

# 2024 XR Report

Perkins Coie's XR Report provides insights into the investment landscape, industry outlook, and privacy and regulation concerns related to XR.

Scroll down to browse our biggest takeaways.



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## KEY FINDINGS

Dive into the industry's perspective on the benefits of generative AI integration and the increasing emphasis on privacy and regulation.

The XR Report survey examined current trends in the Extended Reality (XR) industry, focusing on investment patterns, industry outlook, and privacy concerns. It highlighted a significant shift towards AI-related XR projects, optimism for future investments, and the integration of generative AI to enhance content creation and address privacy and regulatory issues. We've broken our key findings up into three categories: investment landscape, industry outlook, and privacy and regulation. Click below or scroll through to see our findings.



### Investment Landscape



### Industry Outlook

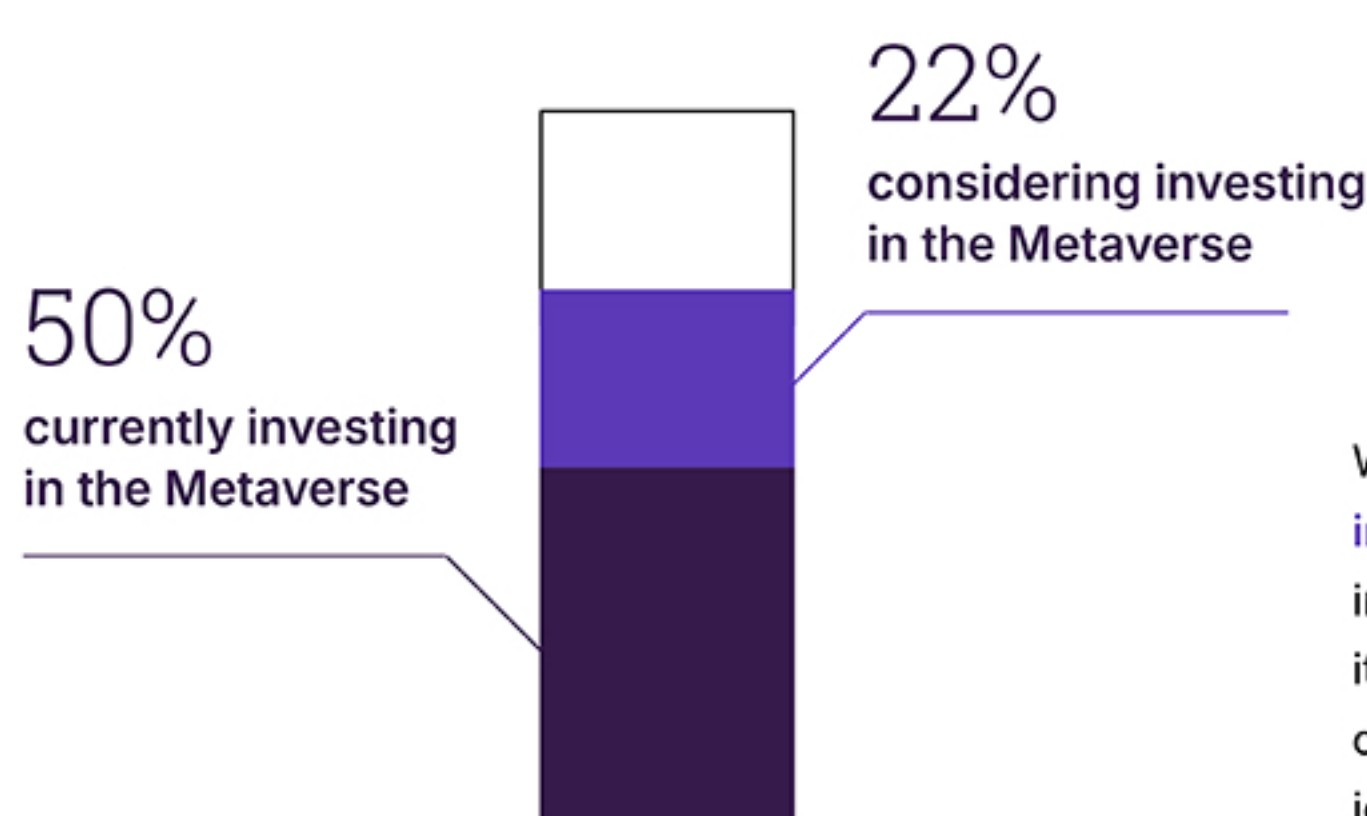
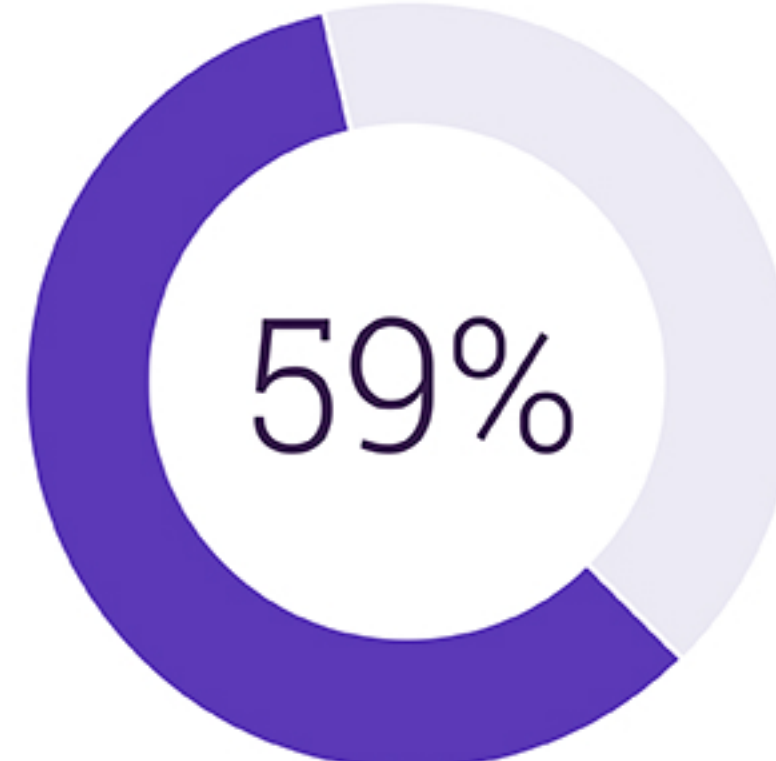


