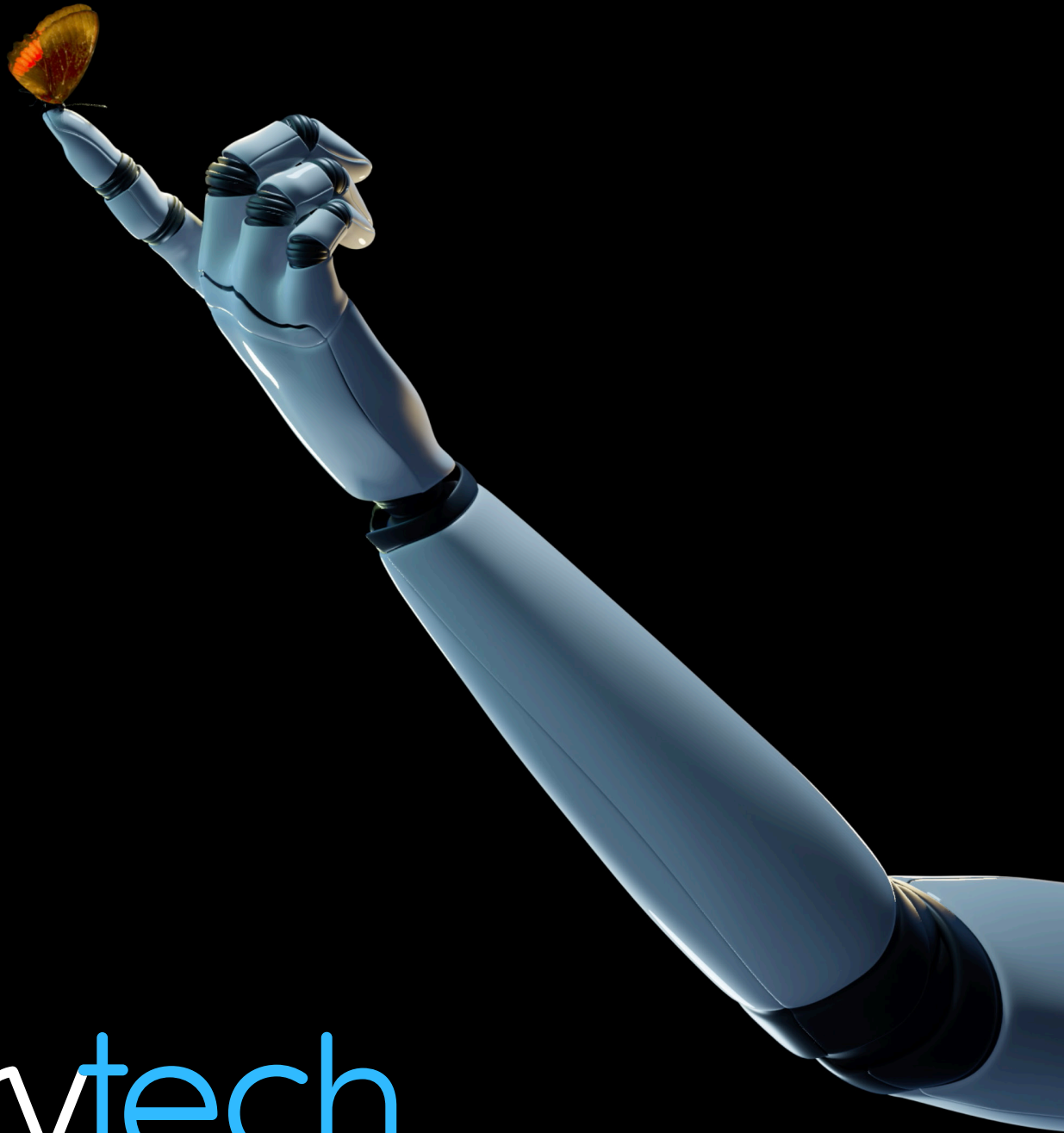


CES® 2024

TRENDS REPORT
& FLOOR GUIDE



storytech

About storytech

Keeping up with the pace of change in content, technology and media is fundamental in understanding evolving consumer behavior and tastes. This is the foundation of the work we do for storytellers. We are an experiential marketing firm that pairs brands, storytellers and technology companies to create great experiences.

