



BECOMING ONE OF THE LARGEST VR CONTENT CREATORS

VIDEO TRANSCRIPT

SPEAKER: Accenture Extended Reality. This is field of view.

NICK ROSA: Hello and welcome to Field of View. My name is Nick Rosa from Accenture.

DANIEL COLAIANNI: And my name is Daniel Colaianni from the Academy of International Extended Reality.

NICK ROSA: And today, we have a guest for you that is a very famous content creator, is someone that has been working in the VR space since the beginning, since the inception of the new Oculus era and someone that I've been bumping into for many times during industry events and other gatherings of people that are interested about VR and XR. Daniel, would you like to tell us a little bit more about our guest today?

DANIEL COLAIANNI: Yeah, sure. And I think what's really important is about Field of View is Field of View is about bringing together multiple different areas of our industry and the different things that make up this space. And as most kind of viewers and listeners will know, we're all about the origin story, how people get into XR. And I guess how that progresses through their very beginning to their end. And what's really

interesting about this content creator is there someone who they're not just making videos on YouTube, for example. There's someone who I, at least from my point of view, you can see genuinely cares about this industry and genuinely cares about the actual ecosystem that evolves around it. They've got a wildly popular kind of podcast that focuses on the various different areas of our industry as well.

Nick, who do we have on our Field of View today?

NICK ROSA: Our guest today is the content creator that everybody knows in the VR space. We have Nathie with us on Field of View. Hi, Nathie, how you doing?

NATHIE: Thanks for having me, guys. It's a pleasure.

DANIEL COLAIANNI: So, Nathie, there's a few interesting things that we want to kind of dive into in this this episode because I think there's going to be a lot of people watching this and listening to this who are going to be saying how did you get started in in XR? I mean explain to us how did that journey begin.

NATHIE: Yeah, so I think it was back in 2014, '15, that one of my friends who I know from film school introduced me to the Kickstarter from Oculus for the DK1. And he was like this looks pretty



rad, man, maybe you should invest some money into it and give it a try. And because I was in film school, I was always already interested in making videos, so it was a great combination to find out how to capture AVR experience with your face while reacting to it.

So for me, this was the you know golden combination from the start because while I was in film school, I loved to play video games. So I often recorded myself playing games with a face cam reacting to it. So, yeah, it was pure like curiosity to be honest.

DANIEL COLAIANNI: That must have been quite a jump, I guess, into that space considering back then, I mean this is this is a relatively unknown device that people haven't heard of and have seen and, I guess, most people looking at this would be like, hey, yeah, it's a fad or this can move on. And I guess you decided to actually you know create content from it.

NATHIE: Yeah, true, true. And there was nothing there yet. There was no baseline for content yet, so it was all still very new, very – well, I mean there was no blueprint for how to do that kind of stuff. I should, by the way, correct myself. I said 2014, 2015, but the kickstart already happened by then, so it was way earlier. It's just I don't even remember anymore. It's been a long time. I think it was like - was it not like 2012 or '13 that Kickstarter launched?

DANIEL COLAIANNI: Yeah, 2012 was definitely that I think it launched around that sort of time. I mean it's up to everyone. Nick, when did it launched? It was so long ago now.

NICK ROSA: Look at me because I'm the older one. Yeah, I think that was around 2012, 2013, yes.

DANIEL COLAIANNI: Yeah, that's awesome.

NICK ROSA: And, Nathie, you created basically a sub-genre of content creators on YouTube and you have a

massive amount of followers that are every day and every episode watching all your adventures in hardware, software, platforms. Can you tell us a little bit more what do you see the industry right now and look back at the early days when you started, What's your feeling about the evolution of the industry? Do you think that has been something that has organically happened or there's been a sort of an explosion of technology and adoption right now?

NATHIE: Yeah, so if I look back and see how the VR industry has pushed itself forward, it's definitely by - sometimes like really big things like new hardware that was blowing everyone away, but also, just the ecosystem on its own, developers trying to figure out how we move in VR or how we want to experience certain genres in VR that had all to be created before it was actually, let's say, mainstream. Now we're like, okay, this is how you play a shooting game, this is how we like to watch movie experiences, animations, things like that, but back then that wasn't there.

So you've seen some developers really showing how to pull it off like, for example, Clouded games is a perfect example. They were working on a game before the consumers put their hands on them and they had to kind of create something from scratch. That's like amazing.

NICK ROSA: And you lived all this evolution of the different kind of ways of locomotion and the different kind of ways of interacting with the digital content, but you also had to create from scratch a way to communicate VR, the VR experience. And you studied filmmaking, right?

NATHIE: Yeah.

NICK ROSA: So Can you tell us a little bit of a challenge about communicating and showing other



people how you feel and how you play in an immersive environment? This is something that is very important because a lot of people are saying that marketing something that you cannot show on a 2D screen is extremely difficult. And that's why, for example, the Nintendo 3DS had so many problems about making people understand that the unique selling point.

NATHIE: Yeah, well, if you look at my channel, most videos are just traditional video content because it's all, let's say, flat, right. It's just like you would watch someone play a pancake game. You see the VR experience in the middle and then in the left or right corner, you see the person actually playing it. But because of that you have the virtual world on one side and on the other side, you have the real world showing this person wearing the headset, so that clicks with people. If you just show them the VR view, they have no idea what that is and how it works. But if you see someone wearing the headset and they do the same movements as they do in VR, then you get the point and that's where the magic already starts.

It's like wait, so someone is wearing this weird thing on their head and inside something is happening and that's where you get hooked straight away. And then if you do some commentary over it that describes perfectly what you see and also you look around in a cinematic way to properly show people what's going on, yeah, then you can really sell VR, even if it's flat, it doesn't really matter.

