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There is currently a “global war” for eyeballs and interaction going on around the world. One can look at the legacy television industry as their viewing numbers dwindle, competing with both hundreds of cable channels and a half dozen or more major streaming services, to see a glaring example of this. Everything is measured by number of views, likes, and the amount of time an individual spent watching. This phenomena is also ever present in the storm social media as items / posts get moved up and down one’s timeline based on algorithms measuring the same.

This war will enter a new phase when augmented reality (AR) fully enters people’s daily lives. Not only will you have to have content to attract eyeballs, but you will also have to make sure they are not pulled away or distracted by a virtual layer on top of the content. Gaming and game streaming is attracting huge numbers of viewers; this will only expand as virtual reality (VR) / AR immersion becomes more common. Imagine watching one of the best players in the world play one’s favorite game, and it feels like one is actually there standing next to the player. The war is here today, but tomorrow, the GWAR will have new stakes and struggles that you must prepare for and be able to adapt to the new system in order to win. Buy GWAR today to get ahead of the competition in the battle for viewers.