HEALTH INTELLIGENCE

THE HEALTHY MARKET FOR DIGITAL WELLNESS

Following record levels of investment in 2021 and new advances in AI technology, the consumer digital health care market remains strong with global 2023 market revenue reaching over \$170 B with an annual growth rate of 10.8% through 2027.¹ What's more, consumers believe that digital health will benefit greatly from smart technology with 42% expecting healthcare to be the industry most impacted by AI.²

DIGITAL HEALTH MAKES HOUSE CALLS

Because of significant strains on the healthcare industry, insurance companies and health groups are investing in and encouraging use of digital health tools by their patients. Kaiser Permanente recently determined that 60% of typical US ER visits could be replaced by remote or telehealth visits with providers.³ And tech seems to be the answer to an aging population. Over 50% of US adults aged 55 and older use some sort of assisted or health-related technology. DIY diagnostic tests and wearables, OTC hearing aids and glasses, home pain management, and home PT and gym equipment are examples that are growing in popularity.

NEXT GEN PRODUCTS

NICOBO

Panasonic's companion robot Nicobo can read and react to your facial expressions, learn to speak Japanese, and fart (thankfully without the smell).



ACTIV5

The activ5 is a pocket-sized home fitness peripheral that can analyze your strength and body symmetry and recommend exercises, workouts, and programs via its connected app.



THE CONTINUED FOCUS ON MENTAL WELLNESS

During the stress of the pandemic, almost 40% of employers increased their benefits for mental health or well-being.⁴ The increased demand has outstripped the number of available providers and as a consequence, digital healthcare products (including apps and PDTs (portable data terminals) are expected to continue double-digit growth to 2030.⁵

BY 2050 the UN projects that there will be 3.7 million centenarians. This growing population has new needs. Innovation, technology, social policy and economics will help us meet this new challenge.

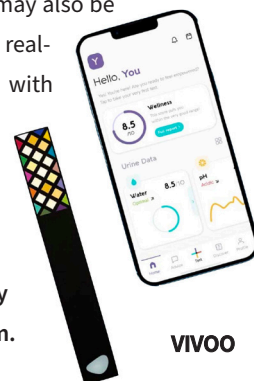
CONNECTING THROUGH TECHNOLOGY

New technologies are allowing people to stay in contact with one another, and comfort kids and those with dementia via friendly AI-driven robotic characters that mimic dolls or pets. The physical health-risks associated with insufficient social connection include a 29% increased risk of heart disease, a 32% increased risk of stroke, and a 50% increased risk of developing dementia for older adults.⁶

AI DRIVES DIAGNOSES

Facial recognition is increasingly used by doctor's offices and hospitals to streamline and secure the check-in process and reduce incidence of consumer fraud. "Health mirrors" that utilize lights and cameras are used to recognize user vital signs—measuring heart rate, blood pressure and stress levels at a single glance.⁷ These tools may also be used to measure patient pain levels or provide real-time emotion tracking which may be coupled with Evidence-Based Therapy (EBT) to treat mental illness.⁸

Vivoo test strips allow you to conduct many wellness checks in your own bathroom.



VIVOO

SARAH IVEY, STUDENT OF CONSUMER BEHAVIOR

Sarah currently serving as Chief Strategy Officer of Havas North America, as well as official tour guide for StoryTech where she has covered the digital health sector since 2019.

THE DIGITAL HEALTH ICEBERG: WATCH FOR WHAT’S BELOW THE SURFACE

What’s driving growth is a collision between two opposing forces: the struggle of a hospital-centric health care sector which was never designed for chronic conditions, and the long-term trend of patients taking control of their own wellness in a fragmented health care system. What drifts below the surface is the mass of unstructured data that’s generated by the healthcare industry. Ironically, digital health has only contributed to that. But will the intelligent use of AI allow the healthcare system to pull out the insights that will allow better outcomes for patients?

DIGITAL TWIN, MEET OPTIMAL SELF

One of the biggest struggles in the healthcare industry is the “one view” of the patient as their care gets passed across many practitioners. Now with the growing number of FDA-approved consumer devices and applications, this “one view” is becoming both richer and more complicated. We’ll see situations where we can have the same patient have a 3-D modeled view of their heart and use a smart device to track their sleeping resting heart rate. The industry will start to join up both sources of information, not least because there will be insurance implications.

THE NEW HOLISTIC BENCHMARKS

As the wearables sector matures, we will see fewer devices get better at deeper insights. We’re not saying steps are going out of style, but richer data will allow new holistic benchmarks to emerge. We’re already seeing this is the popularity of metrics like Recovery, HRV, Stress, REM, and Deep Sleep. And, with the mass of data that’s being accumulated, we expect wearables to start becoming predictive.

