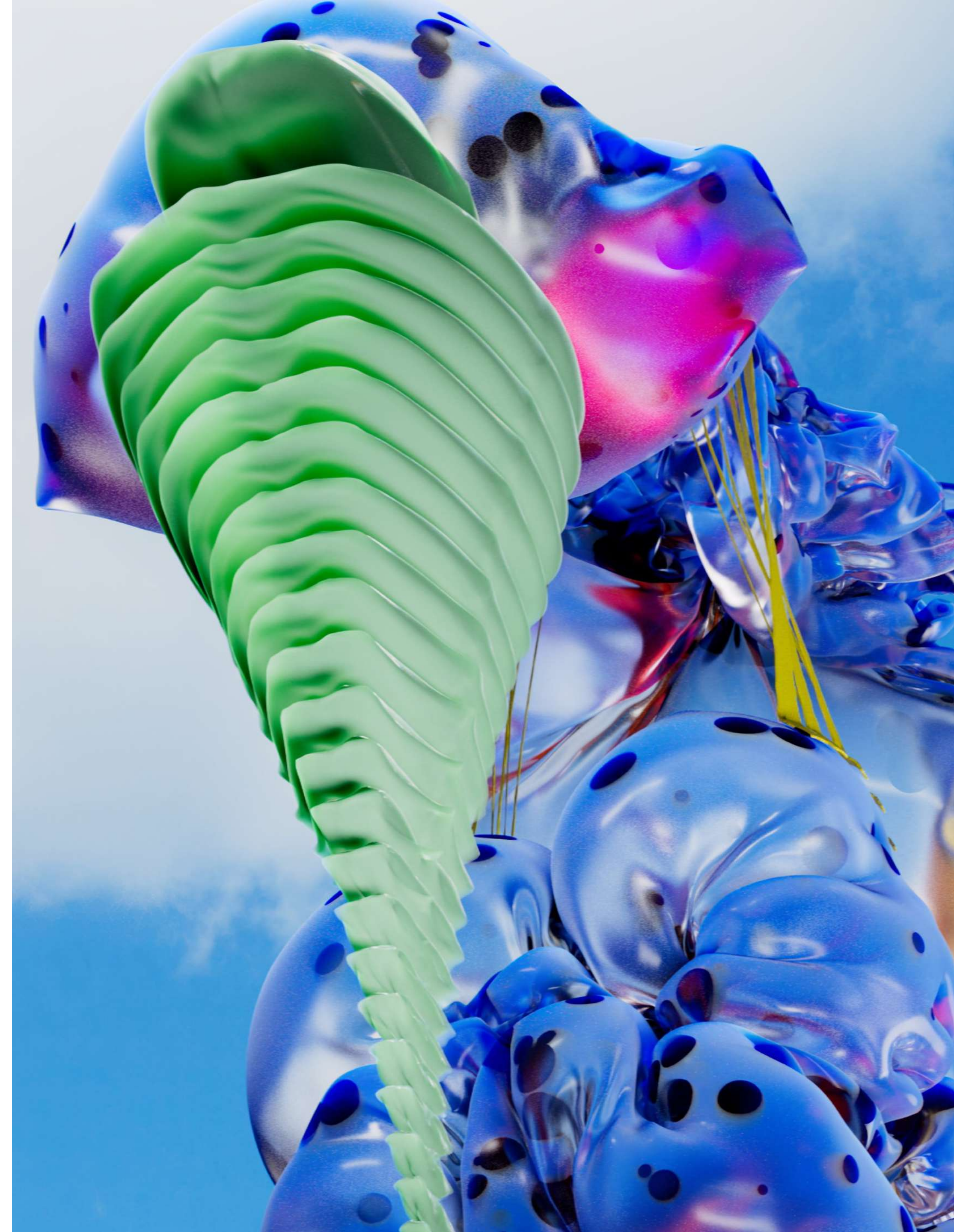
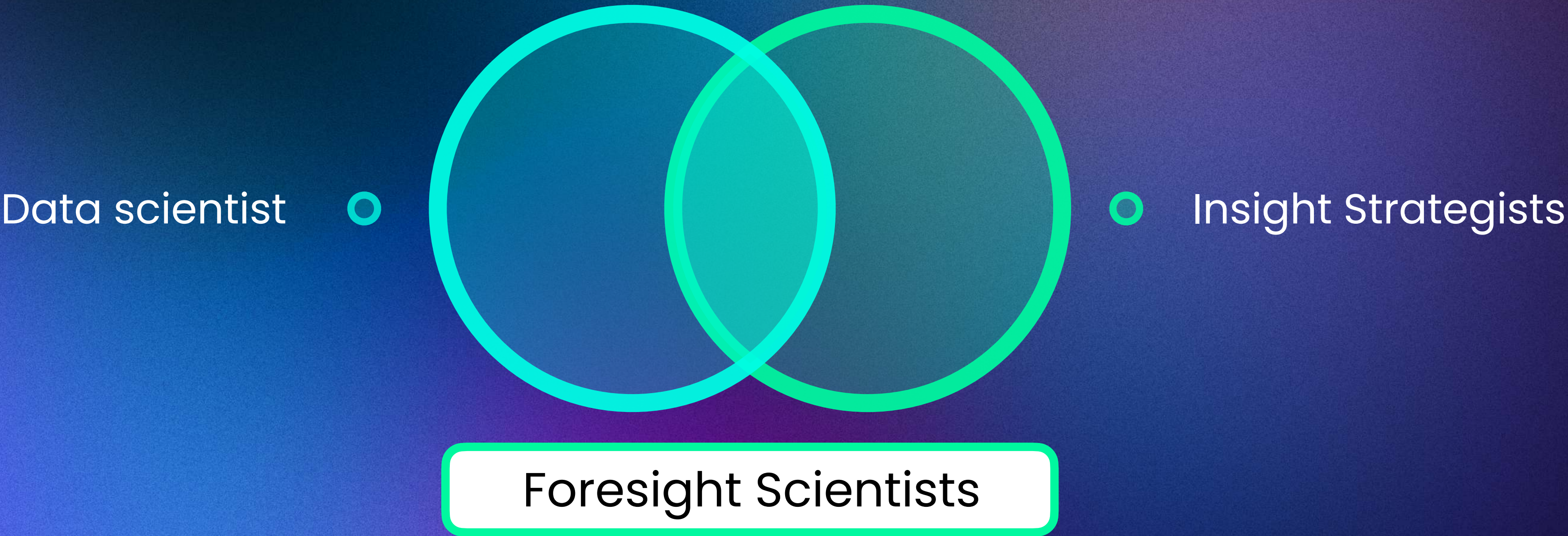


FUTURE IN SIGHT

Unveiling 2024

Nextatlas Annual Report





Leveraging the power of the early adopters

Introduction

AI-enabled Foresight

Leveraging the Power
of the Early Adopters

Unbiased Audience Insights

Our proprietary AI pinpoints **innovators** and **early adopters** on social media. This always-on, unbiased AI analysis uncovers emerging innovations before they reach the mainstream

300K Early Adopters

Discovering Weak Signals Before They Go Mainstream

We identify ‘weak’ signals of major market shifts to **uncover** untapped opportunities. We set up bespoke analysis based on advanced consumer segmentation and the use of bespoke taxonomies to **enrich research outputs**.



Images & Texts

We leverage **multi-modal generative AI**, integrating **NLP** and **Computer Vision**, to extract and synthesize insights from diverse data sources. Enhanced by expert curation, our insights offer a deep, contextual understanding that drives strategic decision-making

Always-on Predictions

We generate and constantly track future trends and behavioral shifts, delivering **short, medium and long terms predictions** which are always up to date.



FACT
Energyefficiency is predicted to steadily grow (+57%) over half a year

Introduction

AI-powered compass for navigating 2024

In recent times, shrinking purchasing power has lead to new consumer demands and aspirations. From downsizing their gratification to seeking relief in more relatable and less curated content, consumers are finding ways to treasure the mundane. In a newly emerging prompt-driven culture, everyday humanity is more important than ever.

Given this dynamic landscape, **it is increasingly vital for brands to stay ahead, foreseeing the reactions and behaviors of consumers facing unprecedented challenges.**

You'll discover two nascent trends on consumer behaviors and a special forecast on the biggest nascent trend of them all: the revision of the value of human-made creations in an increasingly AI-powered world. Additionally, you'll find our expert recommendations on seamlessly integrating these trends into your strategies.

Explore what the coming year holds for your business and its consumers through Nextatlas and the transformative power of AI.

93% **Accuracy of Prediction**

1.6 M **Tracked Tags**

300K **Industry Specific Innovators**

+2.5M **New Posts Analyzed/Week**

Unveiling 2024

Summary

01

Little Treat Culture

Reshifting Ordinary
Pleasure Sampling
Cuteness Overload

02

Age of Messiness

Randomness Relief
Mindful-Mess
Twisted Playscapes

03

Postreal Curation

Creation Demise
Machine Resistance
Human Gatekeepers

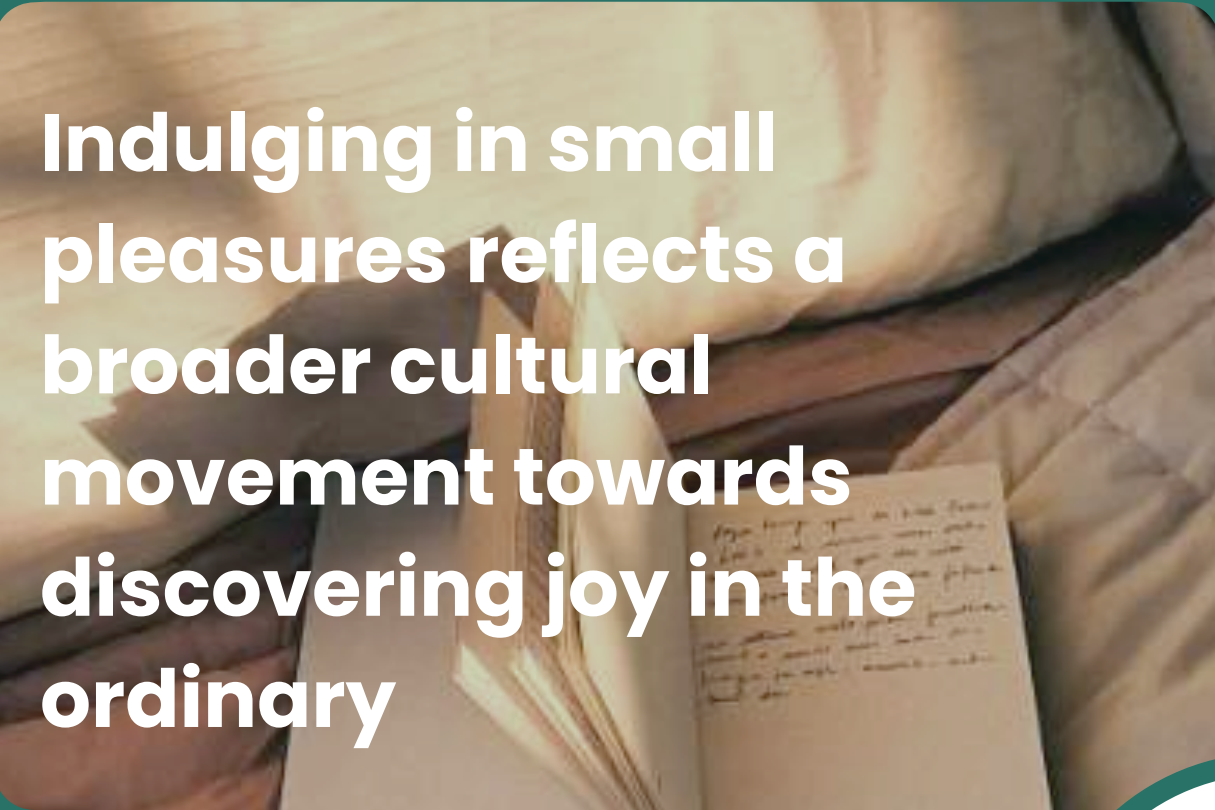
O1 Little Treat Culture

"The 'Scaling-Down Attempt'" has paved the way for a culture of mindful consumption. Nevertheless, despite these noble intentions, a growing consumer fatigue and an enduring desire for personal gratification persist, even in the face of economic constraints and looming climate threats. While navigating these tensions, consumers find relief and a sense of control in micro-dosing both their gratification and their splurge.



Little Treat Culture:

Consumers are finding relief and gratification in treasuring the ordinary and the mundane



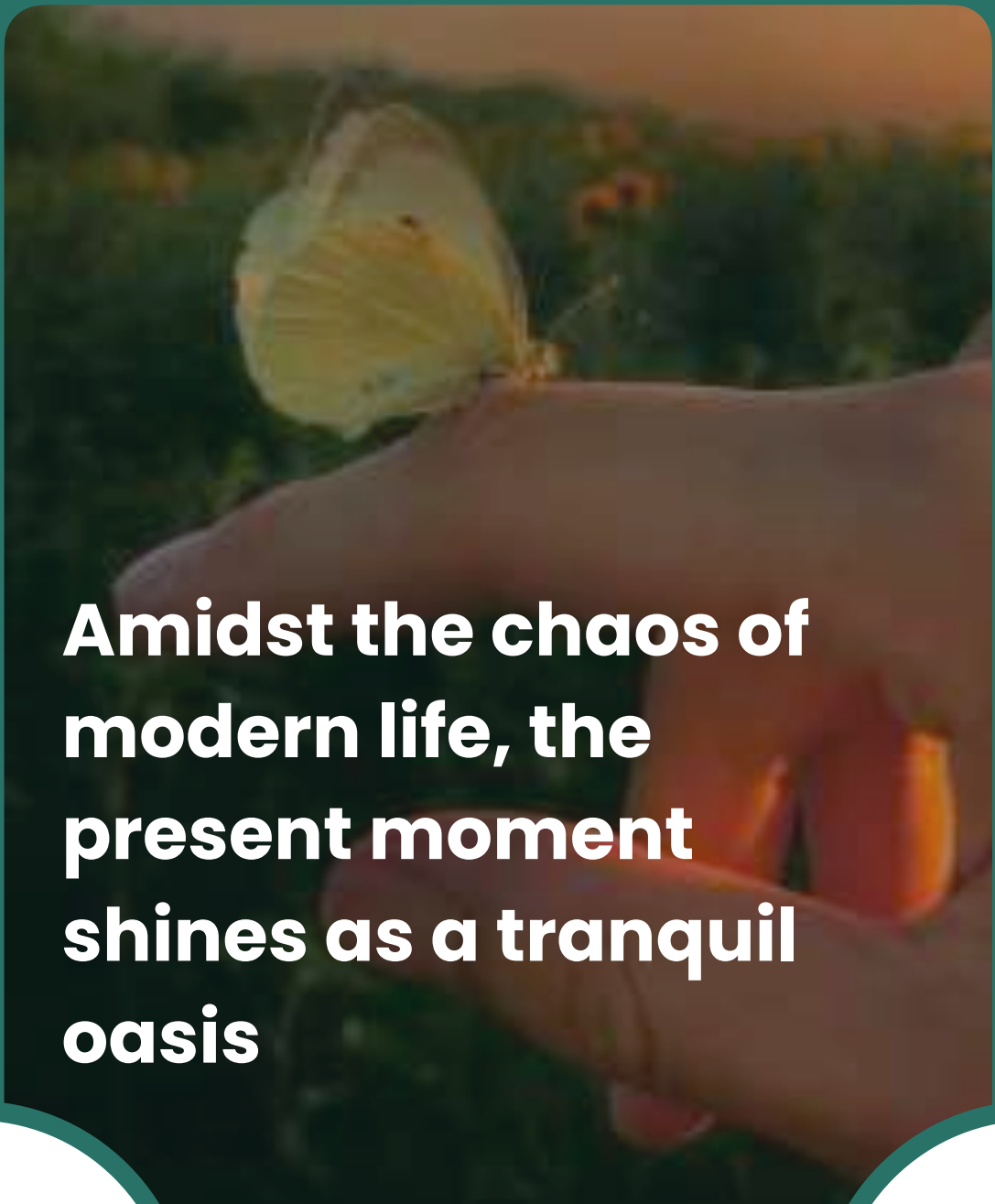
Indulging in small pleasures reflects a broader cultural movement towards discovering joy in the ordinary



Gen Zers' obsession with routines is a reflection of their dedication to personal well-being



Morning rituals are evolving into curated experiences, signaling a societal shift towards intentional living



Amidst the chaos of modern life, the present moment shines as a tranquil oasis



In a world of complexity, younger generations crave the beauty of simplicity, finding joy in life's uncomplicated moments

+70%
Enchantment

+68%
Glimmers

+40%
Romanticize
your life



Glimmers are micro-moments of joy able to influence our central nervous system

Little Treat Culture: The Data Behind

01

Little Treat Culture prominently resonates with Gen Z and Millennials. While it's less prevalent among Gen Xers, it still holds a significant appeal.