DANIEL COLAIANNI: So you need to tell me if this is true or not because I heard from someone else in space that essentially, there's a big difference between say if I want to put on a headset right now and I'm just going to start playing with it versus actually recording with a headset on

your head because, obviously, the headset picks up every little nuanced movement as well, right?

NATHIE: Exactly, yeah. So that you need to keep that in mind. It's like shooting a movie, so you're the camera in the end and you're the one that shows particular scenes. So when I, for example, cover an animation or a game, I play them up front to see where things are happening. So I can make sure that I look at it for long enough so people can take it in and then we move on to the next part and that way you really have to do that. If you just play something in VR in a casual manner, you're going to get people motion sick because we usually look around like these crazy people because you want to see everything, right. But for a video, it just doesn't work, you can't do that.

NICK ROSA: And do you apply like, for example, image stabilization to the feed that you usually capture in order to make it a little bit more comfortable.

NATHIE: The thing is if you use stabilization, it doesn't work with that. It does work with traditional video. So in the end, you are the stabilization. Your head is the stabilization. So that's why if you watch my content, I usually stay on one spot. So I stay in view of the camera. Some people say, oh, but then you're not using the room skill capabilities. Well, I would love to, but then I'm just walking around behind the camera before you know it and then, you're not seeing what I'm doing.

So, yeah, it's like you have to just take your time and then show it off. It's a total different way of showing VR, but it's very important. And I've seen a lot of people buying a game or getting interested in a game because the way I was showing it, instead of just a fancy quick trailer with some rendered PC content in it. So, yeah, no, it's definitely



very effective to do it, but it's also very time consuming.

DANIEL COLAIANNI: Also, I'm guessing you wake up in the morning with a bit of a stiff neck as well?

NATHIE: Well, if I have to play, let's say, fitness games or something like that then, yeah, I mean I'm not made for that. That's why you also don't see that much on my channel. I did, for example, play Space Channel 5, that's a Japanese title from Sega and they wanted me to play it and I had to actually practice the dance moves to get it. Yeah, because if I don't know what to do, it just looks silly. You don't want to record something, then let people watch it and you're like how do the controls work? I completely hate that. I want to - like the first minute you're watching my video, I want to see gameplay straight away and I'll just skip the tutorial and I'll just give you the juicy stuff straight away. That's where you hook people. You know, you don't want to show an hour of like so how does this setting work, you know?

NICK ROSA: Yes, but you didn't content only games. You covered in terms of content also hardware, platforms, LV as well. I saw you going to different developers that are doing LV stuff and very interesting LV stuff. It's not just about developers, but it's doing proper - an insider look into the industry?

NATHIE: Yeah, so I'm trying to bring the enterprise scene and consumer scene kind of together and create content that everyone can watch because I do even see from the enterprise market that some of my videos that are very simple in the way I explain stuff because I try to keep it very straightforward. I don't want to make it too complicated, especially if you come out of a VR bubble, you just assume everyone knows everything, right, but you need to keep it very simple.

So that's why I see my videos getting shared a lot on LinkedIn or other places because the videos just explain perfectly what your product is all about. If that's consumer enterprise, it doesn't really matter. The approach is the same because there are a lot of people in the enterprise that invest into AI or VR and sometimes talk about it, but have no idea what they're actually investing into. But if you give them some videos, then they might educate themselves.

But, yeah, I went from games and also experiences to more videos where I travel around the world to show new hardware, also to sometimes show games as well. But things that are usually or very expensive and hard to get or are still in development and are just working in progress. And it's amazing to be able to work with those companies and also kind of brainstorm about, okay, how are we going to do this? Who's going to watch this? Who's going to buy this potentially, things like that.

DANIEL COLAIANNI: So what's some of the best - okay, so you're going around, you're looking at these LV places and you're seeing all this content, which most people don't get to see. What's someone like you did your top 10 or top 5 or whatever, what's some of the best stuff you've ever seen I guess or come across?

NATHIE: I think the VR Star Park I went to in Nanchang in China was insane. Even when I was there, I didn't really think it was going to blow up in the European and American markets when I uploaded the video. But this this arcade was the largest one in the world, not only was it a location-based arcade, but it also had a museum about VR where people could buy a ticket to, first, have fun and then, get educated about VR. So they had all the headsets there and a timeline like you would see in a usual museum about, let's say, World



War II or something or the Roman Empire with all these displays, but then with VR stuff. I was like you can't make this up. But the funny part is about that is that I was going to a park that was even larger, but they closed that that month. So they took me to a different one.

And the way I got there is also very interesting is that, Pimax was at CES and they invited me to come over to Las Vegas. And I said like why go to CES, it's like the most predictable thing ever, you know what's going to happen, you could even stay home and kind of look at what's going on. You didn't try it, of course, but overall, you know what's going on. So it's like why don't you just invite me over to China and then, you give me a tour of your office, you show me your factory where you make the headsets and you just show me what's going on in your country and they accepted that and that's how I got in the end to VR Star Park because they are partly owning that park. Like Pimax owns this freaking arcade. Yeah, it's insane. It's insane.

NICK ROSA: And then right now, obviously, due to the pandemic everything has been blocked in terms of travel and amusement parks.

NATHIE: Yeah.

NICK ROSA: How did your approach to VR change during the pandemic? Did you see like an uptick of interest of people like buying headset because they were closed in their home?

NATHIE: Yeah, yeah, for sure – well, not necessarily people are buying more headsets than ever before I feel like. I don't have the numbers, but I can see from my audience and the reactions they have on certain new hardware, that they are buying. And let's say, the gap becomes smaller of buying some because they're bored. They want to do something new. They want to explore,

but from there, let's say that the content part of people watching that has definitely decreased because the thing is if I'm going to China, if I'm going to the U.S., I'm going to Europe, I'm going to all these crazy places and then, I put the bar so high that the moment there is a pandemic, I'm going back to basics and I can't offer the same stuff anymore.

