CS213
Creating Great VR: From Ideation to Monetization

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Week 8: Launching Product

Goal: Review breadth of options for delivering product to consumers including pricing models, promotional programs, and distribution.
Share Your Creations with the World

Our store is where people come to discover sensational VR apps. We're excited to showcase the best of the VR developer community, and we look forward to working with you on your journey in this revolutionary new medium.

Things to Know Before You Submit

We curate our store for quality, polish, entertainment value, and utility. All submissions are put through an initial technical review, and receive a detailed report on whether they meet our Minimum Technical Requirements for consideration. Please verify that your app meets these criteria prior to upload.

Once your submission meets this bar, it undergoes Content Review where we evaluate the app for its ability to delight an audience. Throughout this process, we're your partners and will provide you with helpful guidelines all along the way.
Lifecycle of an Oculus app: Pre-Release
Oculus Content Policy: Blocked Content

- Pornography, including content for the purpose of sexual gratification.
- Excessively violent content.
- Hate speech, bullying, molestation, or harassment.
- Real-money gambling.
- Applications directed to children or users under the age of 13.

*When it comes to depictions of violence, alcohol/drugs, or adult language, what we are likely to accept generally falls within the threshold of an R-rating for a movie.*
Oculus Content Policy: Comfort

**Comfortable**

"Comfortable" experiences are appropriate for most people, although this rating does not confer that an experience is going to be comfortable for everyone. These experiences generally avoid camera movement, player motion, or disorienting content and effects.

**Moderate**

"Moderate" experiences are appropriate for many but certainly not everyone. These experiences might incorporate some camera movement, player motion, or occasionally disorienting content and effects.

**Intense**

"Intense" experiences are not appropriate for most people, especially those who are new to VR. These experiences incorporate significant camera movement, player motion, or disorienting content and effects.
Oculus Content Policy: Videos/Containers

“Unique, high-quality 360-degree videos are welcome, especially if they’re interactive. If your app is primarily video, consider integrating spatialized audio. We generally do not accept applications that only present a small number of 2D videos, nor apps that are a wrapper for a single 360 video. Also consider that Facebook itself has a growing 360 video platform at https://www.facebook.com/facebookmedia/getstarted/360.”
Oculus Content Policy: Data Collection

• If your app collects data, you must clearly articulate your data privacy policy, and then abide by that policy. Comply with all relevant privacy laws. If you collect a user’s email address, the user must explicitly opt-in for both its collection and use. We are protective of our community’s email experience and do not want Oculus to be associated with unexpected email deliveries, so err on the side of user awareness. Of course, your app must abide by the laws of your country and the territories into which it will be published.

• For mobile apps, be extra careful to remove any unused Android permissions from your application manifest, particularly those that relate to the user’s private data.

• Apps in the Oculus Store must not contain other platforms or commerce solutions. If your app has in-app purchases and you want to distribute in the Oculus Store, you must use the Platform SDK to handle billing. Apps distributed outside of our Store may use their own commerce systems. See Distribution Options.

• Note: We regret that Oculus cannot provide templates, legal advice, or other advice to assist in generating your privacy policy.
Oculus Content Policy: App Ratings
Oculus Content Policy: Name & Logo Restrictions

“The trademarks of Oculus, including its name, logo, and those of its partners' products such as “Rift” or “Gear VR” must not appear anywhere in your app.”
Oculus Content Policy: Art Guidelines

Logo Guidelines

Before submitting your logo be sure to check the following core guidelines.

01. Legibility
Legibility is key in communicating your content’s title to your audience. Keep your logo simple and recognizable while maintaining legibility.

02. Contrast
There may be times when you won’t have control over what is behind the logo. Your logo should be contrast proof to maintain legibility regardless of the background treatment.

03. Scaling
With automatic scaling applied, be sure your logo maintains legibility across various sizes.
Oculus Content Policy: Art Guidelines

Icon Guidelines

Before submitting your icon art be sure to check the following core guidelines.

- Square corners
- No transparencies
- Scalability

01. Square Corners
The corners of the icon art should be squared and not rounded.

02. No Transparencies
The icon art should be a solid filled asset and must not have any transparencies.

03. Scaling
Be sure your icon art maintains legibility across various sizes. You may have to reduce visual elements as you scale down. This is further explained in the submission requirements.
Oculus Content Policy: Art Guidelines

Composition
Be mindful of overall composition; compelling cover art promotes the most visually descriptive elements of your content while balancing the visual weight of a recognizable logo.