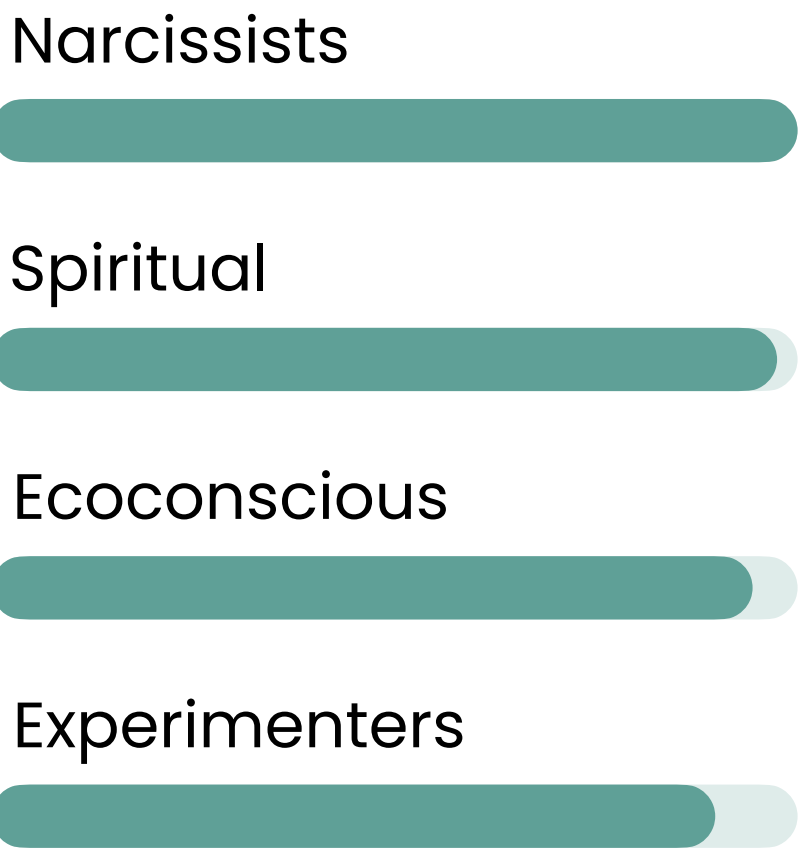
02

This trend manifests across various industries, notably in Food & Beverage, Retail, and Beauty & Cosmetics, where the influence of the “Little Treat Culture” is distinctly evident.

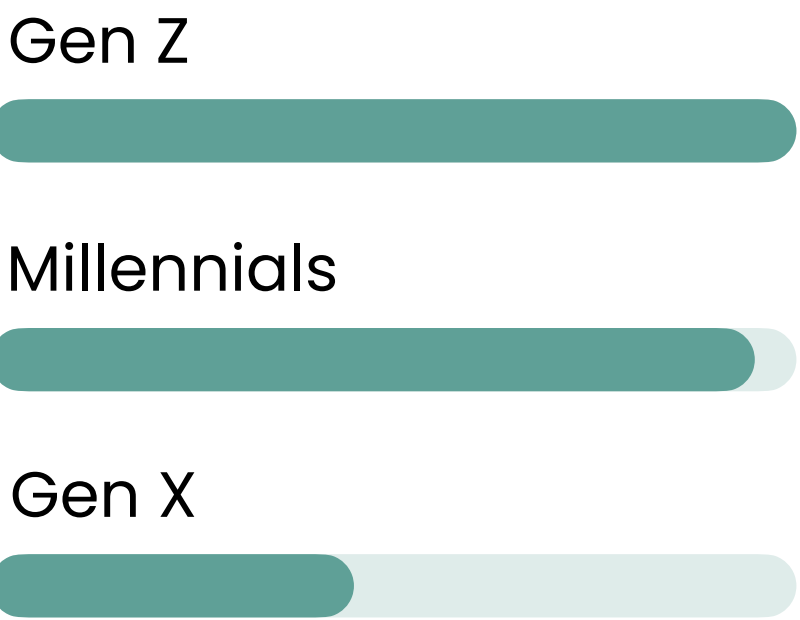
03

Little Treat Culture attracts consumers with a diverse array of values. From Narcissists driven by a strong need for personal gratification, to the Eco-conscious, showcasing robust awareness and consideration for the environment.

VALUES



DEMOGRAPHICS



TOP INDUSTRIES



Little Treat Culture



+36%

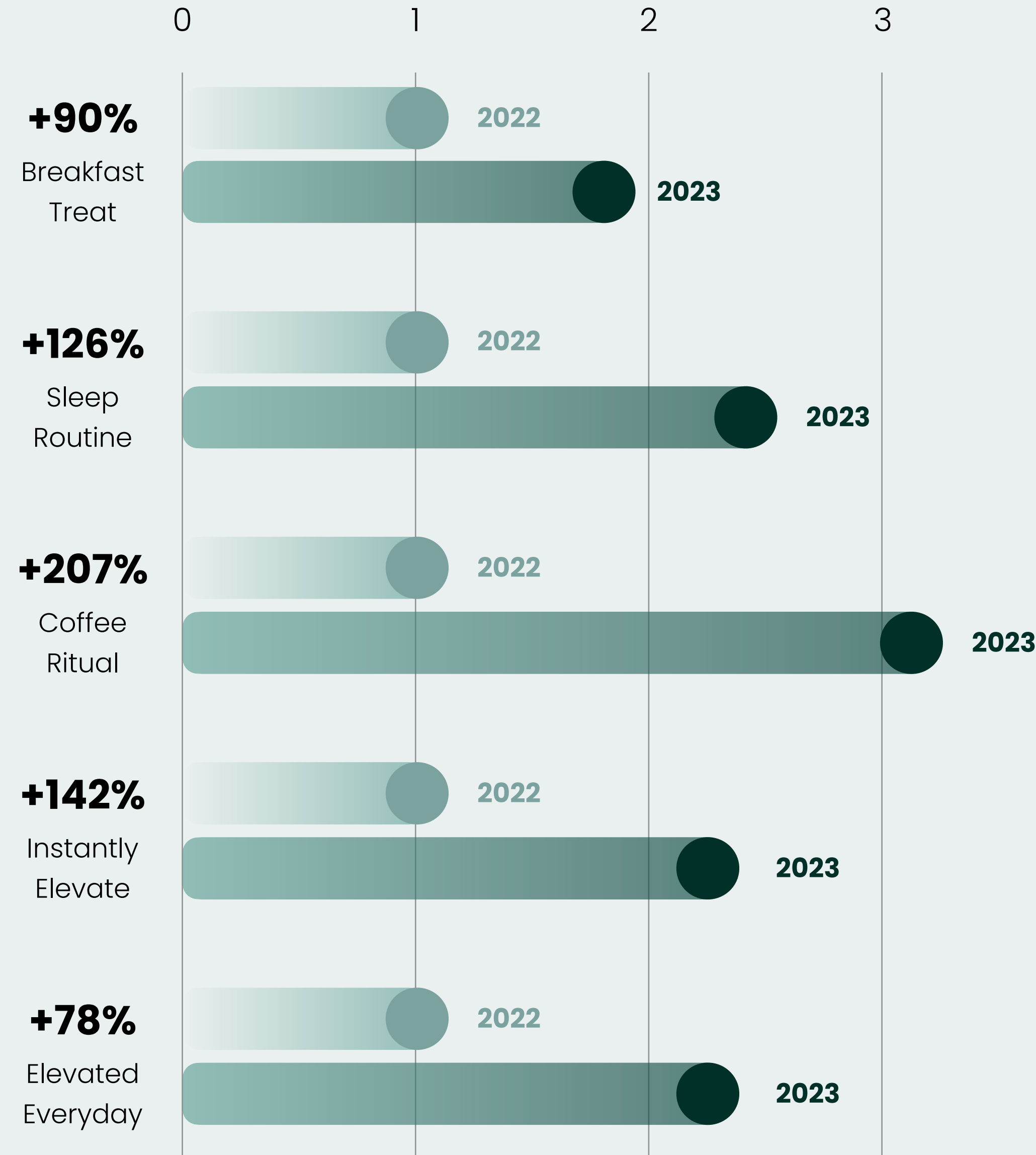
OF PREDICTED GROWTH NEXT 12 MONTHS

Little Treat Culture: Reshifting Ordinary

Consumers have grown more resilient and creative, finding gratification in simpler and more affordable ways. By assigning greater significance to everyday occurrences, consumers are turning them into rituals or routines that carry deeper meaning and intention. Routines and rituals are infusing daily life with a touch of specialness, making the ordinary feel extraordinary.

The perception of value is evolving, becoming more nuanced, as consumers bring a new level of intentionality to their consumption experiences.

NEXTATLAS DATA: YOY GROWTH



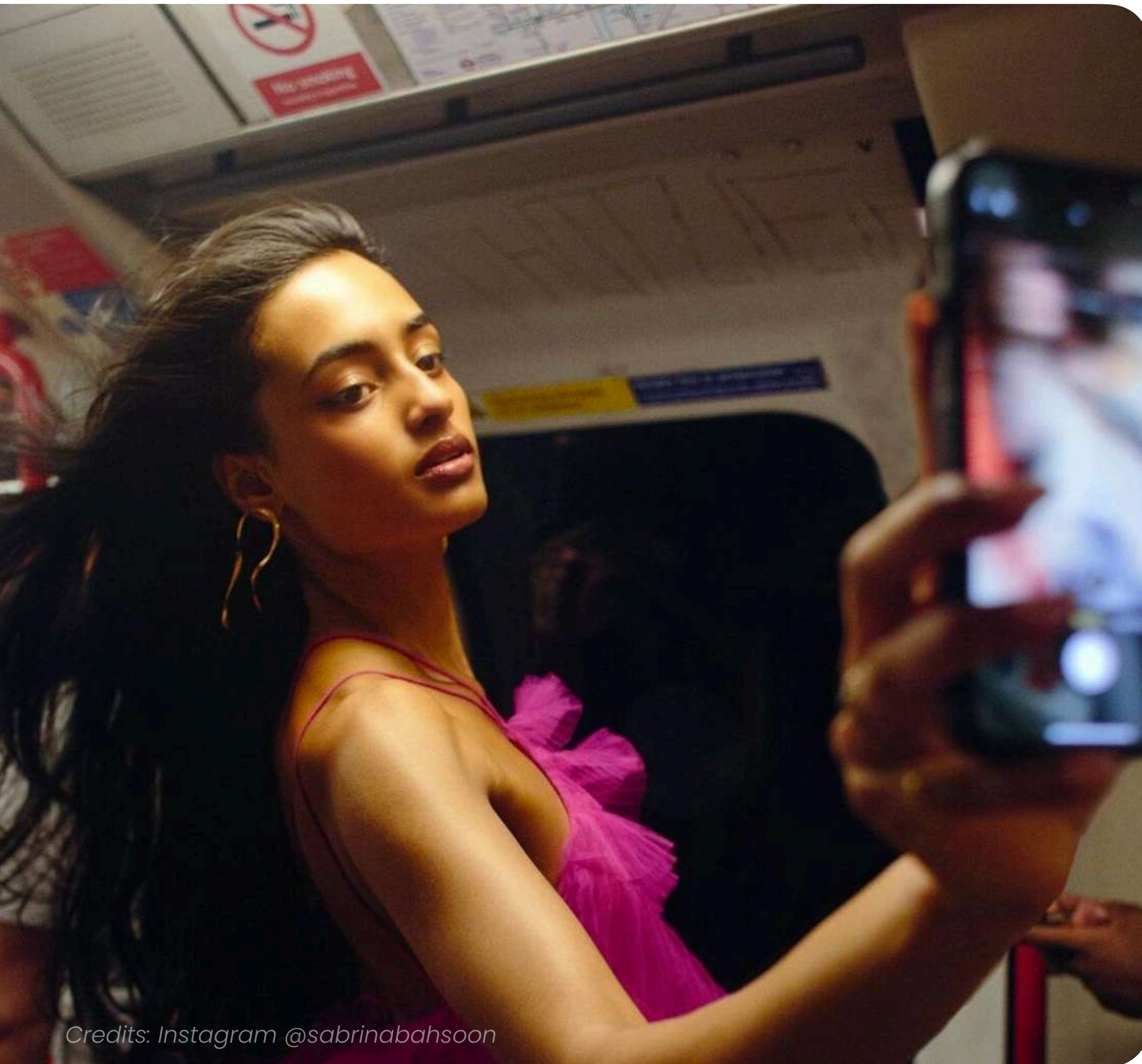


Credits: Zara

RESHIFTING ORDINARY: BRAND CASE

Zara Back to Work

The 'Back to work' campaign is a very rare move from Zara, which famously doesn't spend on marketing or advertising. The film reveals itself within the restricted space of a corporate elevator, marked by its drab and grey ambiance, becoming a stage for everyday mundanities: a person carrying far too many coffees; a woman moving far too slowly; a delivery guy whistling loudly. This short film approach, rather than a traditional commercial style, allows for a deeper exploration of the ordinary moments, adding layers of storytelling, emotion, and relatability.



Credits: Instagram @sabinabahsoon

RESHIFTING ORDINARY: BRAND CASE

Mac Cosmetics X Tube Girl

Gen Z has dubbed her "Tube Girl," known for her subway dancing antics, yet the name Sabrina Bahsoon remains unfamiliar to many. She's the young model behind one of TikTok's latest viral crazes. Sabrina believes it has evolved into a "movement" that champions self-confidence and transforms the drudgery of daily commutes into something delightful and entertaining. Her ascent to viral fame has not only earned her accolades for helping many to combat social anxiety, but also for turning ordinary activities like commuting into moments of joyous liberation. Recognizing her influence, MAC Cosmetics has seized the opportunity to make Sabrina Bahsoon their new face, tapping into her viral appeal as their latest testimonial.

