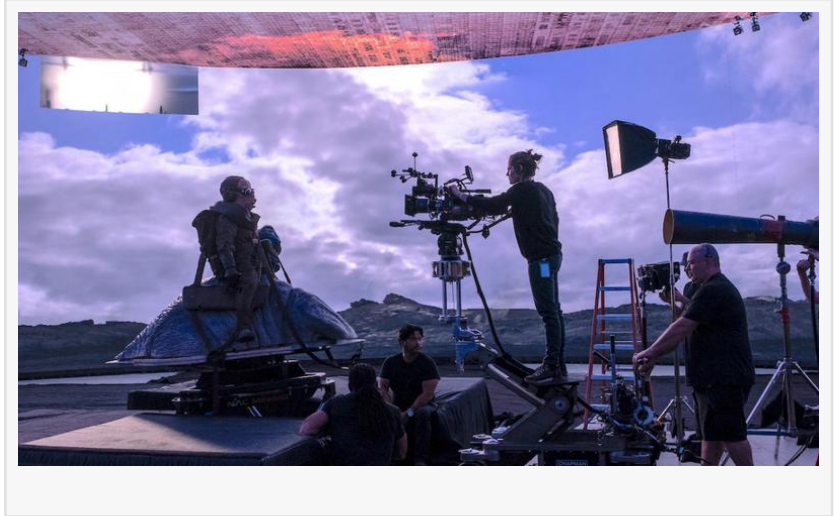# Virtual Production Market Research Report 2022, Size, Share, Trends and Forecast to 2027

*The global virtual production market is expected to exhibit a CAGR of 11.2% during 2022-2027.*

SHERIDAN, WYOMING, UNITED STATES, October 3, 2022 /EINPresswire.com/ -- According to IMARC Group's latest report, titled "Virtual Production Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027," Offers a comprehensive analysis of the industry, which comprises insights on global virtual production market report.

Report Metric
Historical: 2016-2021
Base Year: 2021
Forecast Year: 2022-2027

We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

Virtual production refers to the method of combining live-action footage and computer graphics in real-time. It relies on augmented reality (AR), virtual reality (VR), game-engine, and computer-generated imagery technologies. It is widely employed in filmmaking techniques, such as concept art, lensing, asset placement, set dimensions, and appropriate camera movements, to deliver interactive content. It is also used in other fields of the entertainment industry like fashion, live entertainment, and news reporting to provide engaging virtual experiences.

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The rising trend of over-the-top (OTT) platforms, escalating demand for live video streaming, and

the growing popularity of on-demand content are driving the market. Apart from this, virtual production is widely used by media producers to create modern content with enhanced quality, maximum efficiency, and minimum cost of execution. Moreover, the increasing focus on making better movies is propelling filmmakers and directors to explore new approaches for visualization using virtual production techniques. Looking forward the global virtual production market is expected to exhibit a CAGR of 11.2% during 2022-2027.

Ask Analyst and Browse Full Report with TOC & List of Figure: https://bit.ly/3uyPq6n

List of Key Companies Covered in this Market Report:

360Rize
Adobe Inc.
Autodesk Inc.
BORIS FX Inc
Epic Games Inc.
HTC Corporation
HumanEyes Technologies Ltd.
Mo-Sys Engineering Ltd.
NVIDIA Corporation
com
Pixar (The Walt Disney Company)
Side Effects Software Inc.
Technicolor SA (Streamland Media)
Vicon Motion Systems Limited (Oxford Metrics PLC).

Breakup by Component:

Hardware
Software
Services

Breakup by Type:

Pre-production
Production
Post-production

Breakup by End User:

Movies
TV Series
Commercial Ads

Online Videos
Others

Breakup by Geography:

North America (U.S. & Canada)
Europe (Germany, United Kingdom, France, Italy, Spain, Russia, and Others)
Asia Pacific (China, India, Japan, South Korea, Indonesia, Australia, and Others)
Latin America (Brazil, Mexico)
Middle East & Africa

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IMARC Group is a leading market research company that offers management strategy and

market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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