So we definitely have seen a decrease in that plus with Facebook being the leader in the consumer market with the Quest 2, you can also see that most people only want to see Quest videos. So if you play with a Valve Index or you play with a PlayStation VR or HP Reverb, people tend to not really be interested in that because they do not own that hardware. So, yeah, that's also something I've seen change a lot.

NICK ROSA: So we moved from a medium kind of interest in VR to a platform interest a little bit like people that are interested in PlayStation or Xbox. Now people are interested in Quest or Index, right?

NATHIE: True. Yeah, PCVR is - I mean it's still PC mastery, as we call it, is still great. If you want to experience VR to its full potential, that's where you need to be at. I mean we all know about Half-Life: Alyx. We know about you know Lone Echo 2 and there are so many others that you wouldn't be able to play on a standalone headset, but you can see that PCVR is kind of fading away a little bit. Hopefully, it will make some sort of comeback. But right now, standalone is completely moving the whole market forward.

NICK ROSA: But we have companies like, for example, Sony, that just announced the new specs of the PlayStation 5 headsets just leaked out and they look amazing. So it means that there's the entertainment industry that still believes in wired headsets. Do you think that is a smart move from them or do you think that there will be a sort of



an add-on that will have like a wi-fi or something?

NATHIE: Maybe that would be possible. But the thing is, a lot of people I see now talking about the hardware from Sony if it's wired or resolution, etc., but in the end, what people forget is that content is king. And for me, PlayStation VR has been my favorite platform to play games on. They knocked it out of the park and that's something Facebook is not able to do. They sometimes have big release gaps where nothing is coming out and you have nothing to play.

Well, with Sony, they had something new every month. They know their titles. They may create bundles from time to time. They know what they produce and they use that throughout the years. Well, Facebook seems to be forgetting that they once made Loan Echo 2. They could be promoting it now for the rave test. They never did that. Well, PlayStation just knows, hey, we had this and we had that. Like I am super, super excited for PlayStation VR, not only because of the content, but also them kind of changing the market a little bit. Because we're stuck right now with the Quest 2 being the main deal, while PlayStation, they're gamers and they know how to make games.

NICK ROSA: And there's a lack of AAA games right now on the Quest. I mean, obviously, we don't have the kind of games that PlayStation can offer, could offer on the PlayStation VR on the Quest right now. I mean games like Resident Evil 7 or even Wipeouts. That's where for me probably like the best games that's ever been ever made for VR right now.

NATHIE: Yeah, I hate to say it, but most of the experiences and games and stuff on Quest are party titles and are not full-blown VR story titles. You have the Walking Dead Saints and Sinners and you have Red Matter, but

they're really pushing the limit in terms of hardware. So, yeah, if the hardware improves, then we can have fancier games on them too.

DANIEL COLAIANNI: Yeah, so this is something that I think is going to be pretty hot topic, especially amongst the kind of community that we have watching these kind of - this podcast some content. Nathie, you must get a lot of people come to you all the time saying, hey, will you play my title?

NATHIE: Yeah, it's crazy.

DANIEL COLAIANNI: So I'm a developer out there or I'm a manufacturer, I don't know, and I want you to play my title. How do I go about that? What kind of stuff would you actually want? I mean what's been the best experience for you with an interaction, with a Dev or those kind of things and, you know, just some tips really for the community?

NATHIE: So basics, first of all, send an email with your game in the subject line. Don't send me no subject and then think that I'm going to read the rest. You're laughing about this, but this is happening. This is happening on a daily base. And then in the section where you should be explaining your game, don't send me like four pages of you explaining your game. Just keep it short. Give me a link to a trailer and make sure your trailer is on public, so I can actually watch it too. And then, maybe add a key to it. Don't tell me like I don't know when it's coming out yet. I don't have a launch date yet, please send me something when you're ready to go. I'm not a tester. I want to be able to play at the moment it's out and it's ready to go. It's just you need to know who you're sending it to I feel like almost. You need to do some research up front because it is a big risk. It could be like I'm not really that person who covers everything, but let's say I would, then I show my following that your game



sucks and you're not going to get a second chance usually in the gaming scene.

If your game sucks, everyone will remember your game is not great and they are not giving it a second chance. And then, on the side of like me considering playing it, it's very specific. Sometimes we're more into covering hardware, so we're just not covering any games. And we're just not in that mood or in that interest. A game needs to have some leverage on YouTube too for people to watch.

For example, recently there was this silly game that came out on App Lab called, Gorilla Attack. You just know like when you play it, that it's going to go viral on YouTube. You just know it because it's just weird and it's funny and playing it with friends is just crazy fun. But then there are also titles that are another wave-based shooter, but this time it's not zombies, it's dinosaurs or its - they always replace it like - trust me, I've seen some stuff. But it needs to be unique and creative and different and then it also needs to be watchable for my audience, but that's something a developer would not know. It needs to have some - because it's my job, right? I need to make a living out of it, so I can't risk it to constantly play games or cover VR experience or even hardware that no one is really interested in. We need to find a balance in that.

NICK ROSA: And one of the things that I notice in the in the games that are coming out right now is that they seem all clones of the same clones. We have rhythm games, we have social games, we have wave shooters, but there's not much space for complex textured stories and storytelling like, for example, Half-Life: Alyx, that we mentioned before. Why do you think - don't you think that this kind of over saturation of the same genre could lead to a collapse of interest from the

gamers, exactly like what happened with the Atari 2600, where a lot of games that were all similar started coming out and the quality decreased with time and, obviously, the industry collapsed?