### Privacy & Regulation

## Investment Landscape

### SHIFT IN INVESTMENT FOCUS

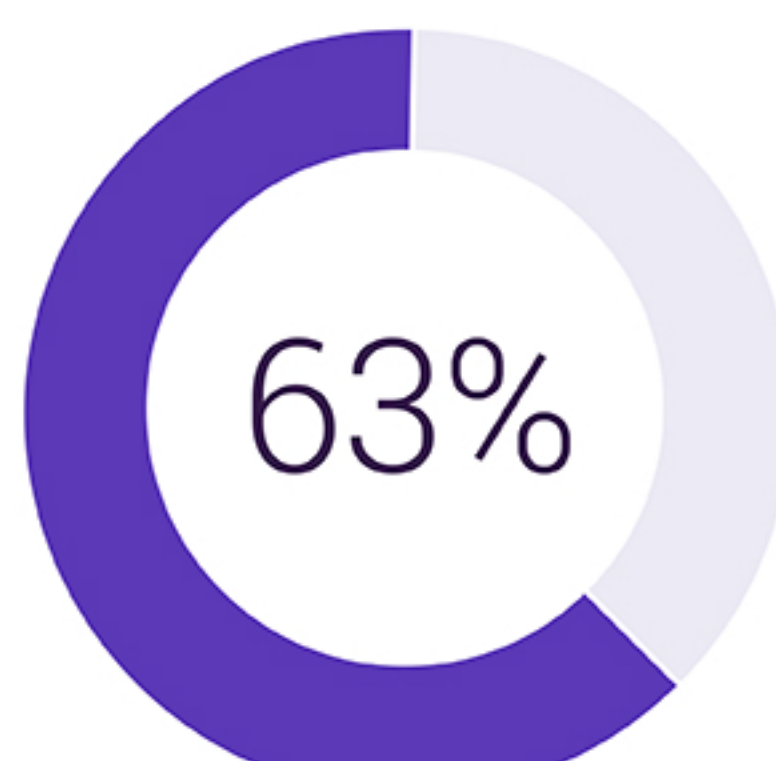
AI investment has surged with **59% of respondents** indicating active investment or development in AI-related XR projects, investment in Web3, NFTs, and cryptogaming has declined noticeably.