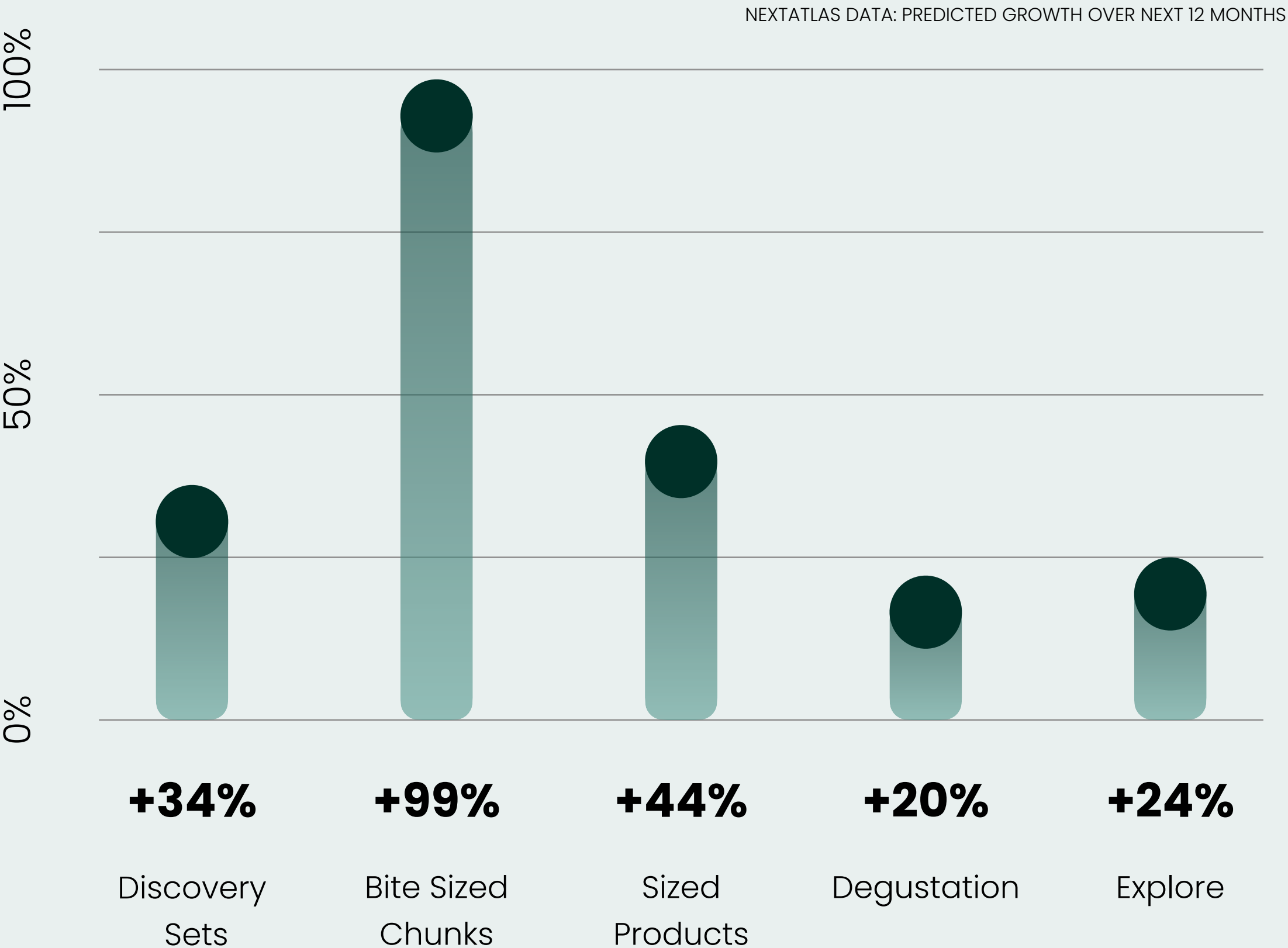


Little Treat Culture:

Pleasure Sampling

Consumers are increasingly seeking ways to indulge in pleasures without overcommitting. They crave bite-sized, easily digestible experiences that allow them to sample, savor, and effortlessly move on.

Finding excitement in sample-sized experiences, consumers will consequently shift toward less-committal and more exploratory purchasing behaviors.





Credits: General Mills

PLEASURE SAMPLING: BRAND CASE

General Mills Minis Breakfast

General Mills has introduced the Minis Breakfast Bundle to coincide with the launch of new Minis cereals. This imaginative offering includes a selection of playful mini kitchen items, aimed at enhancing the everyday breakfast experience. "After seeing such a positive reaction to our initial Minis drop, we wanted to deliver an even bigger, mini surprise," said Mindy Murray, Senior Marketing Communications Manager at General Mills.



Credits: Getty/Instagram/fentybeauty

PLEASURE SAMPLING: BRAND CASE

Fenty Beauty x ULTA: Fenty Snackz

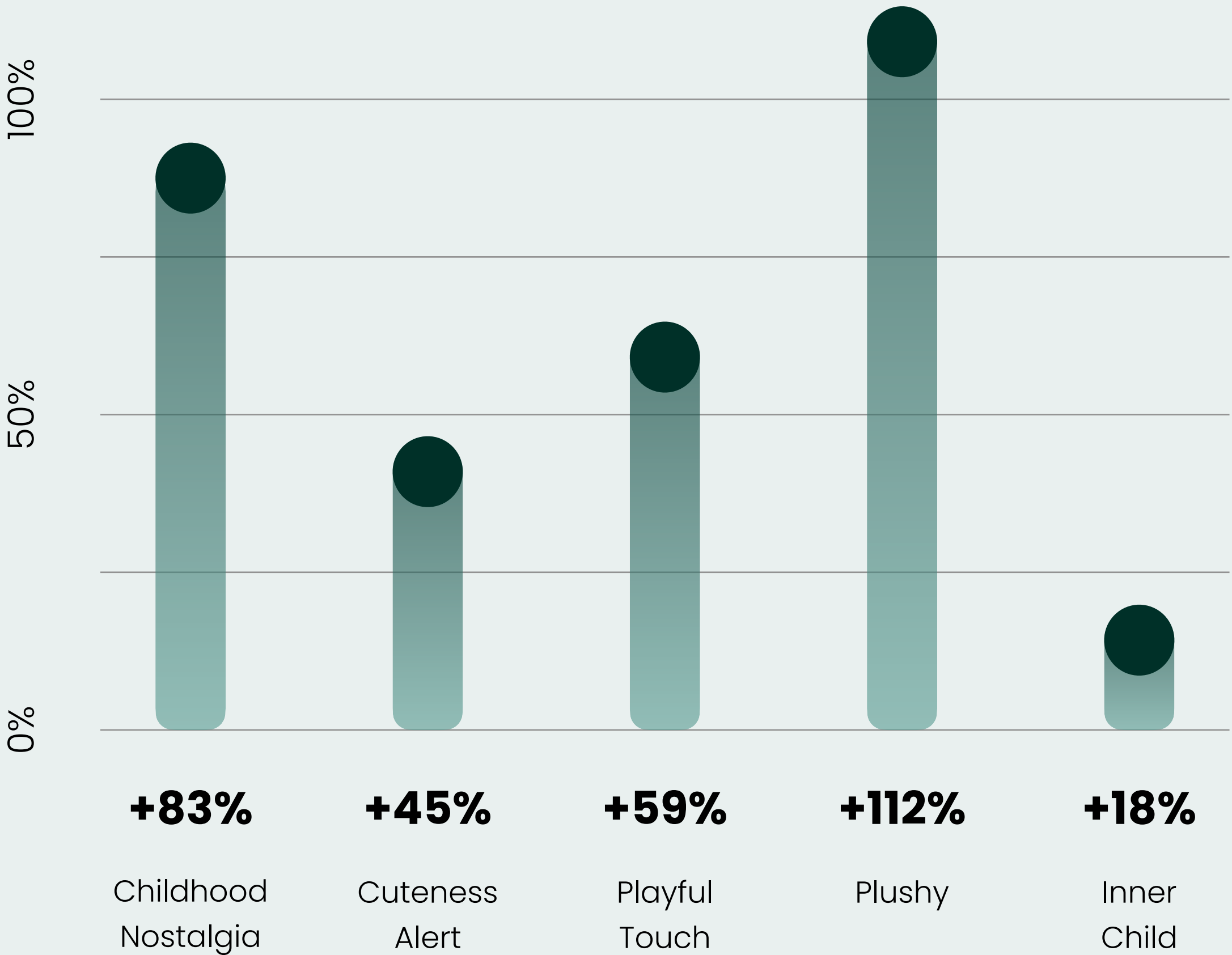
Fenty Beauty is making its debut at Ulta Beauty at Target, introducing a simplified and more accessible selection of Fenty Beauty's top-selling products in miniature versions and curated sets known as "Fenty Snackz." The name cleverly alludes to affordability and a reduced level of consumer commitment when compared to full-sized beauty products.

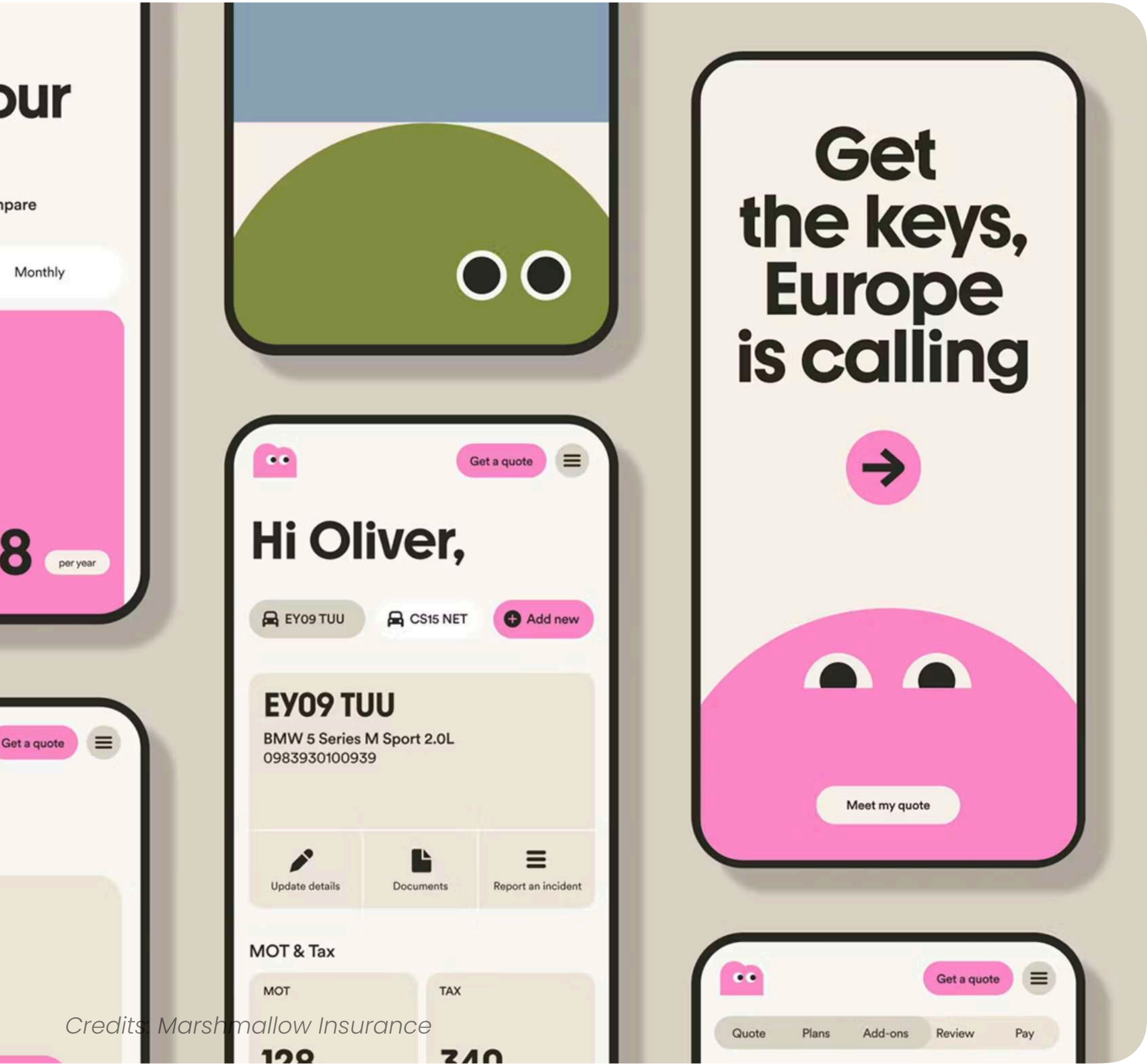
Little Treat Culture: Cuteness Overload

Visually inspired by cartoons and childhood aesthetics, an abundance of cuteness is flourishing in the realm of consumer culture. This infusion of charm and innocence resonates with consumers, who are drawn and uplifted by a sense of nostalgia, warmth, and a feeling of connection.

A potent mix of tenderness and warmth is poised to significantly influence consumption patterns, driving consumers toward new key purchasing motivators: delight and emotional connection.

NEXTATLAS DATA: PREDICTED GROWTH OVER NEXT 12 MONTHS





Credits: Marshmallow Insurance

CUTENESS OVERLOAD: BRAND CASE

Marshmallow Insurance Visual Identity

Marshmallow has collaborated with the branding agency Ragged Edge to craft a fresh identity that encapsulates its progressive approach to insurance. At the heart of this identity lies the newly introduced Marshmallow mascot, radiating warmth and an appealing quirkiness right from the outset. The language employed has been imbued with a new tone, one that ensures people "feel acknowledged beyond mere statistics", putting a premium on empathy and compassion. Marshmallow's visual identity fosters a genuine emotional connection through its aesthetics, nurturing a sense of care and understanding.



Credits: Max Mara

CUTENESS OVERLOAD: BRAND CASE

Max Mara Fluffy Residence

Marking a decade since the iconic Teddy Bear Coat took the fashion world by storm, Max Mara has decided to transcend the traditional boundaries of style with the creation of the Fluffy Residence – a temporary installation in the heart of Milan. Envisioned as a “haven of tenderness”, this unique residence is crafted entirely from the plush Teddy fabric, inviting guests into a world where the soft embrace of luxury soothes the soul. As visitors step into the Fluffy Experience, they will be enveloped in an oasis of calm, a tactile retreat designed to make the frenetic pace and pressures of everyday life fade away into a distant memory. Here, in this sanctuary of serenity, the Teddy Bear Coat is not just a garment, but a tender gateway to tranquility.

Little Treat Culture:

Insights to Action

01

The ongoing quest for gratification is being satisfied through a transformative lens applied to ordinary moments, elevating them to significant personal rewards.



02

Consumers are on a trajectory towards minimizing their commitments, seeking more adaptable, exploratory, and non-binding interactions with products and services.



03

In an era marked by economic recession, where substantial commitments are increasingly out of reach for many, the appeal of cuteness is emerging as a powerful conduit, delivering high emotional value at a more accessible cost.



Little Treat Culture: Actionable Insights per Industry

FOOD&BEVERAGE

The ongoing quest for gratification is being satisfied through a transformative lens applied to eating occasions, elevating them to significant personal rewards.

BEAUTY&COSMETICS

Focusing on non-binding interactions with consumers and framing products as personal rewards will be key for the beauty industry.

RETAIL

Creating emotionally resonant interactions with customers is rapidly transitioning from being a mere strategy to becoming an imperative in the realm of retail.



O2 Age of Messiness

After years of saturated exposure to highly curated content that reached pervasive predictability, consumers are now moving away from what's overly polished and conventionally aspirational. Instead, they embrace randomness and messiness as a form of resistance against societal pressures to perform and conform. Playing with established conventions introduces unpredictability and relatability, offering not only a sense of novelty but also a sense of relief to consumers jaded by the 'been there, seen that' sentiment.