MY PERSONAL HEALTH CLOUD

As holistic benchmarks grow, and the access to hard health data becomes easier, patients will start building their own care pathways across multiple devices. This is particularly true as patients encounter new conditions. You’ll see patients linking their sleep tracker to a weight loss app to blood glucose tracking. Will this lead to the decline of the walled gardens that are built around many technologies? Undoubtedly, we will see interoperability become far more important than short term data monetization, and that will lead to alliances across complementary devices.



OURRING.COM

DIGITAL HEALTH LOUNGE PRESENTED BY RESMED SPONSORED BY MODERNA, AMERICAN PSYCHOLOGICAL ASSOCIATION AND XENCO MEDICAL

Located on the **Digital Health show floor, North Hall, Booth 8525**, the ideal setting for networking and establishing valuable connections, bringing together innovation, collaboration, and inspiration.

DEFINING MODERN HEALTHCARE

Digital Health, notes the U.S. Food & Drug Administration (FDA), encompasses categories such as mobile health, health IT, wearable devices, telehealth and telemedicine, and personalized medicine. From mobile medical apps and software that support physicians’ clinical decisions, to artificial intelligence and machine learning, technology has been “driving a revolution in healthcare,” according to the agency.⁹

Digital Therapeutics (DTX) delivers medical interventions directly to patients using evidence-based, clinically evaluated software to treat, manage, and prevent a broad spectrum of diseases and disorders.

58% of HCPs agree that digital health solutions like blood pressure and continuous glucose monitors, hearing aids, and their associated mobile applications, lessen the burden on the health system.¹⁰

75% of consumers are open to real-time health monitoring via AI.

AUTONOMOUS INTELLIGENCE

IS AI TAKING OUR JOBS?

While not tied to robotics, one of the hottest areas of AI growth lies in automating repetitive and tedious tasks.

Most employers want to use AI to help make their current employees more efficient (31%) rather than replace them outright (16%).¹¹

Companies are seeking pre-trained business flavors of AI to build their bottom lines and are turning towards bespoke AI tools from companies like Amazon (AWS) and Microsoft to build their AI toolsets.

AT HOME AND WORK WITH ROBOTS

AI continues to improve tedious household chores like vacuuming, mopping, lawn mowing, pool cleaning and snow removal. Technology that was previously available only in factory environments, such as wearable exoskeletons that can support the body, can now be purchased for individual use. Newly-designed (and lower-priced) drones and subs allow humans to safely explore the highest mountains and deepest seas from the comfort of a console in their office or home. There are also sophisticated translation solutions like visual tools for reading signs in foreign languages and audio tools in the form of earbuds for instant translation.

ROBOT HOSPITALITY

Although unlikely to replace human staff any time soon, robots are continuing to enter the service industry. Whether preparing and delivering food in fast food restaurants, delivering towels and other items to office workers or hotel guests, or simply assisting hotel desk or parking lot customers in a variety of languages, robots are popping up everywhere you look.



Walmart predicts that 65 percent of its stores will be serviced by automation.

BARRONS.COM

AUTONOMOUS MOBILITY

Most vehicles currently sold contain some level of autonomous technology for assisting drivers (cruise, lane detection, backup warnings), monitoring drivers (attention monitoring), improving fuel economy (electric and gas cars), and protecting vehicles from theft. Fully autonomous self-driving cars may be some years in the future, but fully autonomous public transport within specific campus boundaries are rolling out as well as proto-type models of AI-enabled, vertical takeoff flying cars.



RYSE AERO TECH

RYSE Aero Tech's Recon flying drone is a vertical takeoff ultralight vehicle that can take off from land or water and does not require the operator to have a pilot's license.

"We're honored and thrilled for the RECON to be included in this list of remarkable inventions," said Mick Kowitz, CEO of RYSE Aero Technologies. "The RECON continues to be at the forefront of the eVTOL industry, and I'm proud of the innovative work our team has accomplished."



RYSE AERO TECH

BOAZ ASHKENAZY, CEO, SIMPLY AUGMENTED

As the CEO and Co-founder of Simply Augmented, Boaz Ashkenazy is a pioneering force in transforming the workplace of the future through the strategic deployment of AI in business operations.

