90% of Americans are convinced that content will be better in 360 video than in traditional video.

In fact, when click through rates for 360 video and traditional video were compared, a study found that 360 video performs better.

CTR

4.51% 0.56%

98% of Americans surveyed also think that 360 video is "more exciting" when it comes to recording events than any other video technology.

41% of those surveyed said that they liked it when brands would leverage 360 & VR because it let them "demo a product" before buying it.

What People Want to See in 360 Video

60% Sports & Travel
55% Live Entertainment
39% Movies
31% News & Documentaries
30% Television Shows