Age of Messiness:

Once predominantly seen as a sign of disorganization or lack of care, messiness is increasingly being reframed as a form of self-expression



+105%
Unexpected
Twist

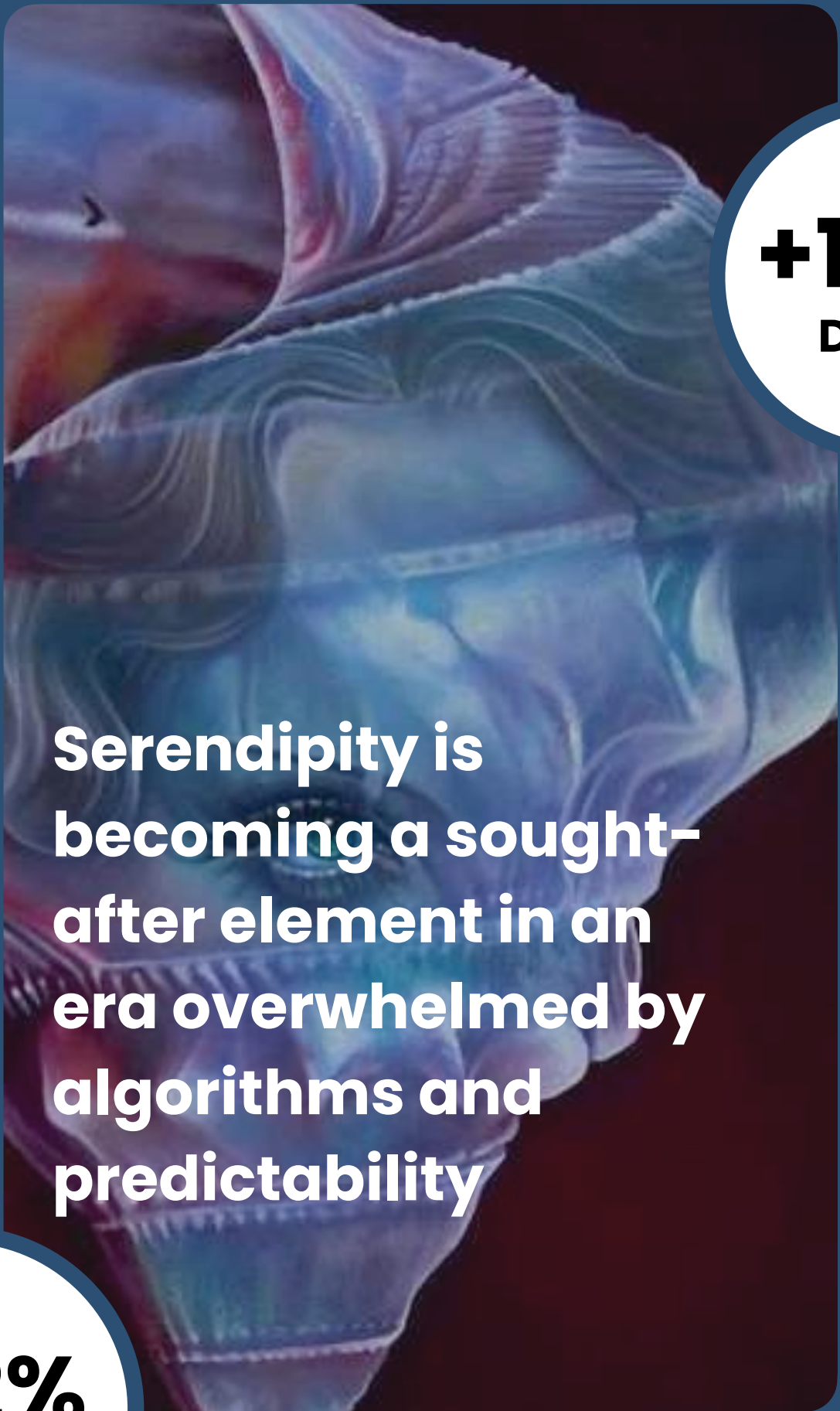
The rising popularity of mismatched outfits reflects a consumer shift towards more eclectic fashion



Growing popularity of cluttercore reflects the idea that living spaces should be more than just orderly and minimalistic



Messiness is now embraced as a creative catalyst, reflecting a shift from sterile precision to authentic expression

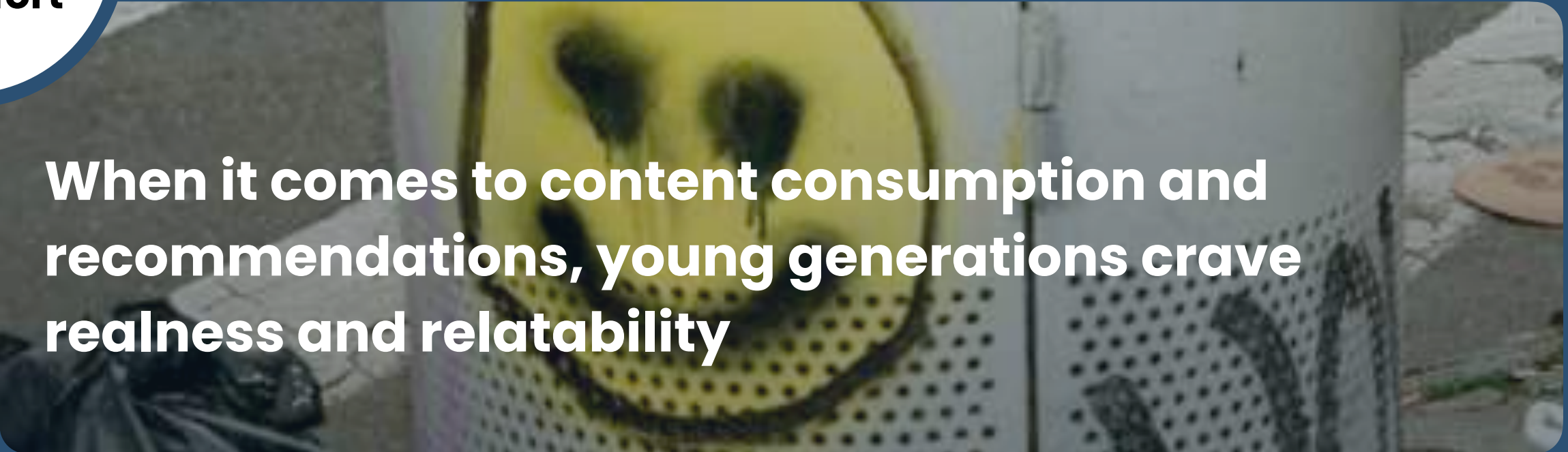


+161%
Delulu

Serendipity is becoming a sought-after element in an era overwhelmed by algorithms and predictability



Unexpected materials inspire design lovers, breathing new life into mundane objects and redefining aesthetic boundaries



When it comes to content consumption and recommendations, young generations crave realness and relatability

Age of Messiness: The Data Behind

01

The Age Of Messiness trend will impact Gen Z the most, followed by Millennials. Although less common among Gen X, it will still possess considerable allure.

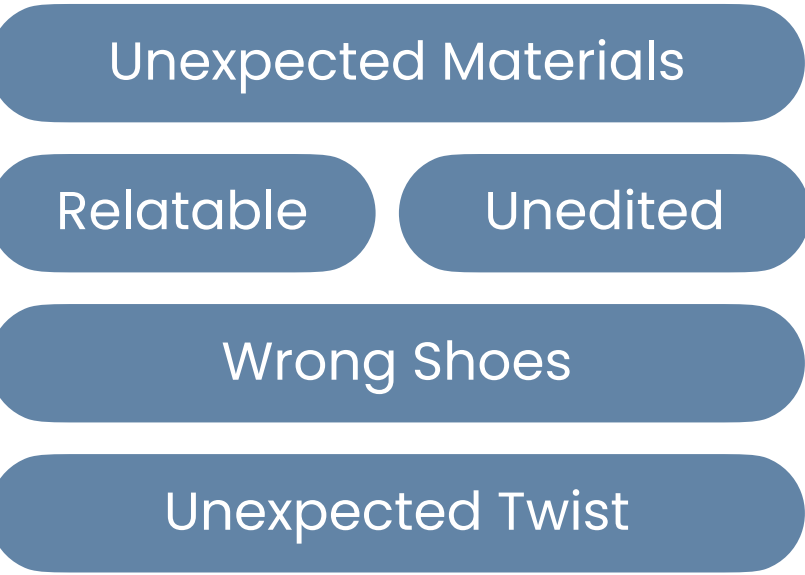
02

This trend will be seen across many industries, with the top three in particular being Fashion & Accessories, Media & Entertainment and Advertising & Branding.

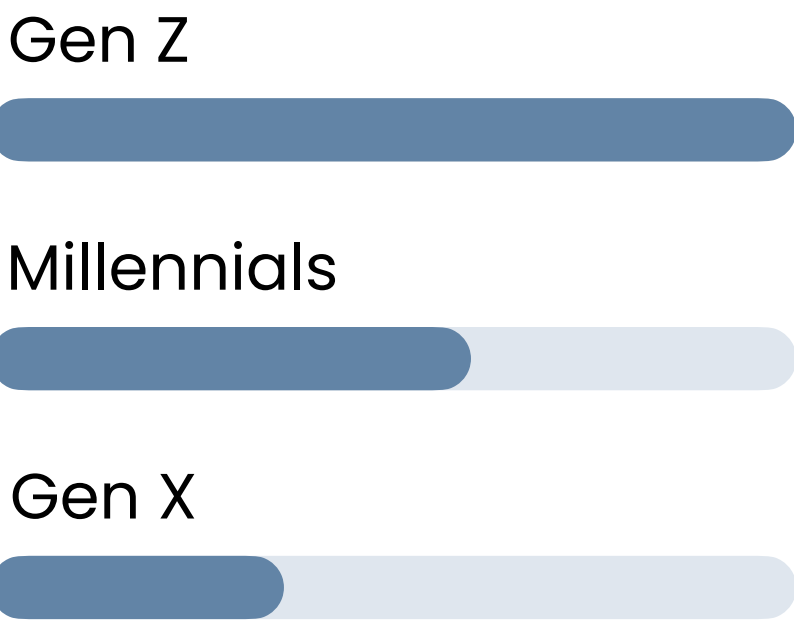
03

The Age of Messiness will appeal to a range of diverse consumers, with Narcissists leading the way in their quest for self-expression. The Spiritual and Eco-conscious will also be attracted.

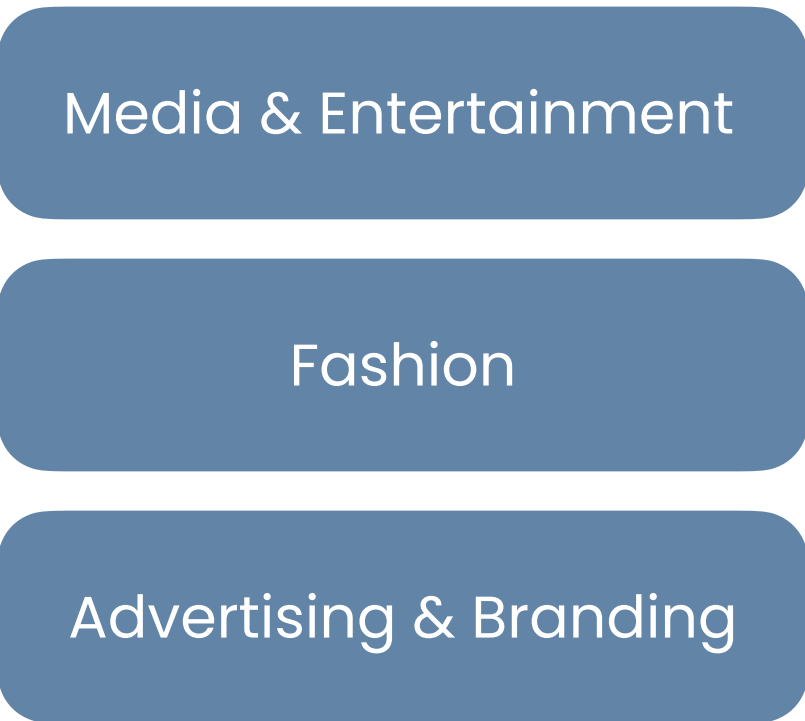
CONCEPTS & TAGS



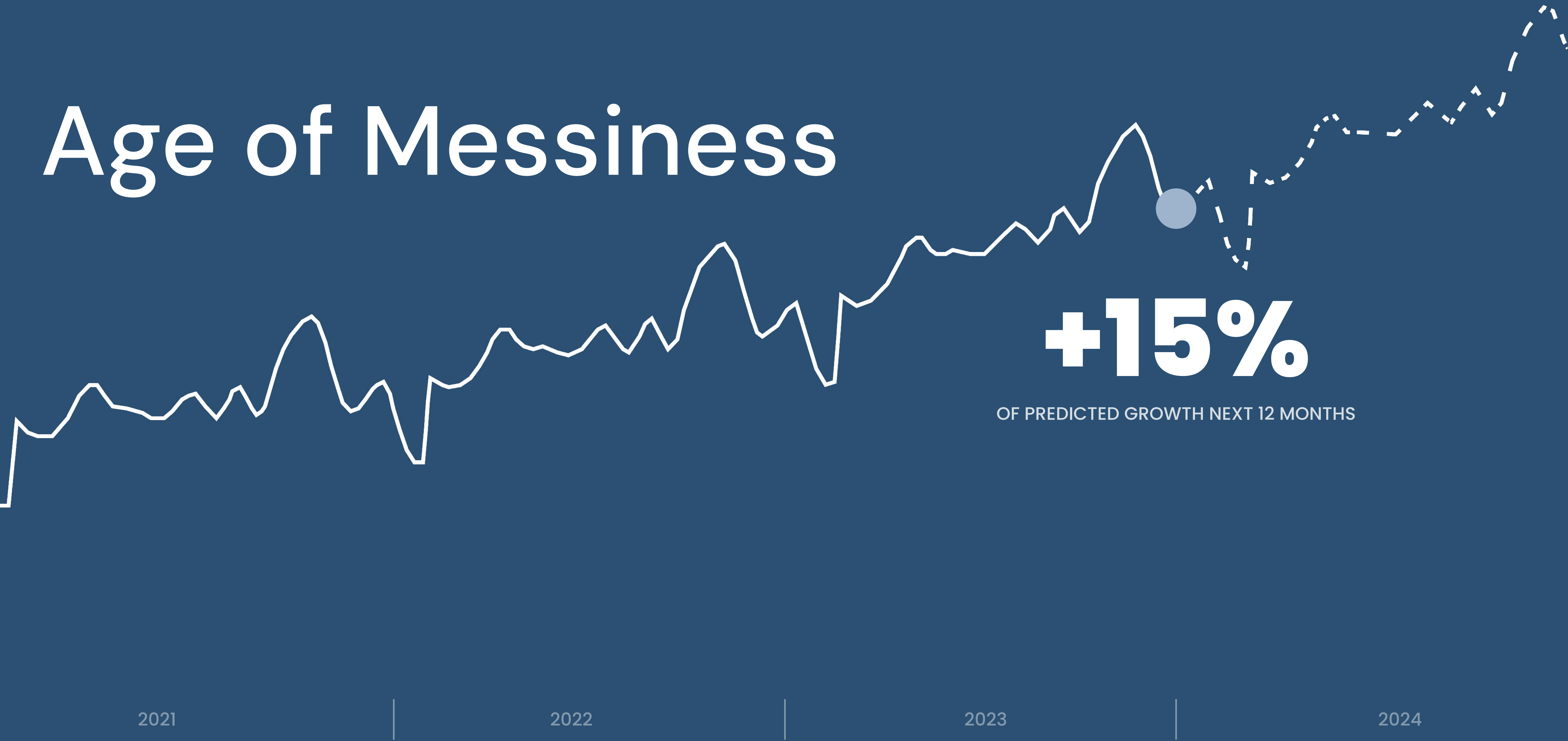
DEMOGRAPHICS



TOP INDUSTRIES



Age of Messiness



+15%

OF PREDICTED GROWTH NEXT 12 MONTHS

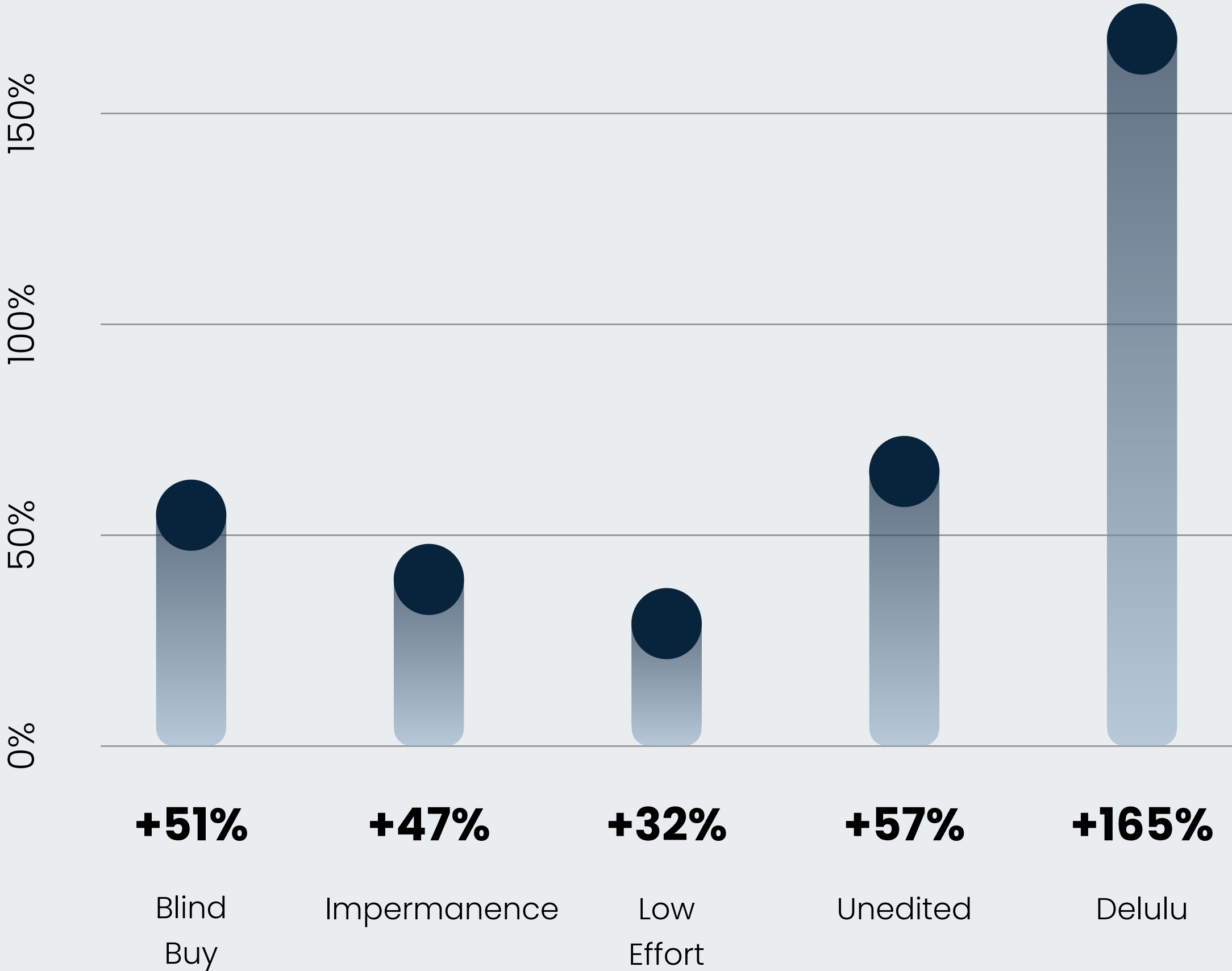
Age of Messiness:

Randomness Relief

As a counterpoint to rigid structure and predictability, consumers are starting to embrace the beauty and benefits of randomness. From low-effort aesthetics to more spontaneous purchasing habits, consumers are finding relief in the randomness and anti-curation.

