



Phygital solutions for the cultural and creative industries

# AMPLIFY Market Watch

## Strategic Trends and Design Framework for the Cultural and Creative Industries



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# AMPLIFY Market Watch:

## Strategic Trends and Design Framework for the Cultural and Creative Industries

This **AMPLIFY Market Watch** serves as a strategic compass for the Cultural and Creative Industries, merging our foundational research with real-time intelligence from global leaders like **MIDiA Research, Forbes, and PwC**.

By anchoring our analysis in the latest shifts across digital media, immersive tech, and the creator economy, we provide a high-level view of the trends currently influencing cultural production and audience engagement.

### Opportunities for the sector

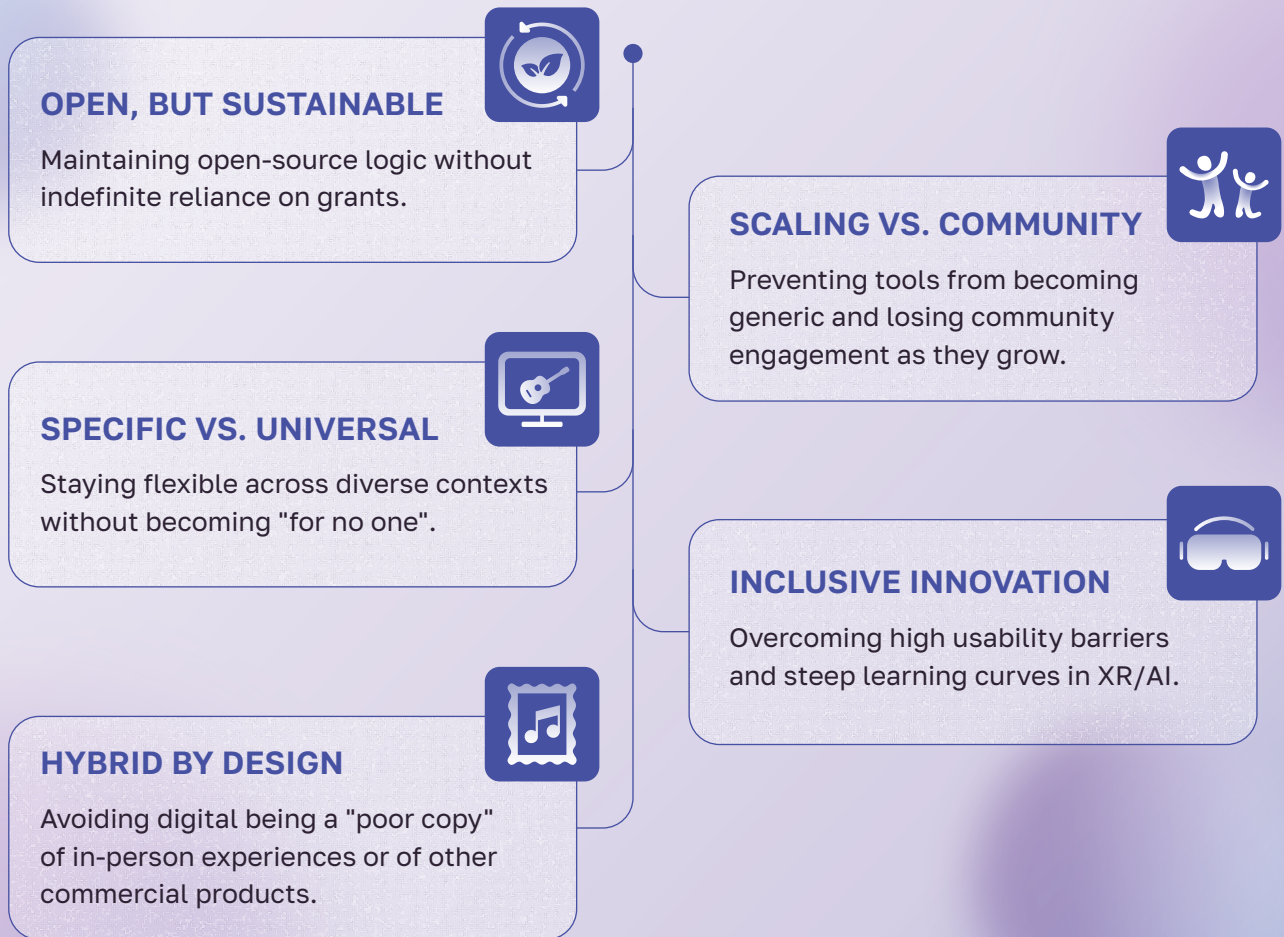
- **Untapped Co-creation:** While immersive practices are expanding globally (particularly in the U.S. and Asia), adoption in the cultural sector remains largely patchy and ad hoc.
- **Human-Centric Tech:** AMPLIFY aims to transition flexible, user and community-driven technologies into new cultural territories.
- **The Phygital Priority:** Post-pandemic hybrid experiences often over-value technical matters; the key differentiator for cultural innovation is prioritizing social and emotional bonds through the physical-digital interface.
- **Open-Source Democracy:** To overcome the barrier of expensive, proprietary tools, AMPLIFY proposes to make cultural production accessible and democratic.
- **Value-Driven Adoption:** Technological uptake in culture is shaped by identity and symbolic factors - not just functionality. Tools must be grounded in the specific language and values of each community.