NATHIE: Well, crashing is a big word. The best example I can give is that one of my friends that tried out the DK1, tried out DK2, all the headsets that I once had. They kind of got to see the revolution of headsets. He never bought one until last year, I think, or two years ago when Half-Life: Alyx actually dropped - I think it was a year ago, and he said I'm buying a Rift S to play Half-Life: Alyx. I said, and is there anything else you're going to play? He said like, no, after that I'm selling it again because that's the only thing I should be playing. The rest I can miss out and no one cares. And that's kind of what it comes down to, you play the big stuff and then you've seen it all.

And the problem is, is that the genres that you mentioned, like Shooters, for example, that's where the money is usually. People who for the first time play VR, well, most gamers, they want to shoot something first. Of course, there are people are also into puzzling and stuff like that, but there is a majority of people who are like, okay.

So that's why you see them popping up a lot, but it's definitely the manufacturers and the publishers they need to be responsible for that. For example, Facebook needs to say, listen, we're limiting the amount of shooters that we get on the store and we allow some more puzzle games. So we kind of keep it kind of balanced. And you can see it, see the system failing because Demeo came out last week and the sales are going through the roof. And the reason why is because it's the only tabletop game that you can play on your Quest and you can play on Steam that is just - has that AAA feeling to it, that is



a decent game, that isn't early access, that isn't work in progress.

So you can see that people are super hungry for other genres. It's just that they need to allow it to happen on the store.

NICK ROSA: You tried Star Wars Squadron, right, in VR?

NATHIE: Yeah, of course, yeah.

NICK ROSA: And I mean I wanted to have your feeling about Star Wars Squadron because it seems to me that there's a real hunger from people of experiences that they've been expecting to live in real life for all of their life. I mean everybody wants to be a pilot of an X-Wing in Star Wars, right?

NATHIE: Yeah, of course.

NICK ROSA: And Star Wars Squadron like it's straight to the point, that's just one thing and it does it really, really well. I mean do you think that there are other kind of experiences that can be explored in this way?

NATHIE: Well, the funky part about Star Wars Squadron is that the VR support was an extra. It's not even a main thing and they saw an increase of more people playing it in VR than they were playing it flat because it just works way better. Well, if you look at the timeline of Star Wars games coming out, usually every Star Wars game gets fairly good reviews because it's Star Wars and you can't hate on it.

So with this one, like Star War Squadrons was the first one that was like legit, legit from top to bottom the best VR experience out there, next to Vader Immortal, but it works. And there, yeah, certain titles that already exist right now that could get a VR mode and that would just click straight away. That's why you, for example, see Resident Evil 4, you already see the hype building up right now with them completely turning the third person mode into a first person one and it's just great. I just know it's going to be fun. So,

yeah, there is a lot already there that you could turn into VR games. And for a developer and for a publisher, you have to throw less money into it. I mean look at Skyrim VR, people are still playing that. Fallout VR, DOOM VR. It's already there, so why not use it?

Because as you said, we're not ready to have a AAA game every month yet that is built from the ground up for VR.

NICK ROSA: But Facebook is betting high on the fact that the future of VR is social, is not single users.

DANIEL COLAIANNI: But this is going to be my question because like we're talking about a lot about games here.

NATHIE: Yeah, I know. This happens all the time. You know it's fun, but, yeah.

DANIEL COLAIANNI: But I guess like for and where I hope, Nick, I think you're going with this is like for the future of XR to be successful is we've got this whole ecosystem around it, right? So, yeah, you've got these games and then you've got Facebook who's focusing on Horizon and such. And then, you've got Microsoft focusing on Mesh and their API with that and then you've got Allspace.

NATHIE: Allspace.

DANIEL COLAIANNI: Yeah, exactly. And all of these things come in together. So, yeah, I mean what are the other important things outside of games that you think is going to have a really important impact on these things?

NATHIE: So I think what's missing at the moment because, yeah, we mentioned Allspace. We mentioned Facebook Horizon. Right now, if you own a headset and that's from the enterprise side and the consumer side, both sides. If you jump into VR, there is no main hub that is really, let's, say Ready Player One, where it's like, okay, I'm in there and, hey, are you also here



on my couch chilling in my apartment or let's go over there through this portal to do that. That's just not there. There is no seamless way of traveling through the metaphors yet. And I think the moment you have an ecosystem in where you can meet up with other people, it becomes more of that thing we're doing right now on our phones on Instagram or Facebook or LinkedIn, where we constantly connect with people.

Right now, in VR you only connect with people the moment you download an app that is social and then you go in there, but then not everyone is in there. So the friction is still too big. So if you kind of tone it down and you make it instant, that's where things are going to blow up.

DANIEL COLAIANNI: So are you saying here that for a successful industry or, I guess, something that's going to supercharge it, really, is we need to be able to bring all these different platforms together, just like how you have PlayStation and Xbox have cross-platform capabilities, but actually not just like in the game itself, but actually, I put on my headset, I can see everyone in everyone else's headset and interact without having to jump onto this is private system.

NATHIE: That's a bit like we have seen with Second Life and also what we have seen with VR yet with the virtual market where there are people who are selling virtual items in a, let's say, place and you can just go there and spend money and then take those items to your own, let's say, house, virtual house, virtual apartment, and just place it there. This is one example of you could have a marketplace, you could have Amazon there, you can have eBay there, you could have all these big stores there.

Also, there is another app that I forgot the name of that actually offers you to buy a Tesla in VR. You can just

check out the car, you walk around it, you push a button and you can order it from there. So if you kind of have things - you introduce things that you would usually have to do in real life, but you can then do in VR, and it's also quicker than people are willing to stay more in VR and they're also willing to try more things out. Because right now, let's be honest, it's still better to have a Zoom call than to, for example, do that in VR around a table. It's just not there yet. It's nice, but it's not there yet. It's still kind of wonky. So it needs to be quicker, faster, more - yeah.