With consumers appreciating a sense of unscripted reality in their interactions with products and services, brands will need to pivot towards a more downplayed and less rigid brand narrative.

NEXTATLAS DATA: PREDICTED GROWTH OVER NEXT 12 MONTHS





Credits: Polaroid

RANDOMNESS RELIEF: BRAND CASE

Polaroid The Imperfectionists

Celebrating the debut of the Polaroid I-2, Polaroid unveiled 'The Imperfectionists' campaign. As anyone who's used a Polaroid camera knows, results can be inconsistent and unpredictable, but instead of shying away from reality, Polaroid has turned that flaw into a cool quirk. For this campaign, the brand chose three photographers who celebrate randomness in their work. One of them, Coco Capitán, shot scenes from a sailboat, including a knotted rope, and wrote, "I am not interested in perfection. Chaos. Spontaneity. Randomness. That's where reality exists".

Credits: BBC



RANDOMNESS RELIEF: BRAND CASE

BBC New Dress Code Policy

BBC News presenters have been told that they can relax their formal dress code in the pursuit of more authentic reporting as the broadcaster seeks to reinvent its 24-hour news channel. Naja Nielsen, BBC News' Director of Digital said: "It's a bit like, be as sweaty and dirty as when we're in the field is actually more trustworthy than if we look like we've just stepped out of an awards ceremony or a fine dinner party".

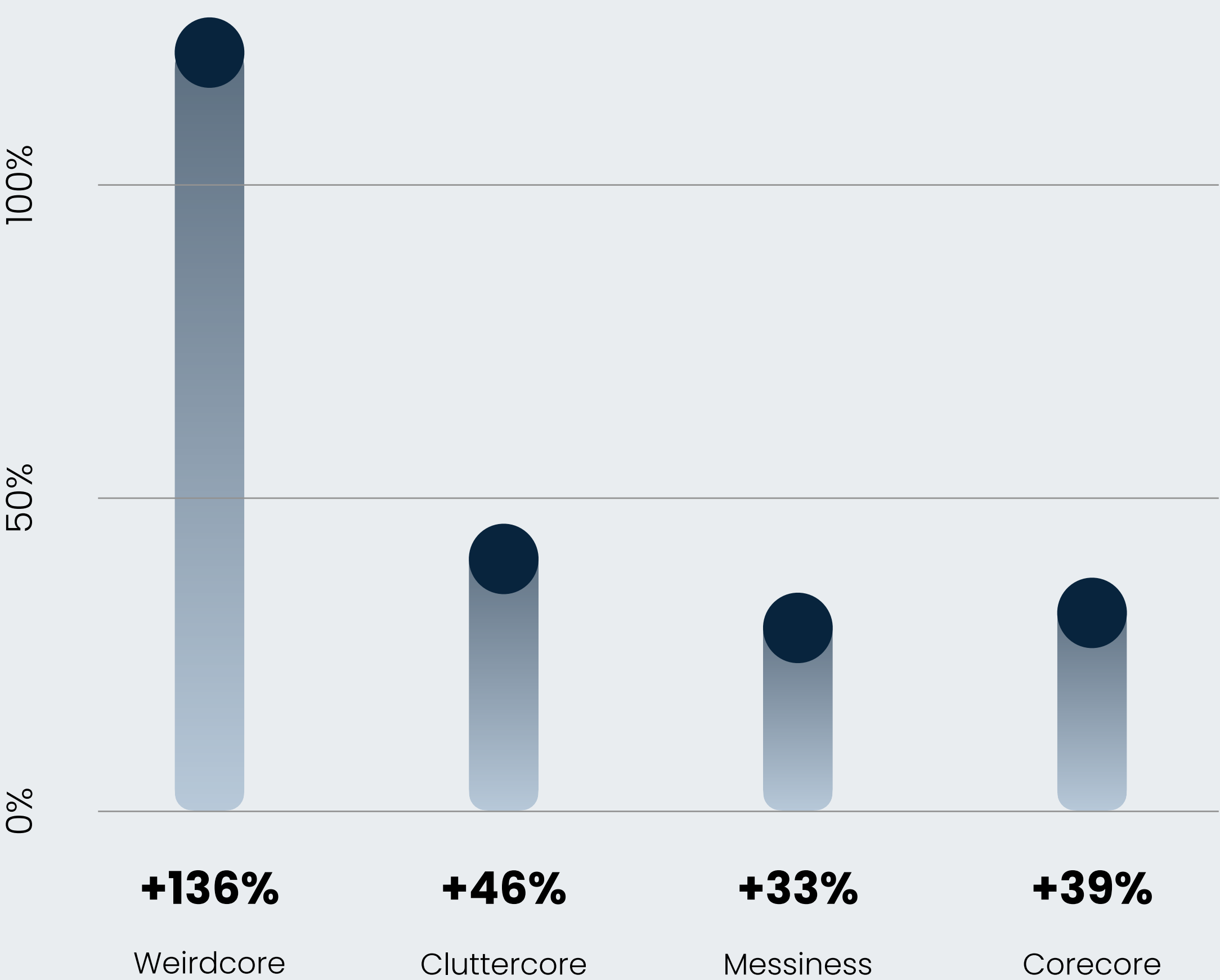


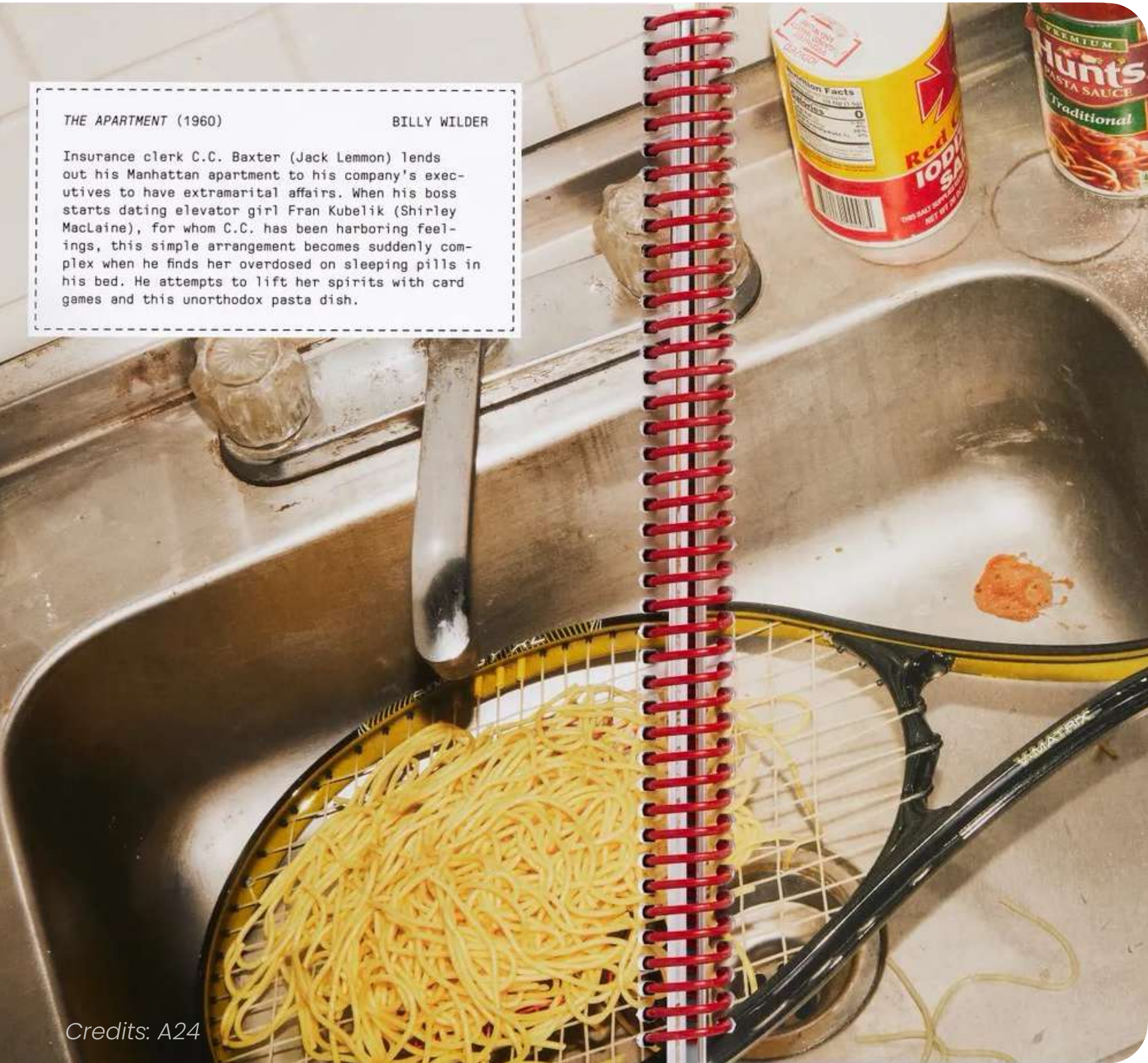
Age of Messiness:

Mindful-Mess

Consumers are reacting against the minimalist, highly-organized, and curated lifestyle that has dominated much of the social and design landscape for years. Instead, they are increasingly finding a sense of identity within spaces and aesthetics that might be viewed as disordered, delusional, or even weird.

Consumers gravitating towards messiness and rawness reflects a broader cultural shift that challenges traditional markers of status and aspiration, thereby opening new territories for brand and product positioning.





Credits: A24

MINDFUL-MESS: BRAND CASE

A24 ‘Scrounging’

‘Scrounging’ is the second cookbook published by the film production company A24, featuring a compilation of “54 last-ditch recipes from the movies,” such as the maple syrup spaghetti from the film “Elf”. In the introduction, chef Matty Matheson asserts, "Eating isn't always glamorous. Sometimes it's thrifty, idiosyncratic, messy, or weird—sometimes a little too weird". Although most of the featured recipes exude an unapologetically anti-aspirational vibe, they may actually resonate more with how consumers genuinely eat when their time and resources are scarce.



Credits: Miu Miu

MINDFUL-MESS: BRAND CASE

Miu Miu Fall 23'

The Miu Miu AW23 show was a defining moment for undone, frizzy hair. Guido Palau, the hairstylist behind the intelligent, bookish, and librarian-cool frizz, remarked, "Miu Miu is very forward-thinking in their concept of women's beauty. We're always looking to approach fashion from a fresh perspective, which makes this show an excellent platform for being provocatively innovative". As the trend shifts towards an anti-beauty aesthetic that embraces personal perspectives over a singular, polished, and often oppressive industry standard, frizz has emerged as a powerful statement of reclamation. "It's the epitome of ugly-beautiful. It also represents a break from the perpetually curled, waved, shiny hair and the pressure of filtered faces, offering a much-needed breath of authenticity". – said Jayne Matthews, a stylist.

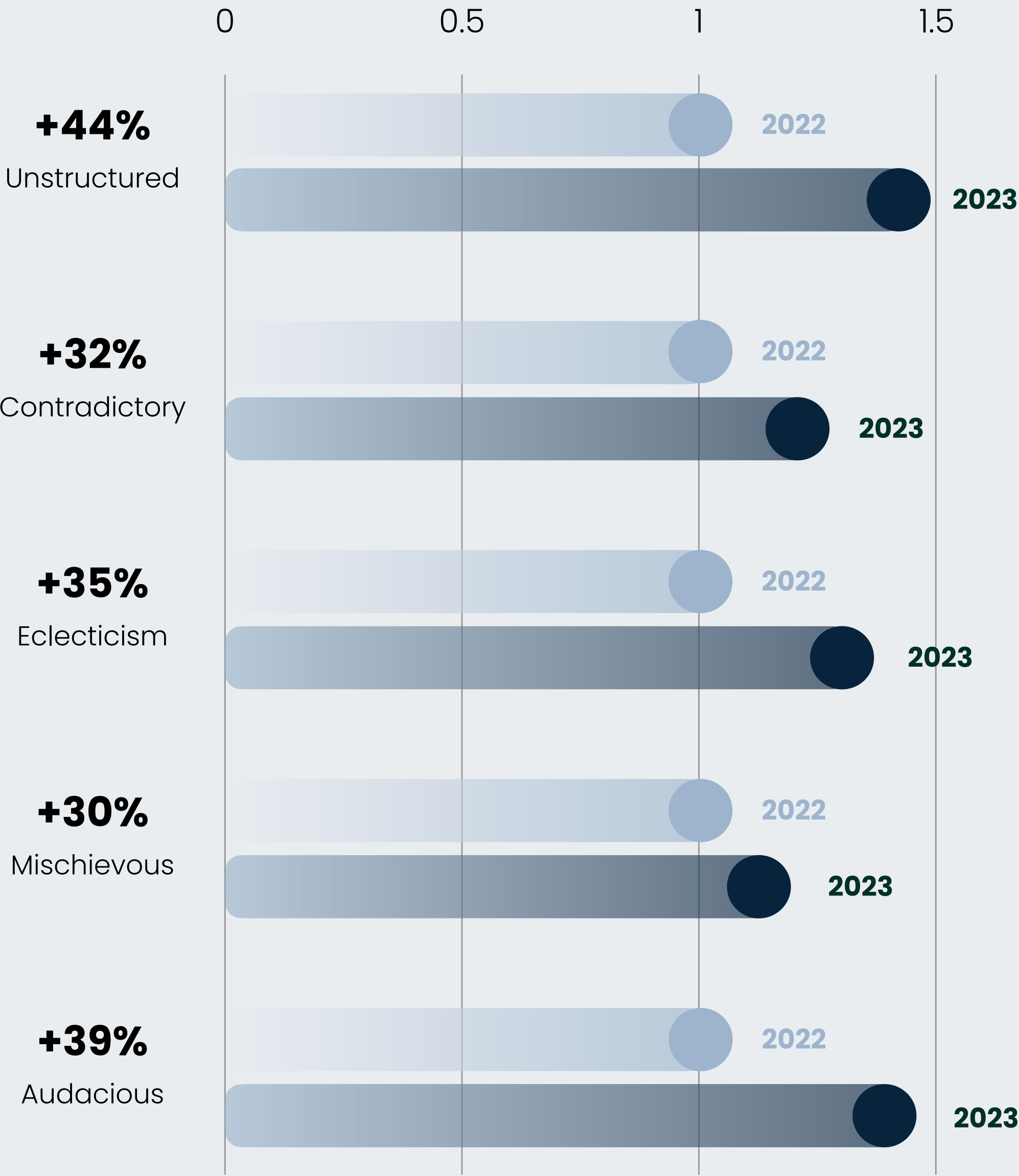
Age of Messiness:

Twisted Playscapes

Playing with conventions is allowing consumers to navigate between different realms, whether it's mixing high fashion with streetwear or combining luxury items with everyday products. In this dynamic playscape, the unexpected becomes the norm, and creativity is the currency.