QUANTUM COMPUTING INTEGRATION: CATALYZING A NEW WAVE OF AI INNOVATION

The integration of quantum computing is poised to unleash AI's full potential, heralding a new era of transformation across various industries. With quantum computing's unparalleled processing power, machine learning techniques are expected to evolve exponentially. This evolution will enable the tackling of complex challenges previously beyond reach, analyzing vast data sets at incredible speeds.

Quantum machine learning is set to bring about groundbreaking changes, particularly in materials science. It holds the promise of discovering new, revolutionary compounds for use in batteries, construction materials, pharmaceuticals, and electronics. This will be achieved through the intricate simulation of atomic and molecular interactions, a feat made possible by quantum computing's advanced capabilities.

Beyond materials science, quantum-enhanced AI is expected to bring transformative changes across multiple domains. Supply chain optimization, financial market predictions, and advanced cybersecurity measures are just the beginning. It will play a pivotal role in medical advancements, such as unraveling the complexities of brain cognition to develop treatments for neurological illnesses and enabling early detection of cancers and climate anomalies. In the field of energy, designing efficient fusion reactors becomes a tangible goal. Quantum computing will also drive innovation in agriculture technology and green chemistry, leading to more sustainable practices and products.

Moreover, quantum computing could facilitate the resolution of long-standing mathematical puzzles, pushing the boundaries of human knowledge. This integration is not just about technological advancement; it's about unlocking a realm of possibilities that, until now, were confined to the realms of science fiction.

To realize these ambitious goals, however, significant investment in quantum infrastructure and talent is crucial. Building quantum-AI capabilities in a responsible and ethical manner is key to ensuring that these technologies are used for the greater good. As we stand on the brink of this quantum revolution, AI stands to be the primary beneficiary.



The WIRobotics wearable WIM robot

can assist walkers with muscle weakness or provide resistance for those wishing to gain strength in their limbs.

SUBLUE WHITE SHARK MINI

Sublue's White Shark Mini Underwater drone can do everything from accompanying divers to exploring pools and the hulls of ships for needed cleaning or repairs.



SHENZHEN TIMEKETTLE

offers these real time simultaneous translation earbuds for less than \$300.



IMMERSIVE INTELLIGENCE

THE IMMERSIVE SCREEN

TVs are now smart TVs with keyboards, remote controls and voice activated commands that control smart home services, streaming providers, and localized content with cutting-edge display technologies like **MicroLED, Mini-LED, QLED, and QDLED**. The future of 'display' took a leap forward this year with **Apple's Vision Pro's** announcements on spatial computing, blending virtual and augmented content and with **Hololens, MetaQuest Pro** and **Magic Leap**, who have changed the game for visually immersive experiences. Add to all of this the dramatic debut of the **MSG Sphere** in Las Vegas, with its unique LED displays, 16k by 16K resolution and content that truly immerses the audience, forever changing our screen expectations.



By 2024, over 90% of televisions shipped in the US will feature a voice-activated digital assistant.

[JUPITERRESEARCH.COM](https://www.jupiterresearch.com)

INDUSTRIAL INNOVATION GOES FIRST

Consumer growth in these technologies still lags industrial applications where digital twins have been used to model and improve systems like smart cities (traffic modeling and safety), machines (parts tolerance and ecological materials) and even the human body (vaccine development and cures for disease). New, lighter, and less expensive AR and VR head-mounted displays, goggles and glasses are arriving on the industrial scene all the time, allowing surgeons, factory workers and repairmen to receive cutting edge information in real time and work with colleagues in various locations across the world.

CONTENT GETS GAMED

The US gaming market is expected to surpass the US video streaming market as the largest revenue driver in the coming years. Gamer gear will expand with immersive monitors, faster processors, and better haptics (devices that allow users to experience physical sensations as part of the gaming experience). Gloves, vests and full haptic suits will edge the user ever closer to a multisensory, completely immersive experience. The 'culture of gaming' is fast permeating all content categories. Concepts like avatars, point systems and rewards with limited edition digital assets are being deployed outside of games and are part of many growing loyalty programs.

HAPTIX

Offers lightweight, wireless haptic gloves, with hundreds of microfluidic actuators across your fingers and palms, offering superior tactile feedback worthy of enterprise applications.