DANIEL COLAIANNI: Intuitive, I guess, as well, easy, just slide it in and out.

NICK ROSA: I have a sort of - I want to be a little bit provocative actually.

DANIEL COLAIANNI: Actually right, this is Nick. I need to set up a sound bite here called, Nick's Provocative Corner.

NICK ROSA: Okay, so that right now, obviously, VR can give you access to the digital world and mixed reality headsets that many companies right now are preparing. We only know the public announcement by Facebook, but there will be other companies that will come out in the future, will give us a portal to bring the digital world into the real world. How do you think our perception of reality will change once we're going to have these headsets all on our heads and we're going to use them during our everyday life?

I was reading a very interesting article on Vogue the other day about the fact that digital fashion is going to be a thing of the future. Because right now, people are buying aesthetics for Fortnite, but in the future you can buy aesthetics and digital clothes for your augmented reality glasses. What's your vision about the future of the world in AR?



NATHIE: Well, first of all, I think it's very futuristic and cool but, of course, everything has its downsides as well. Well, first of all, the thing is at some point, everyone is going to – well, first, we're going to wear AR glasses, as you said, and maybe we get to a point where it's all built into your brain. And the thing is there will be a point where you want to be part of society and if you don't have it, then you just don't belong, right? And that's where things start to kind of, well, get interesting, as I would say, because then it starts to feel like you're naked without it. Right now, if I would take away your phone, you're going to go crazy. I mean maybe you can stick with it for like an hour, but then as well, you're like where is my phone?

So it becomes like an extension of your brain because we humans are, well, smart to a certain degree, but our phone is usually still - you're like, oh, notification this or that. It's things you don't remember yourself.

So we are going to heavily rely on that stuff and we want to wear it all the time and, yeah, your whole world is going to be filled with advertisement, with being able to block people or being able to filter certain things out that you just don't want to see. You're going to see the world in a more awesome way, but also in actually a more dystopian way. So your whole reality becomes a new reality and it's becoming the standard then.

DANIEL COLAIANNI: So, Nick, does this mean that to fast-forward 300 years in the future, when you have the clearly loyal XR people and you have the outsiders who are like, no, we're not using it. They're going to point to you and be like that guy here, he's responsible for it.

NICK ROSA: That his provocative question created all of this mess, yes, that's it. But I mean that this links up to the news that came out the

other day about the social filtering that Sony patented to create a shadow banning of an inappropriate behavior of people in VR. Basically, filtering without them even knowing action and word that are not appropriate in a social VR environment. In the future, we're going to be able basically to control how people perceive our digital person without even knowing that we are controlled.

And do you think that this is going to bring some changes also in the way that they perceive reality and each other and they will you know interact with each other in some way? I mean I can have a filter that is going to make me look like a perfect nice guy and in reality –

DANIEL COLAIANNI: We all know that's a lie.

NICK ROSA: Exactly, we all know that is not real.

NATHIE: Like, of course, like if you talk about it that way you already change someone's personality by even taking out certain words not even replacing them necessarily is already kind of not letting someone be themselves. Although, I mean I've seen some nasty stuff as well in VR and also, just on my computer when I'm like joining virtual places. On one side, I think this is a great tool to fight harassment, something has been going on for ages. It's like the new bullying that we used to have at school, where it's now - and then also the fact that people start to live more and more on the internet have virtual items, things like that, you get this social kind of letter. So, yeah, harassment is definitely a thing that needs to be kind of fought against.

But I don't know, man, like the thing is if you - let's say you play a game or you have you have a social VR world or something and you can filter out with a slider how much words or something and then you don't hear them anymore.



Yeah, I don't know. I don't know. As I said, I don't want people to get harassed, but on the other side, taking it completely away makes - you create a world that doesn't exist and it's - you know what I mean? You need to kind of keep certain things in that are there to keep it normal. It's just a bit too much if they would completely ban every word.

I mean certain words should be banned, yes, but there are also words where it's like if you play with friends in a private - there are certain things you say and it's like it would be stupid if they, you know, so I don't know. We'll see where it's going, so it's kind of 50/50 this stuff, yeah.

DANIEL COLAIANNI: So this leads nicely onto another thing and I know, obviously, you interact with a lot of different people in the space. But what are your views on, I guess, a really hot topic what comes up a lot in our industry is privacy concerns with these kind of things? Because, obviously, when we're talking about the fact that we can do things like Nick is saying and being able to kind of remove certain things, but then there's also all these other things. I mean you have a video on your channel where you're testing out like face tracking and things like that and biometrics and, obviously, a lot of these headsets have eye tracking and stuff. We all know the controversy around certain organizations in our space that have repurposed entire brands to be focused just on their platforms. So I mean just what are your views on, I guess, the privacy side of XR?

NATHIE: Yeah, so eye tracking and also mouth tracking and initially like face tracking is the new gold. It's the new data and it's getting created, as we speak, something that is so new that you can just - it's like a gold mine basically of things we didn't have before. But that's the same with VR headsets

right now we look around. We move our hands something you wouldn't do when you sit behind a desk with a keyboard and a mouse.

For me, personally, it's important that companies are transparent, but how do you know they are transparent in today's society, right?

DANIEL COLAIANNI: It's their company, right?

NATHIE: Yeah, so I don't really know. And for my work, I just use everything. So I show the mouth tracking, I show, let's say, ways to do microphone gestures and things like that, but let's say if I wouldn't be doing this as a living, I wouldn't be turning everything on, all the privacy settings. For example, my Quest 2, everything is on only me. I'm not sharing my name. I'm not sharing what I'm playing. I'm just not sharing that stuff because I don't feel like I want to. So, yeah, the thing is like I hate to say it but, it's already kind of like the beast has already been unleashed for every tech company in a way. You can already see how far they push that and I don't think there is a way back. But maybe I'm just too much in my bubble to think that, but I don't know.