While defying conventional norms, consumers will increasingly seek unexpected twists in their interaction with brands – from products to branded content. Conventions are shifting towards elements of combinatory play for both brands and consumers.

NEXTATLAS DATA: YOY GROWTH



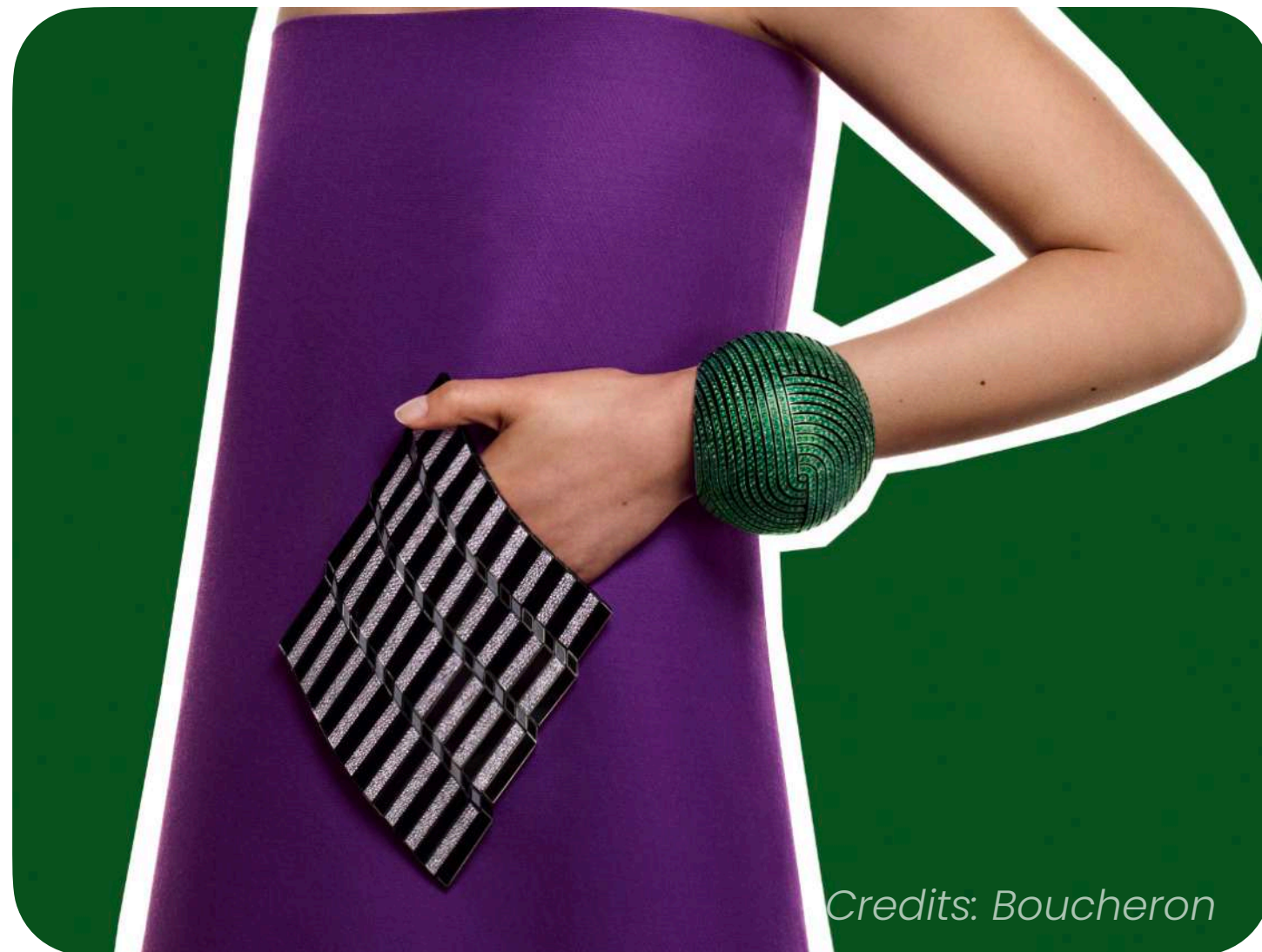


Credits: Pringles

TWISTED PLAYSCAPES: BRAND CASE

Pringles x The Caviar Co

Pringles and The Caviar Co. have a bold culinary crossover: the "Crisps and Caviar" collaboration. This initiative is a testament to a trend-driven experimentation that has taken platforms like TikTok by storm. The unexpected pairing offers a gourmet twist on the humble snack – the satisfying snap of Pringles crisps is juxtaposed with the refined elegance of premium caviar, crafting a snacking experience that playfully bridges the distant culinary worlds of accessibility and sophistication.



TWISTED PLAYSCAPES: BRAND CASE

Boucheron Carte Blanche collection

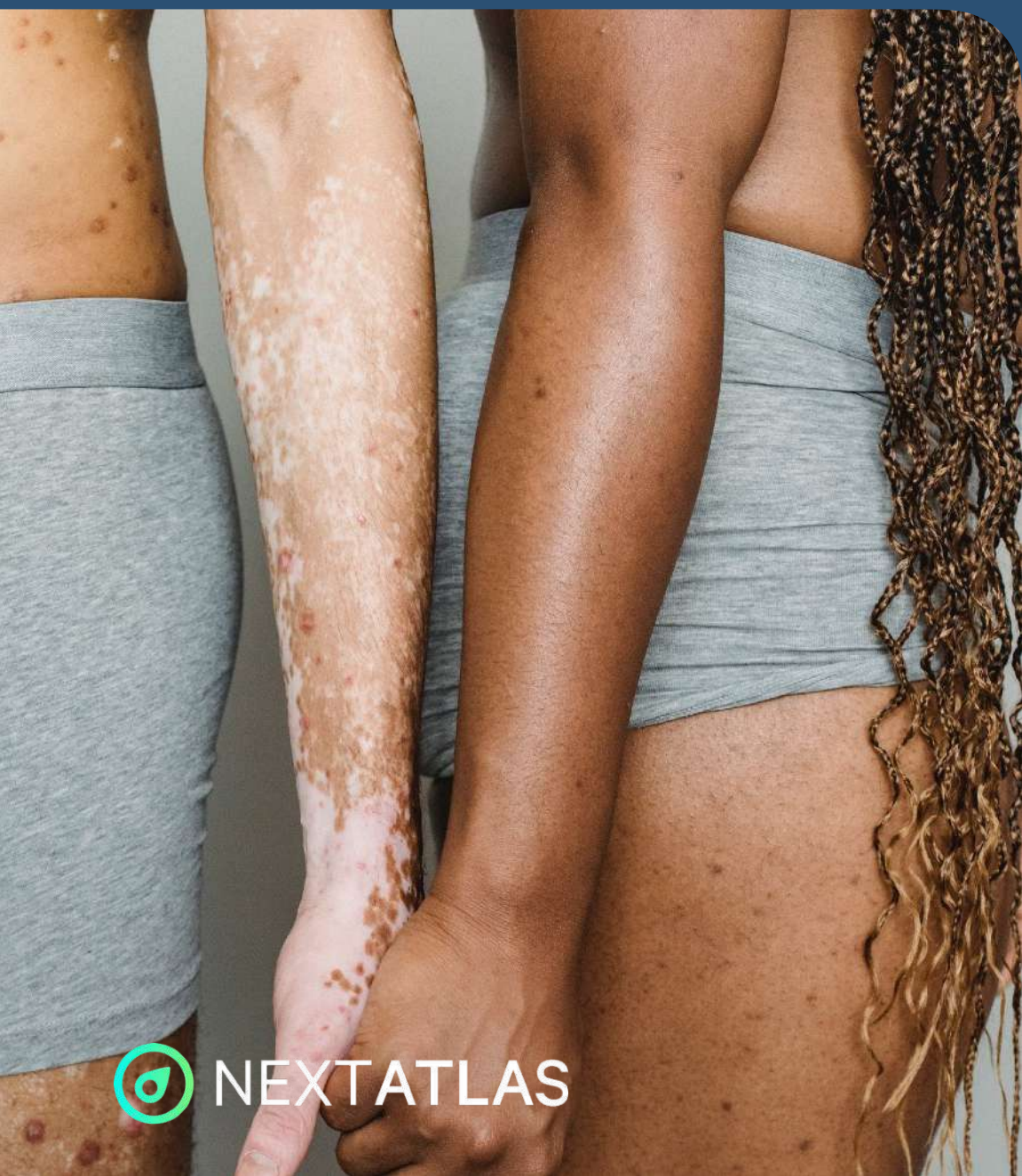
Boucheron, a high-end Parisian jewelry brand, has decided to break the mold of conventional high jewelry design, often perceived as intimidating and unapproachable, especially by younger consumers. Claire Choisne, the brand's artistic director, introduced the Carte Blanche collection, drawing inspiration from the vibrant and unconventional Memphis Group, an 80s Italian design collective known for its colorful and avant-garde approach. The collection includes pieces like scrunchies and brooches that challenge traditional jewelry norms, along with the introduction of clothing jewels such as "The In the Pocket" – a piece set with onyx and paved with diamonds, functioning as an actual pocket to transform the appearance of garments.

With a shift in what is considered aspirational, brands have an opportunity to redefine traditional markers of status and move away from over-curation and perfectionism to a more downplayed and eclectic territory.

Playing with well-established conventions becomes a means to showcase cultural sophistication and personal values, a strategy embraced by novelty-driven consumers and brands.

Consumers' growing desire for a break from homogeneity and predictability reflects a significant shift in attitudes towards lifestyle and consumption, driving a demand for products and experiences that foster unexpected interactions and combinatory play.





Age of Messiness:

Actionable Insights per Industry

FASHION

By embracing disorder and unconventionality in its designs, the fashion industry will resonate with consumers and foster a more playful and combinatory approach to dressing.

MEDIA & ENTERTAINMENT

Celebrating randomness and rawness by stepping away from the industry's traditional reliance on rigid formats and conventions.

ADVERTISING & BRANDING

By exploring anti-curation in visual aesthetics and pivoting towards a more downplayed narrative, brands can capitalize on capturing the attention of consumers who prioritize relatability.

03 Postreal Curation

In the age of a shift from human-led creation to AI-driven content generation, the role of humans is evolving from genuine creators to curators of fabricated outputs. As AI continually improves in mimicking human creativity, the concept of authorship, along with the age-old dichotomy between reality and illusion, becomes blurred. Traditional realms of human creativity have transformed into playgrounds for artificial intelligence, paving the way for entirely new categories and genres. Whether driven by AI-resistance or the desire to harness AI for their own advantage, humans now need new skill sets and frameworks to select, contextualize, and imbue AI-generated outputs with a human touch.



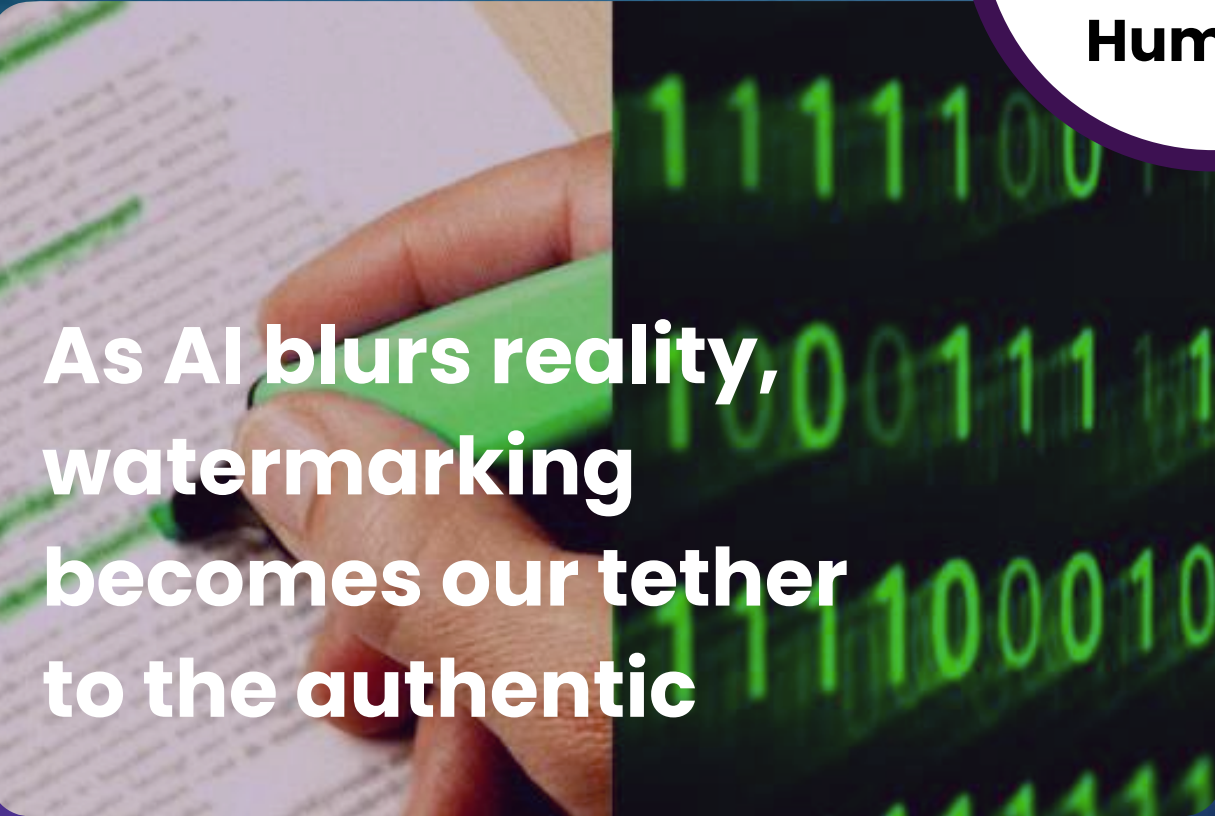
Postreal Curation:

The transition from human-led creation to AI-driven content generation signifies a profound shift in the role of humans in the creative process



Synthetic media blurs reality–fantasy lines, pushing a re-examination of truth and authenticity