With 50% currently investing and 22% considering investing in the Metaverse, there is a strong indication that the Metaverse is not "dead," but its definition appears to have moved away from crypto terminology and aligned closely with the idea of immersive technology.

### OPTIMISM FOR THE FUTURE

The general outlook for the future in regard to investment is optimistic. **More insiders (63%)** expect an increase in XR investment and spending this year versus last year, though fewer anticipate significant increases.

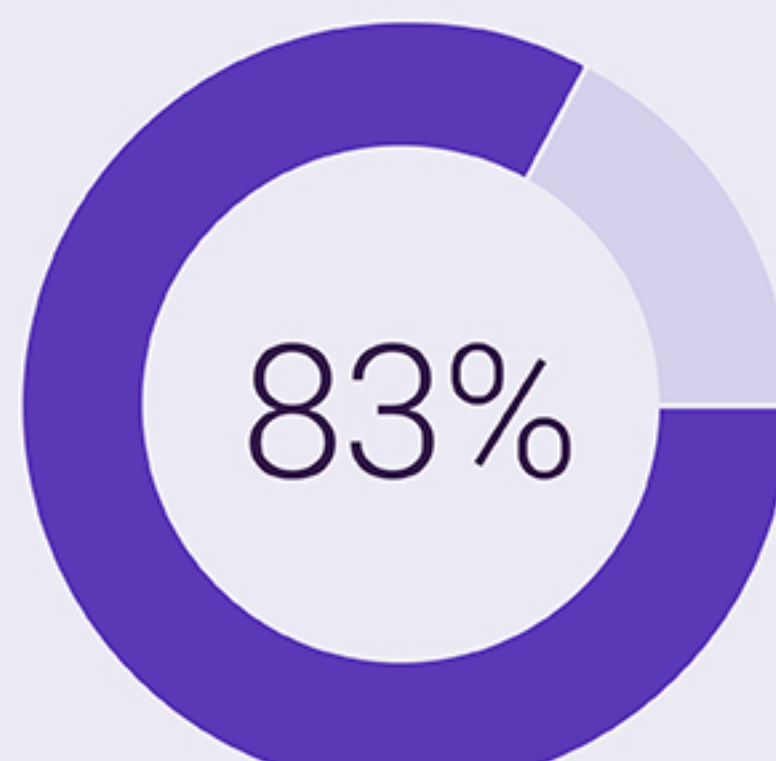


The momentum for investment going into 2025 and beyond looks bright.