NICK ROSA: There are some companies that are making privacy their unique selling point like, for example, Apple. But obviously, there are some other companies like, for example, Facebook that is exactly the opposite. And we have Google that is somewhere in between. And will be interesting especially with a medium like XR to understand how much of the biometric data they're going to collect to advertise to us the fact that maybe we are not so fit and maybe we have to go to the gym or I don't know, all that kind of stuff.

DANIEL COLAIANNI: Nick, do you want to have constant messages every day saying, Nick, you need to go to the gym, you're overweight?



NICK ROSA: I'm running every day, my friend. I don't need to go to the gym.

DANIEL COLAIANNI: Nick gets his Provocative Corner, so I should get mine as well. Should a virtual reality or augmented reality platform be owned by a social media company?

NATHIE: That's a good one. Yeah, it's a very good one. I mean the thing is if you look at the current VR industry and you would rewind certain things, then we wouldn't have a job in the first place. So that's the thing. Like right now and that's what I see a lot in the VR scene is that everyone has a job in the VR industry and that's where you just leave it. So opinions are kind of pushed aside and as long as I can pay my rent and have fun, then it's cool. So it's just a hard subject to get into but, no, of course, not. I mean you don't want to have one company owning everything and kind of get away with it. We already see that kind of happen right now, right? I mean Facebook is buying up studios, is making the best software, is making, well, as I said, Sony makes still better games in my opinion, but hyper wise they're underselling it for a price that no one can compete with.

You see brands kind of moving away now being like, first of all, HTC is now kind of like let's not try to compete. Let's just try to do our own thing and see if that succeeds. So you can already see the negatives of that where people are kind of pulling themselves out of the scene into different parts, in more niche parts or parts where they still have a little bit of ground, but that is going to change. I mean I do think if the bigger fish, the bigger companies are all owning a part of VR, we're going to see an ecosystem that is more open, there's more room for people to do their own thing.

Well, right now, you're kind of stuck in a way. So I don't know if this

makes any sense, but it's a subject that goes all over the place.

DANIEL COLAIANNI: It was a very good diplomatic answer.

NICK ROSA: I wanted to ask you something related to Esports, Nathie. I know that right now there are a lot of titles that are played very competitively and there are a lot of people on Twitch that are broadcasting their games, games like, for example, Pablo VR. It can be great Esports to watch. From your opinion, what's this current situation of VR Esports and where this could bring in the future in terms of expansion of adoption of VR for Esports?

NATHIE: So one of the first Esports titles we have seen were Onward and I think Echo Arena. Those were the first, and we were like, okay, now we're getting there. And if you remember watching Oculus Connect 5, I think, they had a live stream where they were letting teams play against each other in Onward with like professional Esports commentators and also different views, different angles, so you could see what they were doing. So like you would see in a regular Esports stream. And for me, it was like - because I got to watch it live. I was like, wow, this is like a world on its own now and it was really cool. It was really nice to see. But then the next Oculus Connect, we had a goodbye party because Oculus stopped - because they were sponsoring the League, the Esports League for Onward and they kind of pulled out of that and that was a shame because that's kind of where it had stopped.

Because ESL isn't really doing much with VR right now. Maybe they will in the future, but it was Oculus that was kind of putting money into this Esports scene and kind of try to let it go somewhere. Because the thing is, the players are the ones that choose what becomes an Esports game and Onward



and Echo Arena were already popular on their own. Now you see some companies, developers do this most of the time, they make a game and they say, yeah, this is great for Esports. So they kind of put a label on it and then they also try to spend some money on prizes to start it out. But the thing is it gets created by the players themselves, you know, like Counter Strike and Overwatch.

It's not like they - of course, they have an idea that it's going to be big, but the players are the ones that train in these games and become better. But right now, I don't know where Esports is going for VR. I have seen more location-based arcades do it as well where they organize events. For example, SoReal in Beijing, they were hosting Esports events in their arcade where people could come and watch on the big screen and then you had like this open area where six versus six people were playing in a room skill area. Because if you remember with Onward, people were playing in a standing position on a little platform. But with that, it's like a full arena that just gets turned into - and I think that's where we're going with Esports where they just have to have a big open space because it's more fun to watch. It's not fun to have someone stand on the spot and be like is this it? It needs to look epic. That's what makes Esports in an arena so awesome.

DANIEL COLAIANNI: And arguably, when you're looking at someone just sit in front of a computer screen with their keyboard and mouse, that's not extremely exciting, but then I guess you know you have an arena and room scale type stuff, then I guess.

NATHIE: Yeah, and it opens up like also opportunities for people to sponsor that stuff right, where, HP could sponsor the backpacks or you have the haptic suits from bHaptics or maybe even Tesla suit could jump in, who

knows. So there are definitely ways to also monetize it, but you just need to make it bigger because I see that a lot with VR. That's what I try to do on my own channel is VR looks very stupid sometimes and if you don't make it a little bit cooler than it really is, then people don't seem to really get it you know. So that's why you always have to kind of - that's why I always mention like already player one and oh, the Matrix or comparing it to things we know and love to kind of bump it up. So, yeah.

DANIEL COLAIANNI: Nick talked about, I guess, at the start of the podcast, we got creating content for VR, but how do you think that's going to change, I guess, when you're going to need to create content for AR?

NATHIE: Yeah, so I do own a Hololens. When it came out, I bought one and I was very interested in that. Because I was already in this VR kind of roller coaster, I thought like AI is going to - like the moment I upload videos of AR, it's going to take off, but it was way too early because the moment I recorded when you, for example, saw my real view with my hands, my hands were through the holograms. They didn't even kind of had any like occlusion in any way. It just didn't look great. And the Field of View was also super small, the frame rate was like 25 or something because it was like streamed over to your PC.