### Trend Update and Market Signals

- **The Participation Economy:** Over 207 million creators globally earn more from advertising than traditional media.
- **Gen Z Preferences:** 74% of consumers, particularly Gen Z, prefer fan-made content over original TV/film.
- **Synthetic Talent:** AI idols and virtual actors are projected to continue to evolve into cost-efficient, flexible talent by this year.
- **Immersive Momentum:** 73% of audiences are willing to travel specifically for high-quality immersive experiences.
- **The Hardware Shift:** Hardware events (e.g., NAMM 2026) confirm a trend toward AI-integrated tools that retain tactile, physical interfaces.
- **Agentic AI:** The rise of autonomous "virtual coworkers" is transforming production workflows.
- **Subscription Fatigue:** 42% of subscribers plan to cancel at least one service in the next year, due to consumer fatigue and the rising cost of living.

# Structural design tensions

AMPLIFY identifies five structural tensions and trade-offs to be managed rather than problems to be solved in order to ensure long-term viability within the creative ecosystem:



## Derived Design Decisions



- **Visible AI:** AI use should be disclosed by default ("what was done" notes) to protect trust, authenticity and legitimacy.
- **Experience Portability:** Focus on flexible formats that can travel across venues with minimal rework, prioritising repeatability over "wow factor".
- **Minimal Value Spine:** Selection criteria for what AMPLIFY ships must be based on audience meaning, accessibility, and operational feasibility.

# AMPLIFY's Strategic Design and Adoption Framework

## Critical Conditions for Technology Adoption

- **Territorial Access:** AMPLIFY's portable, open-source approach offers a solution for low-infrastructure settings, reducing the digital divide.
- **Usability:** Strong onboarding can convert technical complexity into audience curiosity.
- **Sustainability:** Utilising edge computing locally reduces data transit and enhances energy efficiency.
- **Social Equity:** Ensuring licensing makes tools affordable for non-commercial use promotes the democratization of production.

## Funding Models and Pathways

Adoption in the sector often involves a split between the budget owner (payer) and the primary user:

AMPLIFY OUTPUT	PRIMARY BUYER	TRIGGER TO BUY	LIKELY PRICE MODEL
<b>CREATIVE SUITE</b>	Touring/Production Companies	Need to reduce setup time and standardize capture	Subscription + service package
<b>IMMERSIVE SUITE</b>	Museums/Cultural Institutions	Need for new exhibition formats and differentiation	Project fee + maintenance retainer
<b>BUILDING BLOCKS</b>	Tech Integrators/Labs	Need for interoperable components without building from scratch	Open core + paid support
<b>CROSS-SUITE</b>	Public Bodies/Programs	Capacity building and standardization	Framework agreement + training

# Conclusion

The findings of this **AMPLIFY Market Watch** underscore a pivotal shift in the **Cultural and Creative Industries**, especially the revolutionary impact of AI. As we move further into 2026, success will not be measured by technical complexity alone, but by the ability to foster **human-centric, community-driven experiences**.

By addressing structural tensions, such as balancing **open-source logic with sustainability** and ensuring **inclusive innovation** - the sector can move beyond ad hoc digital adoption toward a more integrated, "hybrid-by-design" future.



Ultimately, the protection of democratic participation in the cultural production depends on:

- **Operationalising Trust:** Implementing **Visible AI** and transparent frameworks to protect creative legitimacy.
- **Prioritising Portability:** Shifting focus toward **repeatable, flexible formats** that ensure cultural assets can circulate across diverse territories and low-infrastructure settings.
- **Aligning Values with Infrastructure:** Grounding technological uptake in the **specific languages and identities** of the communities they serve.

By navigating these shifts through **AMPLIFY's Strategic Design and Adoption Framework**, cultural stakeholders can capitalise on the growing **participation economy**, transforming the challenges of digital transition into sustainable opportunities for long-term growth and social equity.



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