Composition guidelines:

• Legibility
• Contrast
• Placement
• Scalability
Oculus Content Policy: Art Guidelines

Video Guidelines

The preview video should be direct and straight to the point while narrating your content’s experience/gameplay.

Guidelines:

• Keep video 1 to 2 mins max
• Highlight key features
Video Guidelines: Good!
Video Guidelines: Bad!
The Oculus Ready Program

To bring truly immersive, high-end VR to life, you need a powerful PC or laptop. We've partnered with leading manufacturers to bring you a suite of affordable machines that were designed and tested with Rift in mind. This program makes it quick and easy to get a great VR experience.

View all PCs
Oculus Content Policy: Rift Min-Spec Check

90fps on...

• NVIDIA GTX 970 or AMD R9 290 equivalent.
• Intel i5-6400 equivalent.
• 8GB RAM.
• Windows 7 SP1 64 bit and later plus the DirectX platform update.
• Latest versions of NVIDIA and AMD drivers.
Oculus Content Policy: Gear VR Min-Spec Check

60fps on...

• Galaxy S6
• Note 5
• Galaxy S7
• Galaxy S8

*optional: Note 4
Oculus Content Policy: Tracking Mode

**Sitting.** The app must be completely playable while seated.

**Front-facing.** The app must be completely usable with the standard setup of 2 sensors on a desk. Additionally:

- Ensure objects on the floor can be picked up or reached even if the floor is partially occluded by the desk.
- Ensure users are never required to interact with content behind them. If the app places interactive content behind the user, the app must take some steps to keep the user facing forward. This prevents them from unknowingly occluding the sensors with their body while trying to interact with the content.
Sitting/Front-Facing

Search for more detailed rating summaries at esrb.org
Oculus Content Policy: Tracking Mode

**Standing.** The app must be completely usable within a 7' x 5' play area.
Standing
**Oculus Content Policy: Tracking Mode**

360°. The app must provide interactive content behind the user. If the app only provides interactive content in front of the user, it is Front-facing instead of a 360° app. Front-facing apps are already assumed to work with a 3-sensor setup, and don't need additional flags to indicate compatibility. Additionally:

- If Roomscale is selected, the app must be completely usable with an experimental 3-sensor 360 setup.
- If Roomscale is not selected, the app must be completely usable with an experimental 2-sensor 360 setup.

**Roomsacle**. The app must be completely usable within a 7' x 5' play area with a 3-sensor experimental roomscale setup. Additionally, you must also select the 360° checkbox and meet the 360° requirements as well.
360/Roomsacle
Oculus: Distribution Methods

Release Channels

• App distribution for internal testing is typically managed with release channels in the Developer Dashboard. Release channels let you release development builds of your app to different sets of users for testing through a "My Preview Apps" section in Oculus Home.
Oculus: Distribution Methods

Oculus Keys

• Distribute through Oculus Home even if your app is not approved for either the Oculus Store or the Oculus Gallery.

• You have complete freedom in how you choose to distribute keys for your app. You can add expiration dates to your keys and even limit them to certain regions.

• Free.
Oculus: Distribution Methods

**Sideloading**

- Users must enable Unknown Sources in the Settings menu of the Oculus app
- These do not appear in anyone's Oculus Home Libraries or have access to any other Oculus features or services.
Oculus: Distribution Methods

**Store**
- Games
- Entertainment—storytelling experiences in VR format.
- Apps—utility applications such as video players, virtual tours, or other interactive categories.
- Gallery Apps—innovative new experiments and tech demos. This is a home for apps that push the bounds of VR.
- Early Access—content that is interesting, playable, and well on its way to being finished. It provides a means for developers to charge for their work-in-progress, while giving early users the chance to be a part of the development process.
Promotion
Promotion
Promotion
App Pricing

• Premium
  • $4.99 @ 2.5% attach rate on 5M units = ~$625,000

• F2P w/ IAP
  • $1.25 @ 10% attach rate on 5M units = ~$625,000

Resolution Games Announces New Localized Versions of Virtual Reality Fishing Game Bait!

Bait! sees more than 500,000 downloads
End