+172%
Replace Humans

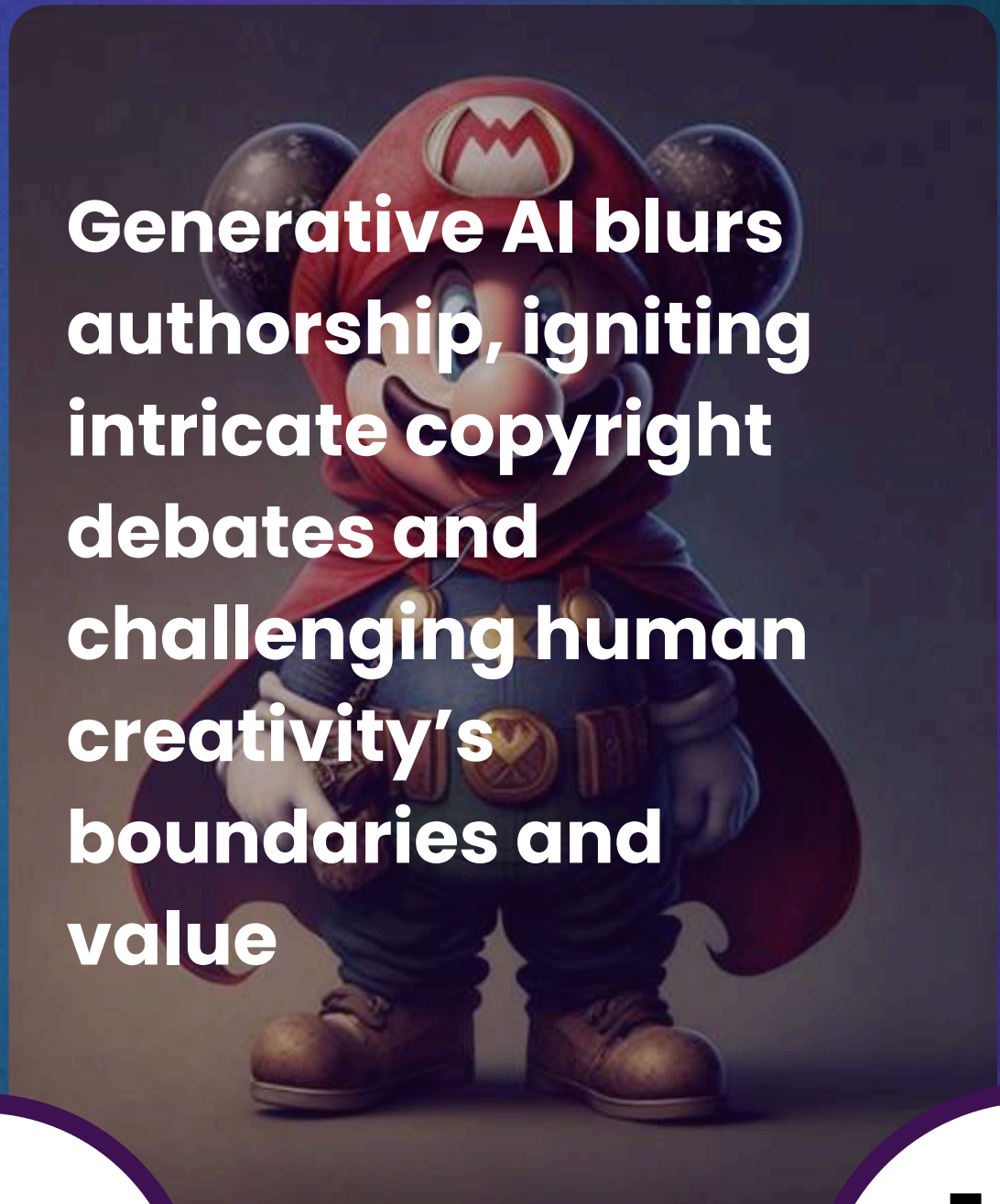


As AI blurs reality, watermarking becomes our tether to the authentic

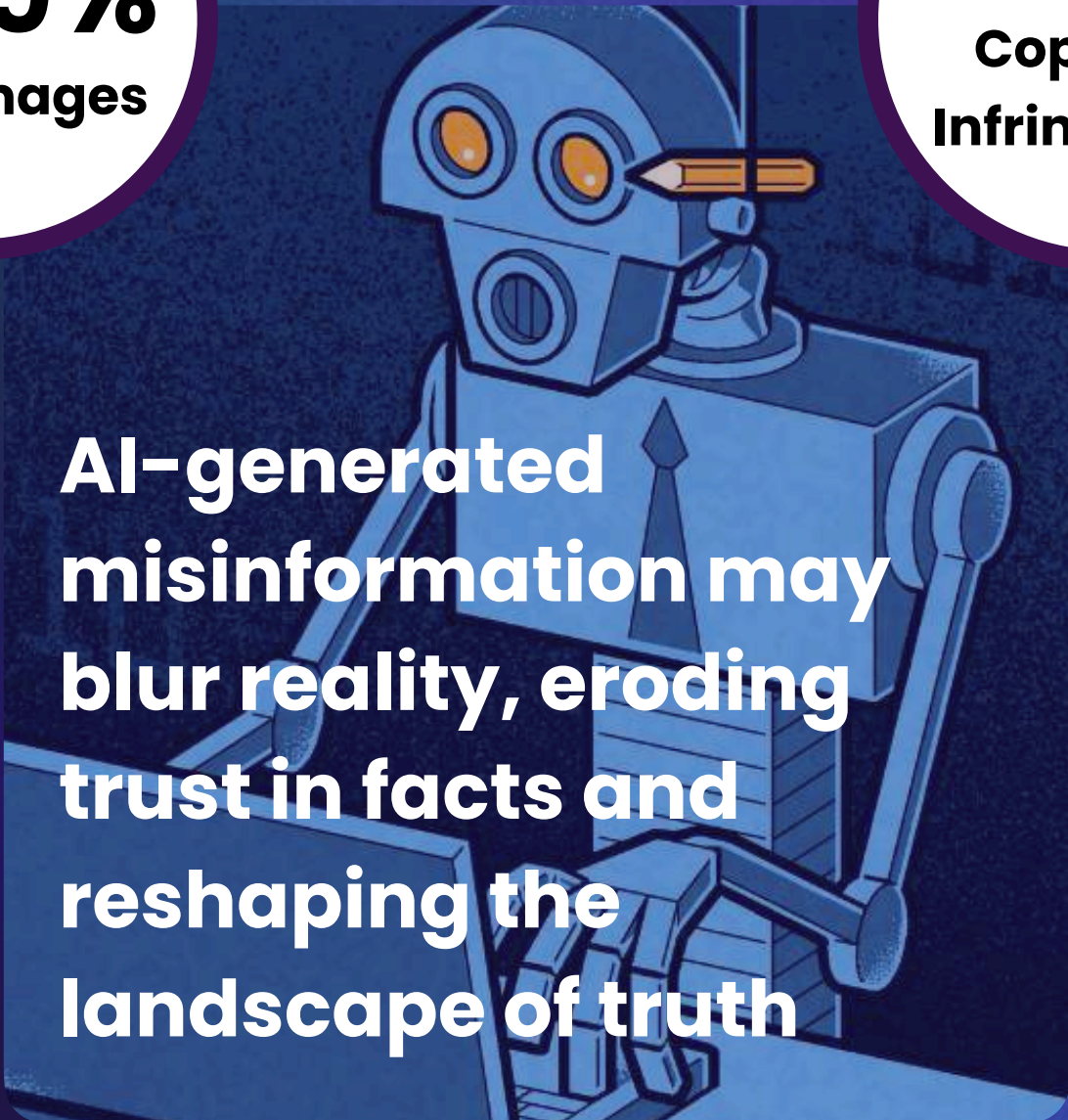


Luddism resurfaces in AI's era, echoing humanity's enduring struggle between embracing and fearing technological evolution

+719%
Fake Images



Generative AI blurs authorship, igniting intricate copyright debates and challenging human creativity's boundaries and value



AI-generated misinformation may blur reality, eroding trust in facts and reshaping the landscape of truth

+161%
Copyright Infringement



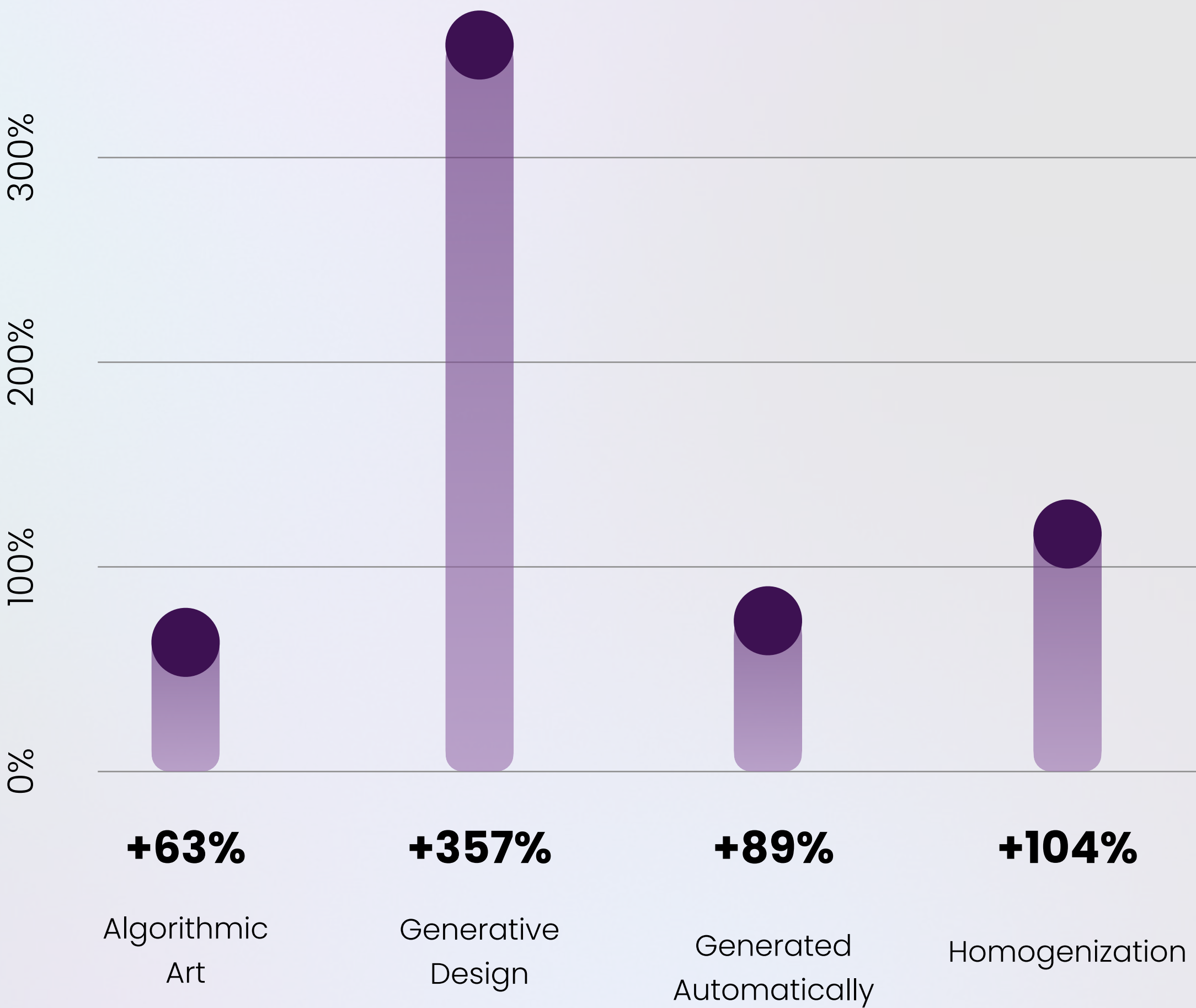
AI's rapid evolution challenges traditional education, demanding radical reimagining

Postreal Curation:

Creation Demise

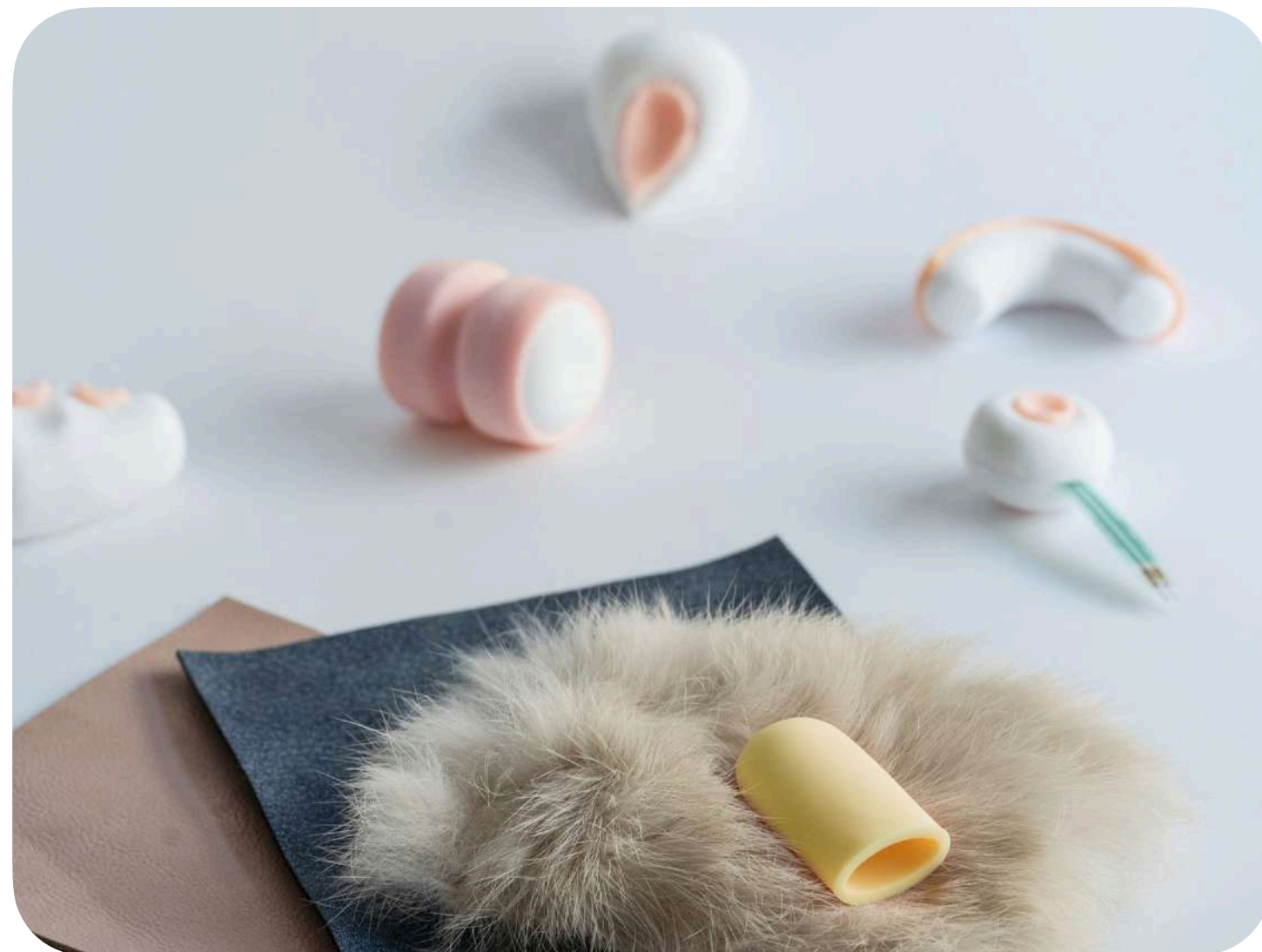
Artificial Intelligence is becoming more integrated into creative and design processes, leading to a shift in the cultural understanding of creativity and what it means to be a creator. As AI becomes more prevalent in creating content, the human role is increasingly about curating this content—selecting, organizing, and presenting AI-generated materials in a meaningful way.

Moving beyond the traditional approach of viewing AI-generated outputs through a human-centric creative lens, there's a growing necessity to redefine creative genres and categories.





Credits: Promptac



CREATION DEMISE: BRAND CASE

Promptac Toolkit

The increasing reliance on digital methods for creativity, particularly in AI-generated designs, risks marginalizing traditional physical skills and sensory experiences, which are essential in the creative process. There is a growing concern that AI, while expanding creative possibilities, may also diminish the value and role of human tactile interaction and sensory feedback in art and design. Promptac, created by Zhaodi Feng, represents a crucial step in balancing AI's role in creativity with the inherent value of human physical interaction and sensory experiences. Promptac is an innovative toolkit that enables users to input prompts to AI image generators through hand movements instead of text. This technology integrates physical interaction with digital design, marking a significant shift in how we engage with AI in creative processes, offering an alternative to solely prompt-based creation.



