

GUIDE TO SOCIAL VR

VRCHAT



A concise guide for brands to understand and leverage the potential of Social VR.

<https://vrinsights.io/>

What is it?

- VRChat is an immersive VR platform where users can interact using avatars in 3D worlds.
- Users can create their own avatars and worlds, leading to high engagement and loyalty.
- Over 25,000 user-generated worlds
- User Stats (2022)*
 - Peak: 83,435
 - Average: 53,914
 - Most Often: 61,451
- Total Funding - \$95.2M, over five rounds

Main Activities

- Rave Parties
- Games - Single/Multi-player
- Role Play
- Hang out and socialize
- Virtual Dating

Potential

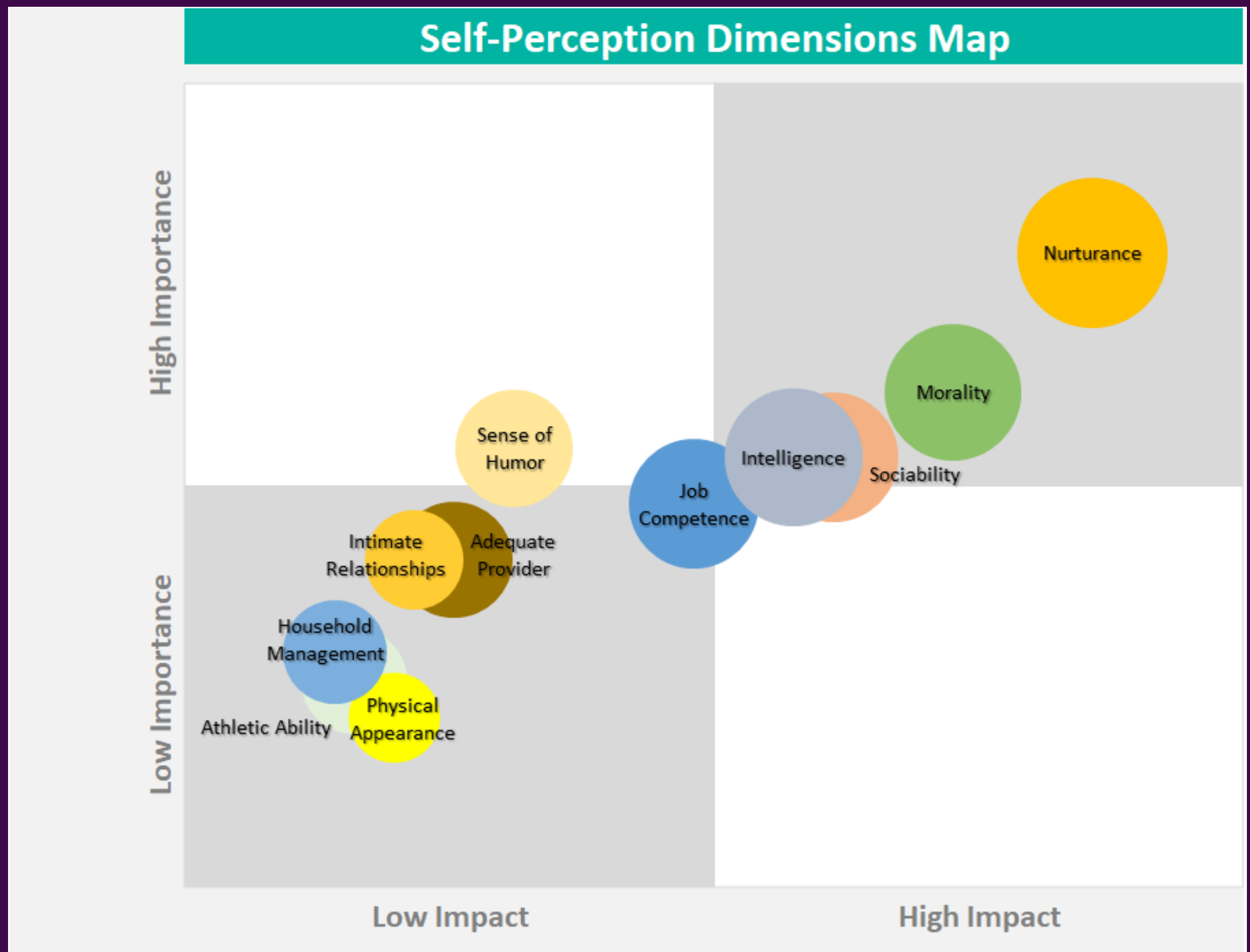
- Majority of players are in the '18-34' age group.
- Brands can connect with future consumers by designing interactive worlds (example - [Nissan](#)).
- Users prefer game-play and group activities - austere worlds with branding will not get engagement.
- Create value for players with digital giveaways like avatars or game accessories.
- Connect with VRChat communities to explore partnerships and event sponsorships.

Look Out

- Initial Wild West Days - think chatrooms of the '90s but more explicit in VR.
- Investigative reporting uncovered toxic and predatory behavior.
- Anonymity + no moderation can sometimes bring out the worst in people. You may encounter bad characters (you can block them!).

Psych Profile

Based on our proprietary research* - Nurturance, Morality, Sociability, & Intelligence are critical dimensions that highly impact VRChat users.



* We interviewed 147 Social VR users across different platforms.

Helpful Links

- [Official Video](#)
- [Different types of users](#)
- [Contact us for more info about our research](#)