## Industry Outlook

### GENERATIVE AI INTEGRATION

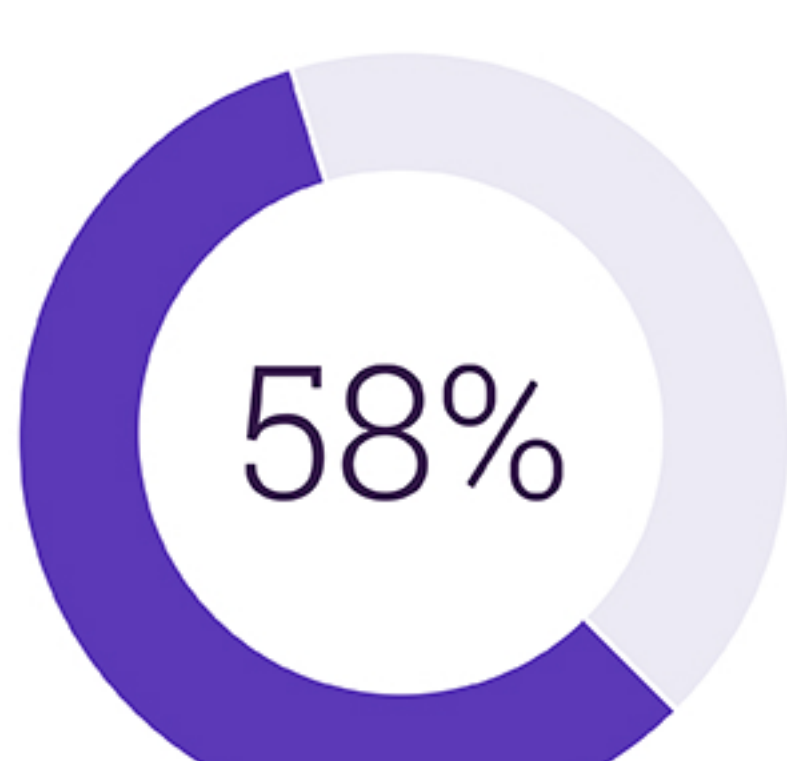
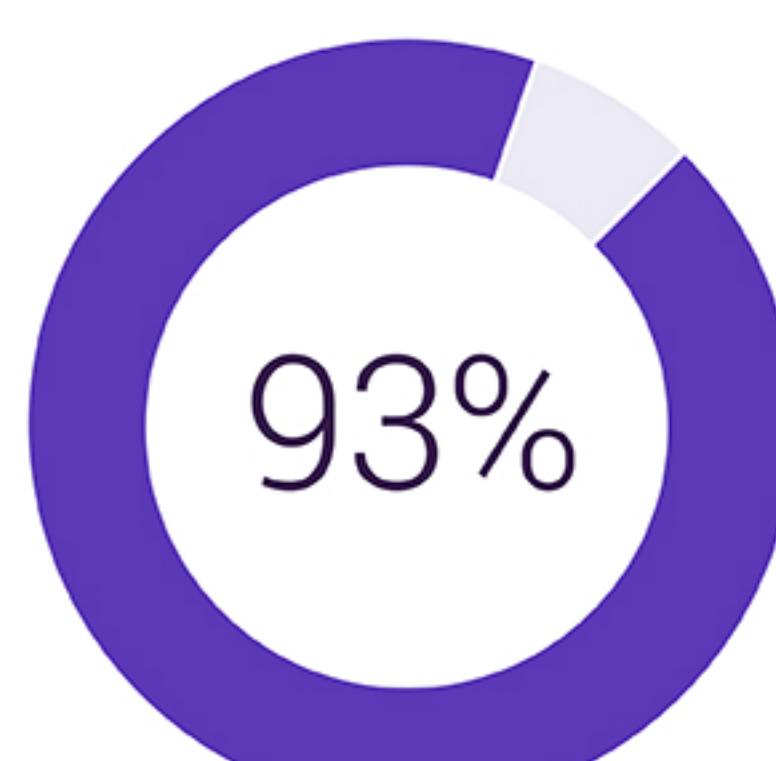
A **substantial 83% of respondents** believe that integrating generative AI into XR will be beneficial, particularly for enhancing content creation and fostering creative exploration. The growing interest in AI reflects a shift towards more advanced, intelligent XR applications.



## Privacy & Regulation

### PRIVACY CONCERNS

A **vast majority (93%)** are concerned about privacy issues related to XR, with data collection and surveillance being the primary concerns.



### CALL FOR REGULATION

**58% support government regulation** of XR to ensure privacy protection, ethical use, and adherence to security standards. Federal regulation, in collaboration with industry stakeholders, is preferred over state-level regulation.