Credits: Annika Nordenskiöld, Twin Sisters in Love

CREATION DEMISE: BRAND CASE

Ballarat International Foto Biennale

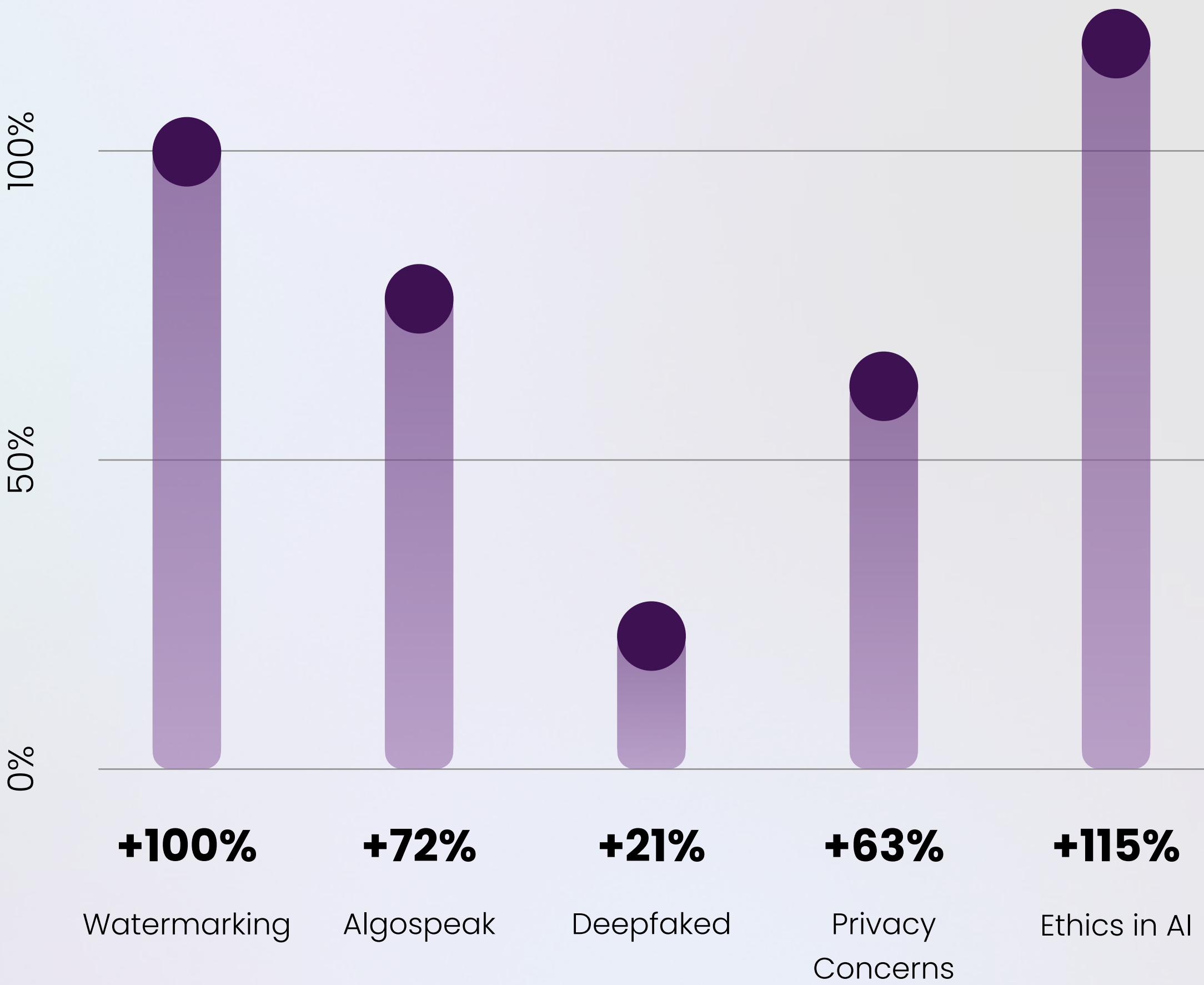
At the esteemed Ballarat International Foto Biennale in Australia, an innovative new award category has been unveiled: "The Prompted Peculiar – International AI Prize 2023". The nomenclature is deliberately chosen to reflect the unique and sometimes unpredictable outcomes that these AI-collaborative works present, setting them apart from traditional photography. The introduction of "promptography" as a term underscores this distinction, delineating a clear boundary between the realms of human-captured photography and AI-generated art. This neologism serves not only as a descriptor of technique but also as a call to consider the ethical implications of this new frontier, prompting a meaningful discourse on the evolving roles of artist and algorithm in the creation of visual art.

Postreal Curation:

Machine Resistance

The increasing prevalence of AI-generated content is leading to a new “rage against the machine” era. This is evident from the emergence of new competencies, ranging from the use of “algospeak” to circumvent censorship and boost visibility in algorithm-driven feeds, to the application of data poisoning techniques, all aimed at counteracting AI's influence.

The digital skills landscape is undergoing a significant transformation. Future competencies may extend beyond simply leveraging AI, focusing equally on safeguarding against its potential overreach.





Credits: STEPHANIE ARNETT/MITTR | REIJKSMUSEUM, ENVATO

MACHINE RESISTANCE: BRAND CASE

Nightshade Tool

Nightshade is a tool that enables artists to embed imperceptible alterations to their artwork's pixels before online uploads. If the art is captured for an AI training dataset, these changes can disrupt the resulting model, leading to erratic and unforeseen outcomes. By "poisoning" the training data with this tool, it can corrupt subsequent versions of image-generating AI models like DALL-E, Midjourney, and Stable Diffusion, leading to flawed outputs where dogs might be interpreted as cats, cars as cows, and similar distortions.



Credits: Leica

MACHINE RESISTANCE: BRAND CASE

Leica Digital Watermark

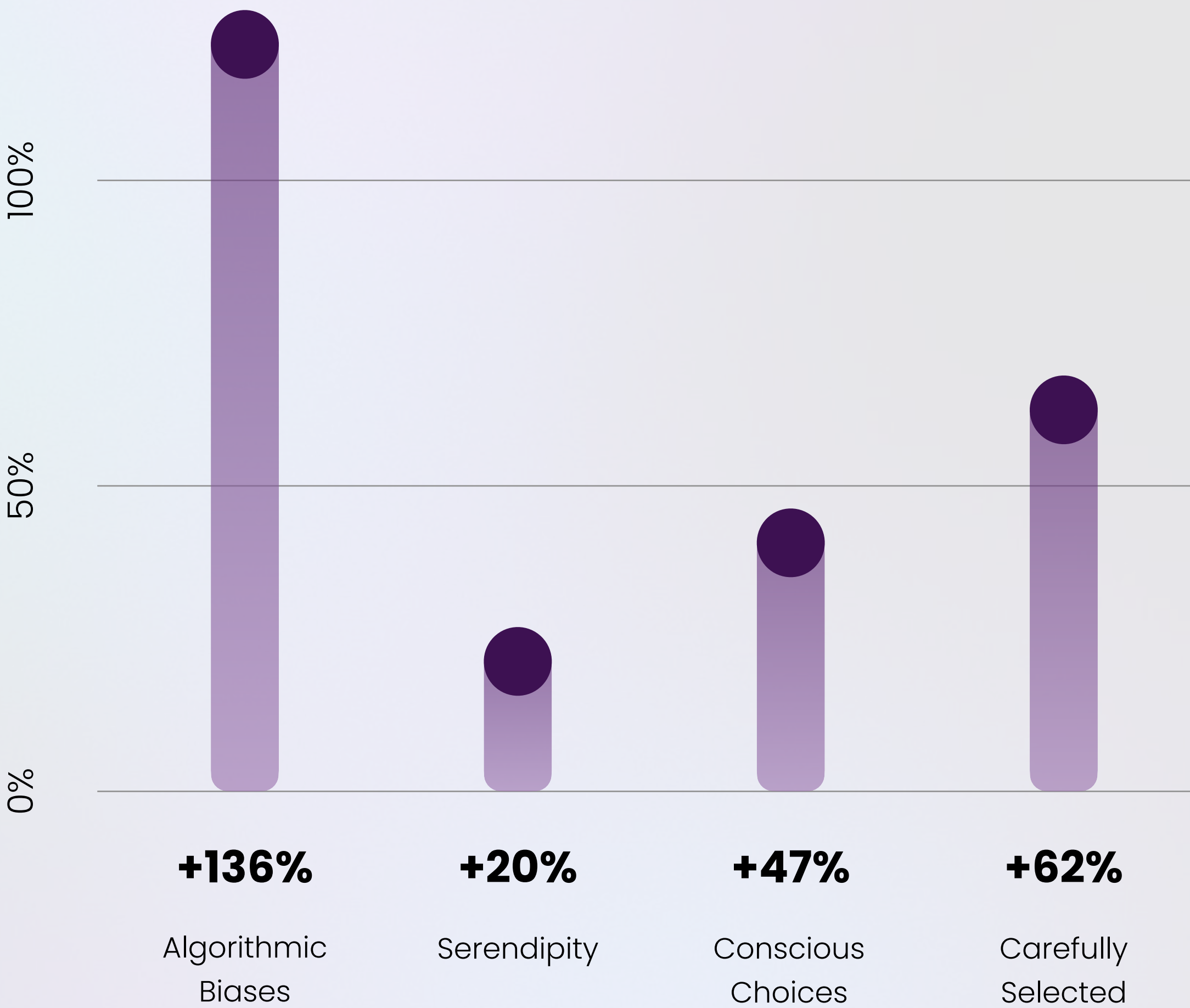
Leica's M11-P camera stands out for its newest feature: a "digital watermark" aligned with the Content Authenticity Initiative (CAI). This feature, when activated, embeds each photo with Content Credentials metadata, adhering to CAI standards. The CAI, supported by major organizations like the Associated Press and Microsoft, aims to establish an open standard for verifying content authenticity. The widespread adoption of such standards is crucial for credibility in the media industry, and Leica's M11-P could be a key player in encouraging the camera industry's participation in this initiative.

Postreal Curation:

Human Gatekeepers

As the role of algorithms in our daily lives increasingly comes into the spotlight, consumers are starting to miss serendipitous discoveries and crave more human-driven selections in media, shopping and news.

Driven by a fear of homogenizing experiences, a renewed appreciation for human curation is anticipated. Human gatekeepers are poised to assume the role of guardians, tasked with ensuring context-rich selections from algorithmically generated material.



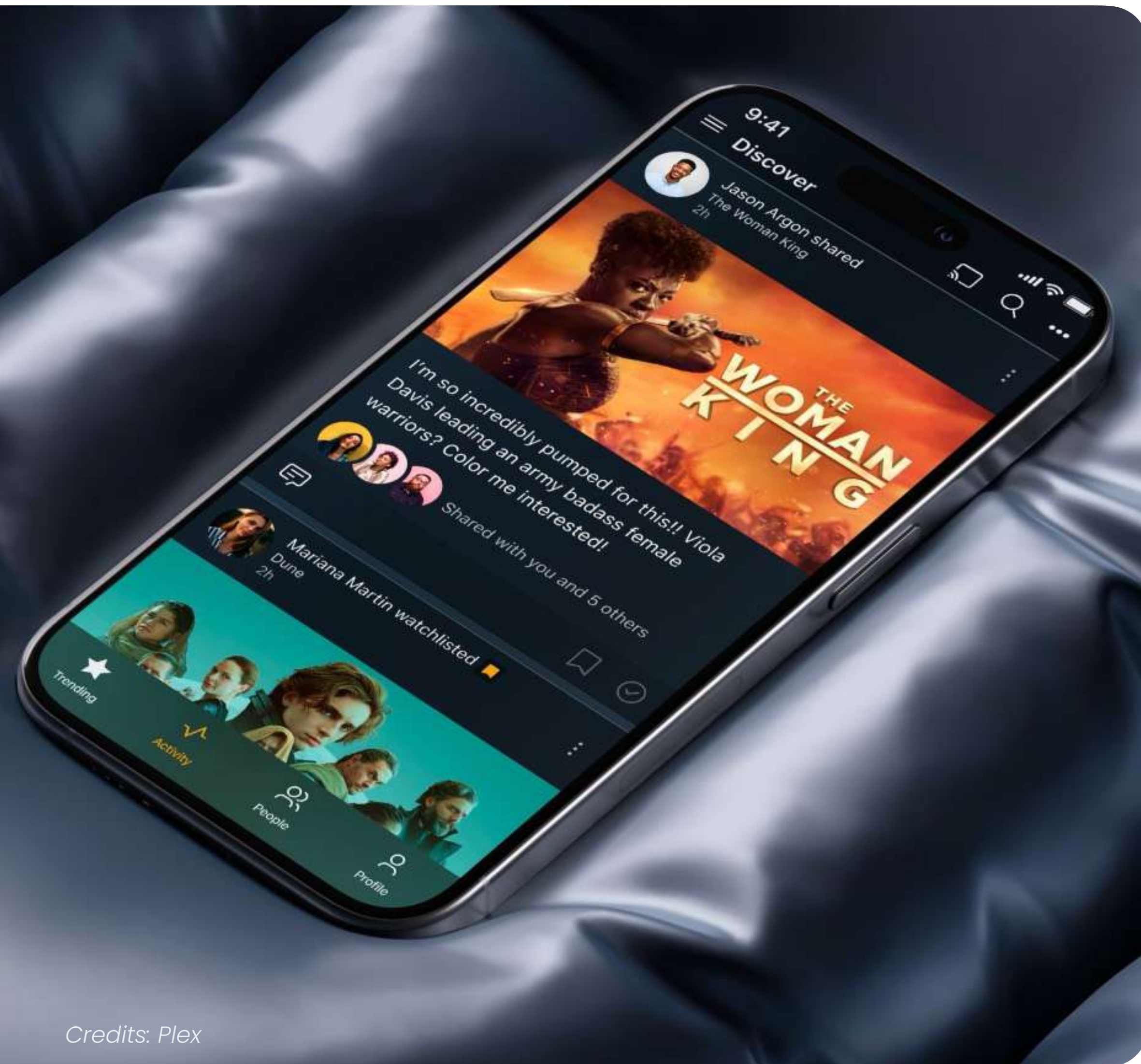


Credits: Tinder

HUMAN GATEKEEPERS: BRAND CASE

Tinder Matchmaker

Tinder has introduced a new feature, “Tinder Matchmaker” – a tool that, according to the brand, integrates the “friend test”, which lets friends and family recommend profiles to another user. “For years, singles have asked their friends to help find their next match on Tinder and now we’re making that so easy with Tinder Matchmaker”, added Melissa Hopley, chief marketing officer at Tinder. “Tinder Matchmaker brings your circle of trust into your dating journey and helps you see the possibilities you might be overlooking from the perspective of those closest to you”. Tinder Matchmaker's approach to human validation is a strategic move to alleviate the coldness of algorithm-driven decisions and to enrich the user experience with the warmth of personal connection.



Credits: Plex

HUMAN GATEKEEPERS: BRAND CASE

Plex 'Discover Together'

Plex, the media software startup and streamer, is transforming into a social platform with the launch of its last feature "Discover Together". This feature, exiting beta, enables users to make profiles, connect with friends, and share recommendations for new shows and movies. With the launch of "Discover Together", Plex aims to evolve from a streaming hub to a streaming community where personal recommendations are the most valued ones: "Really good discovery has to have a social component, and we believe it needs to be integrated directly into the streaming experience to be useful", noted Keith Valory, Plex CEO.

Postreal Curation:

What's next?

FRAMEWORKS EVOLUTION

There will be a growing need for new and specialized frameworks to interact with AI-generated output. Recognizing the art of command-giving as a form of creation will not only value a new wave of artists but also pave the way for a culture that distinguishes between human and AI-generated content.

AI-PROOF SKILLS

In the age of prompt-driven creativity and productivity, some human skills might get lost. Instead, new forms of digital literacy will become essential and will focus on ethical oversight, contextual understanding, and the management of human-AI interactions.

AI-POWERED FEARS

AI's ability to generate content that closely mimics human creativity leads to concerns about the erosion of originality and authorship. Tracing the origin of content and verifying its authenticity will be increasingly difficult, impacting fields like journalism, academic research, and art, where the credibility and originality of content are paramount.

SERENDIPITY RENAISSANCE

Predictive models offer convenience, at the price of limiting our exposure to new and unexpected experiences. The blending of algorithmic efficiency with opportunities for more serendipitous discovery will emerge in counter reaction to the increasing homogenization of content and creativity.

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