I just didn't see it work, but now we have tools where you could put a camera somewhere and project those AR things into your room with just a static camera but even with the Hololens 2 right now, it's still not where it should be. I think the first person view of someone wearing the headset, that's what relates the most to people when they watch it because they know - it's like a GoPro view and if you can then have holograms in them and properly



show them, I think it's really going to take off.

But, yeah, right now, like the thing is Microsoft didn't make tools to really create content, that's not where we're at right now. It's more about creating a baseline in terms of apps and stuff like that. So, yeah, it's nice you can record, but it's not ready yet.

DANIEL COLAIANNI: A game changer for AR, I guess, like if we can get to a stage where content creation looks epic? And I guess like a follow-up to that afterwards would just be like I guess, we're discussing all these great ways to capture content and things like that, but I'm sure there's going to be a lot of people watching us as well who um are thinking about getting into creating content for XR related stuff. And I'd also like to hear your opinion on it if you feel there's still space I guess for people to join that and to create additional content.

NATHIE: So, you mean on the video side?

DANIEL COLAIANNI: Sure.

NATHIE: So on YouTube you can - like when I started, I was one of the only people doing it. I remember Bruce doing it, Semantic Bruce, also Referent CAL from upload also had a YouTube channel as well. But besides that, there weren't that many people doing it, so there was no standards. You couldn't look at other people to kind of get inspiration. Now you can see every time a new headset launches, new hardware launches, you get a lineup of new YouTubers. And you can also see them having a different view. I've talked to people who got their first experience on PlayStation VR. I talked to people who got their first experience on Oculus Quest 2. So the standards are different where I would play something and I would like hmm, it's not so great. Someone else, because they just started playing VR, they think it's epic.

So you see in the contents where you see it change already where some people are super excited about everything, where I'm very - like sometimes, I'm very skeptical about stuff and other moments, I'm like, wow, this is epic and amazing. So, yeah, there is definitely space because VR isn't mainstream yet. And every year -

DANIEL COLAIANNI: And it's easy to make YouTube videos, right? It's something you can do in 30 minutes and then don't have to do anything else.

NATHIE: Well, yeah, well I mean that that's funny that you mention that because when people ask me, hey, what do you do for a living? I'm like, okay, I make content on YouTube, this and that. And they're like, oh, that sounds amazing. I just have to turn on the camera and then just talk and done and that's it. But that's not how it works. It's about research.

NICK ROSA: What piece of advice, like three main piece of advice that you would give to someone that wants to start a channel on YouTube about VR or AR?

NATHIE: Well, first of all, start because you want to do it, because you're interested in VR. There are also people who do VR because it makes a lot of money and it's not necessarily because they're passionate about it or they want VR to become mainstream. The moment VR decreases, you sometimes see those channels pull out again and they're like, okay, let's go to the next big thing. So, yeah, well, I mean it's up to you, of course, but you have to be at least passionate about VR to a certain point and be interested in that and being interested in sharing something about that. I think that would be the first tip.

And then, the second tip, just do it because you think it's fun. Do it as because it's a creative outlet. Don't look at other people like me or Mike and



think like, okay, I see the success, that's what I want right now. I want to make maybe a lot of money. I want to get invited to E3 and Oculus Connect and I want to get free hardware and I want all the fun stuff. Just first try to find your own identity, do something you want to share with your audience and then you'll also find out that after a while, you start to get the hang of it. You're like, wow, this is great. I got my own thing going on. And then there will also be a point that you're like, okay, it's not always fun and there are certain things that are a lot of hard work or things that are annoying or are boring or there is more behind the, let's say, creating content that people just don't see.

And I've seen this happen before where some people want to go too fast. They just created their channel. They get their first, let's say, 10K subscribers in a few months because nowadays VR, as I said, becomes bigger. So it's easier to grow faster, where I had to, for example, wait a year before I got 10K subs. Now you can do it in a few weeks maybe or a few months if you do it right. But, yeah, you need to just watch out that you don't get too ahead of yourself, I would say.

And then, yeah, tip number three is –

NICK ROSA: Stay humble.

NATHIE: Yeah, well, definitely, definitely, because the if you're not humble, you screw up everything, you screw up everything.

DANIEL COLAIANNI: Well, we'll get some YouTube drama going on.

NATHIE: Well, I mean that could definitely create drama. I mean if you have someone who is on one side very passionate about VR and then on the other side, you have someone who is just doing it for the money, then that can clash for sure. Luckily, that doesn't happen in the VR scene because it's still so small and I'm trying to always focus

on my own thing because it's wasting your time and energy usually.

But tip number three would be this is something I learned for the last couple of years is network a lot, like networking all the time. Because then, if you make friends, if you know certain companies, then they will say, hey, we had a great time when we were at this restaurant or you came over to our office, so we'll give you this to try out or, hey, maybe you should come over and do this because then you get access to really cool stuff that maybe someone else wouldn't get access to. And I just noticed that if you're friends with people, they're mostly willing to share something than someone who is a nobody. And you can have loads of subscribers or loads of views, but if they don't know you personally, then they don't necessarily have to care. But if they know you, like I had people in the industry that thought about me in a certain way, but when I met them, they're like, oh, but now we get how you do your stuff. And so, it's better to kind of be out there. Right now, that's hard, of course, with the pandemic, but being out there.

That's why, for example, I did so much fun, like so much fun things in China because I was brave enough to fly over the Great Chinese Wall into a place where no one of the industry was there. Like I remember sitting in a taxi with someone who's - like one of my best friends now and I said like, what was the last time that Upload VR came here? It's like somewhere in 2014. What? And if you ask them what was the last time that journalists were in America? Well, yesterday. Well, there's so much going on in different parts of the world.

