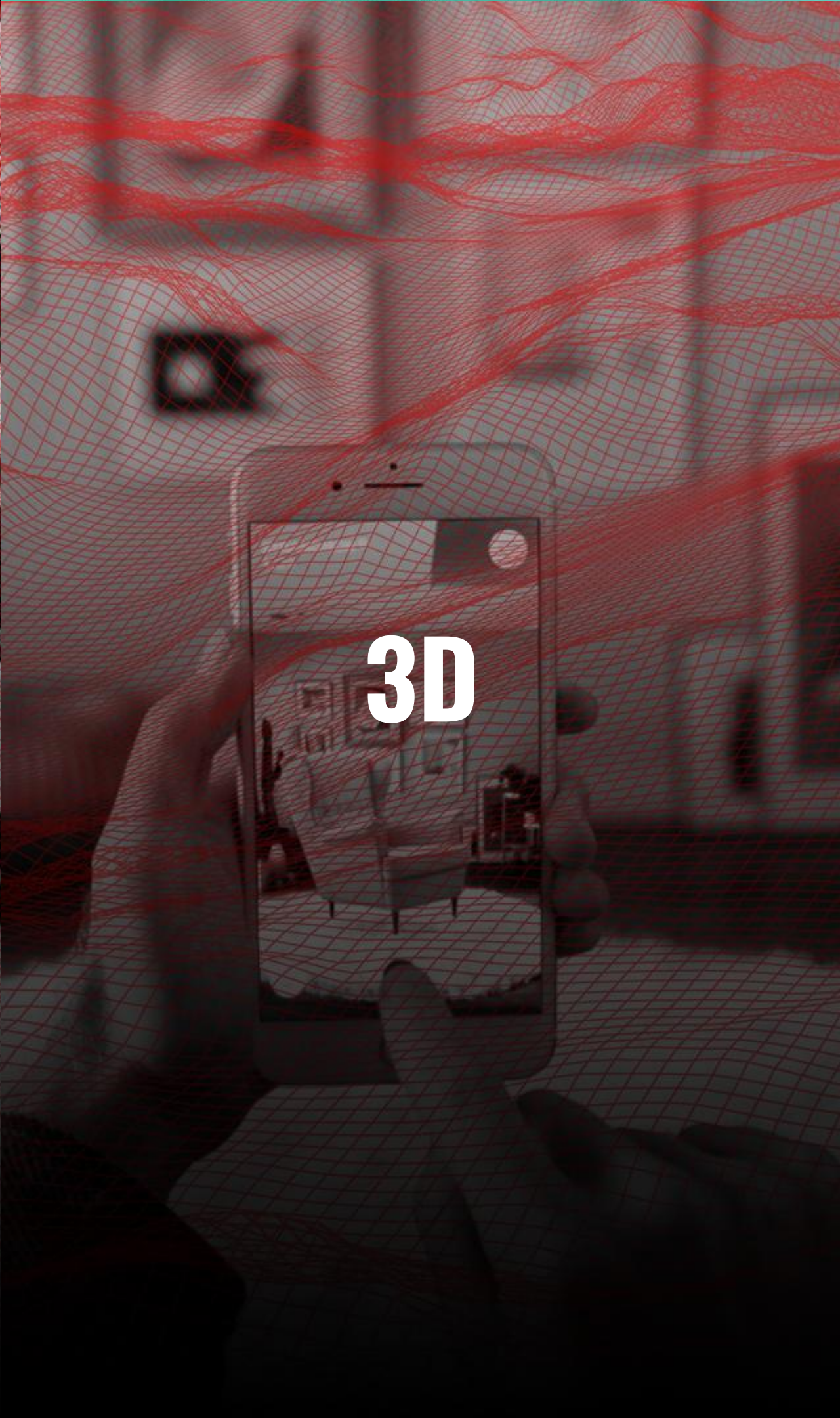
PHOTOGRAMMETRY



VIRTUAL PRODUCTION



REAL-TIME ANIMATION



THANK YOU



RYOT | **verizon^v
media**