So the networking brings you to places, also makes you friends that you never knew you would even get in the first place. So, yeah, it just adds



something to your career. It's also adding something to your personal kind of motivation to explore.

NICK ROSA: And thank you for this this answer. This is very interesting, especially the part of the emotional intelligence that I think that sometimes, especially with people that are working with technology and gaming, lacks in during the conversations and the relationships.

I wanted to ask you one last question before we close. I don't know if Daniel has more questions after that, but this is the last for me. What is the next for Nathie? What is your dream? What would you like to do when you're going to be old, let's say, I mean you're super young, you're very talented, you created literally a genre on YouTube, you're one of the best content creators around and what would you like to do?

NATHIE: Yeah, so I still think YouTube is really fun. It is, as I said, I'm beyond the stage now of like everything is fun. I did a lot of stuff that I'm not going to do again because I already did it before. For example, I'm playing less games than I used to do. I'm more interested in, as you said, like going to a company, try something out and then show that and maybe sometimes there's still a game, but there needs to be more to it like a simulator. So I definitely want to challenge myself. I want to keep challenging myself. I have been thinking about also just using YouTube as a side job and then starting to work for a VR company.

I've seen some of my colleagues become community managers. It's not something I personally want to do, but I do see value in joining a company on maybe the marketing side. And I do think there are companies who are interested in hiring me in that sense. For example, like if you meet all these companies, you start to discover jobs that I never thought existed. When I

went to Google HQ, they just started doing a VR team that was looking at VR 180 content, also how can we bring gaming and Esports to VR? It's like the brainstorm sessions and then make it a reality.

So I am definitely interested in, yeah, doing something like that because then you have the best of both worlds because I know how the YouTube thing works, I know how that part has been created, how it's going to get more popular. And then, on the other side, you can combine that with something else. It's just I don't know what it's going to be, but I don't see myself doing YouTube for another, let's say, three, four years. It's just that I've been doing it all already for a long, long time, you know. So, yeah, if I can create something new for myself next. I wouldn't give up my channel. I wouldn't give up my channel, but I it wouldn't be the main thing anymore.

NICK ROSA: So VR companies, this is a message for you, Nathie is available for interviews, get in touch.

NATHIE: Yeah, no, but seriously, like I've already done some things on the side like advising companies on how can we make your game more sales or being on a board to find, okay, what's going to be the next game we create that is going to be popular straight away and kind of look into those formulas or helping companies to reach out to the right content creators and kind of letting them understand how they should be approaching those people, so they can get the most out of it. So, yeah, there is a lot to still be done.

NICK ROSA: So it's marketing communication, but also part of the game design and game creation?

NATHIE: Well, I've had a few offers where people said like you want to create a game. Because the thing is I played so many games and I played so



many experiences and stuff, that I would technically know how to make something that really, really works. And it's definitely nice to be a part of something like that, but it needs to be a company that is well-known. I don't want to go for a very small Indie of - you know, no offense like two, three people working on it. I really want to create something big.

So who knows where I will end up but, yeah, I love to explore something new for sure.

DANIEL COLAIANNI: I think we all know it's going to be the Nathie TikTok, YouTube, YouTuber house isn't it?

NATHIE: You had to go there. But there are certain aspects that are still so undiscovered. As you said, like you're making fun out of TikTok, but I mean there are people who are already using that to promote their VR stuff on and they also came up with that themselves. So, yeah, we'll see where it goes for now. I'm just going to continue making content because there is so much coming out of it that is like insanely fun things that I never knew would have happened in the first place.

There are so many moments where I'm just at a place and I'm like how the heck did I end up here? Like I first just play games at my parent's place, making some videos there, then moving out of my parent's place getting my own studio and stuff. And from there, it's like everything goes so fast. I used to go to a new place every two months. I was like sitting in a plane almost all the time. And that's like almost something that is new to a certain degree because I used to not really do that. I used to not - like I like to kind of sit in my room and just play games, but the moment I got to kind of interact with people and they're like, hey, when are you coming? Like there were moments where I was somewhere and they were like when are

you coming back? I was like I'm now here and we're already talking about the next time, like you become this hot topic that you never knew was even possible.

DANIEL COLAIANNI: Wow, I think like that, Nick, that was a perfect kind of ending question to this podcast. I think there was so much to unpack here. And I think it was - I can see the marketing team already. They're like, Nathie, to quit YouTube in four years.

NATHIE: Yeah, maybe.

DANIEL COLAIANNI: But I think that's really fascinating. I think me and Nick were sitting here at the start kind of thinking like where are we going to take the direction of this episode? And I think it's navigated its way through quite a few different areas from games, through to social, through to enterprise even. So I think this was a great episode and thank you so much for kind of come joining us today.

NATHIE: Yeah, thanks for having me.

NICK ROSA: Thank you, Nathie. And, Daniel, would you like to remind everybody where they can find our podcasts and our episodes?

DANIEL COLAIANNI: Yeah, definitely. I think that the key thing here is that this is also if you're listening to this and you hear this amazing voice right now, this actual episode is also on YouTube. You can actually watch it. It's also though on all your favorite platforms like Spotify, Apple Music, Google Podcasts, anywhere you really get your podcasts. So feel free to subscribe on there. You can go to the actual landing page on the AIXR website, where you can learn more about the podcast, learn more about Nick and myself, about how Accenture is involved and why the Academy does these kind of podcasts. But, yeah, I mean thank you very much for joining us today and thank you for a really, really enjoyable episode.



NICK ROSA: Thank you very much. I'll see you next time. Thank you, Nathie. Thanks for being with us.

NATHIE: Thanks a lot.

SPEAKER: Through accessible insights, a solid network of support and recognizing truly outstanding achievements near or far, big or small, we're in this together. AIXR.

Copyright © 2021 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.