[HAPTIX.COM](https://www.haptix.com)

MULTICHANNEL SHOPPING AND THE METAVERSE

Retailers are turning towards a multichannel approach to shopping, combining brick and mortar stores, websites, and virtual worlds.¹² Generative AI and digital twins are being used to replicate the social, in-store shopping experience with metaverses of consumers' favorite brands that are providing unique customer services and deals. While consumer uptake of digital shopping in the metaverse remains somewhat small, the metaverse shopping market is expected to grow at a rate of over 30% between now and 2030.¹³



[METAVERSE MARCOM](https://www.metaversemarcom.com)

In December of 2023, **Roblox** Launched its Immersive Video Ads format with plans to scale its video advertising solutions in 2024. **Super League Gaming**, a large gaming network, was the first to utilize the new format in its Roblox channel, showcasing the launch of the feature film *Aquaman 2*.¹⁴

ANDREA BERRY, HEAD OF BD, THETA NETWORK

Andrea Berry is a seasoned online video strategist who helps enterprises take advantage of strategic partnerships and growth opportunities in Web 3.0.

THE NEXT EVOLUTION OF THE INTERNET

Powering the metaverse and many of these virtual experiences is one concept of Web3, which represents the next evolution of the internet, poised to transform online interactions. In Web3, users have digital identities and ownership of online assets, from social profiles to various virtual goods. Today, Web3 is the new infrastructure for digital communities, fostering unprecedented intimate relationships between businesses and consumers.

BRANDS JUMP IN

L’Oréal CEO Nicolas Hieronimus will deliver the first-ever keynote from a beauty company at CES® 2024. L’Oréal’s keynote will demonstrate how the company’s ongoing technology transformation ensures that it remains prepared for a future of its business that is at once physical, digital, and virtual. L’Oreal will be featuring AI-powered mobile apps, AR makeup try-ons and virtual beauty looks with Ready Player Me.



Theta Network is a purpose-built Web3 blockchain infrastructure for video, media and the entertainment industry.

Web3 technologies like smart contracts and self-executing agreements automate industry processes, reducing intermediaries and costs. Unlike today’s centralized web, where businesses often patch together solutions, Web3 allows for seamless integration of fragmented relationships, workflows, and systems in a trustless manner, akin to turning a Frankenstein’s monster into a well-functioning human.

Web3’s potential extends far beyond finance and social media, influencing gaming, content creation, supply chains, distribution, and more. Consumer tech leaders should explore leveraging blockchain and decentralized technologies to improve their business, enhance direct-to-consumer experiences, and drive innovation in this exciting and rapidly evolving ecosystem.



METaverse POST

WEB 1.0, 2.0 AND 3.0 DEVELOPMENT TIMELINE

-SETH SHAPIRO, ALPHA TRANSFORM HOLDINGS

WEB 1.0

- Designed primarily for corporations & agencies
- Static web pages and content
- Users are passive; do not contribute content
- Poor user interface
- Difficult to track user data
- Built on open-source HTML code

WEB 2.0

- Designed primarily for communities
- Interactive web pages and content
- Users can contribute content
- Optimized user interface
- Easy to track user data on centralized database
- New technologies: APIs, mobile devices, cloud computing

WEB 3.0

- Designed primarily for individuals
- Decentralized web applications
- Incentivized user content creation
- Customized user interfaces
- Individuals can own user data
- Built on open-source languages such as Solidity and Rust

LOCATE THE CONVERSATIONS

METAVU C16054

XR industrial metaverse solution with VR, AR, MR, Digital Twin technologies

DASSAULT SYSTEMES N 8705

Digital Twins: Dassault Systèmes will enable CES 2024 attendees to “meet” their virtual twin and see the possibilities that virtual twins of the human body bring to health care.

DASVERSE C16262

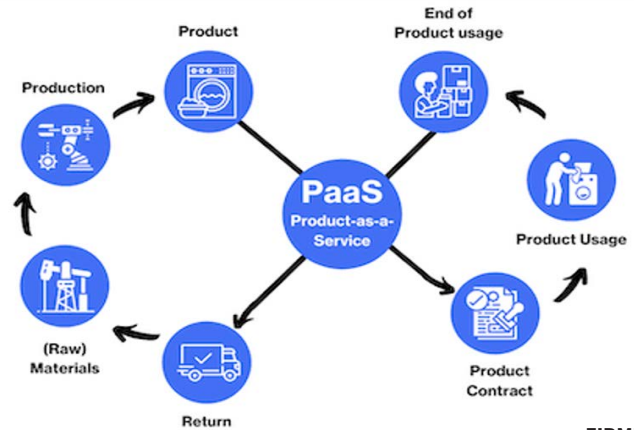
XR / Metaverse: LG OLED TV Premium Art Metaverse via the world’s first Pixel Streaming Metaverse App that implements high-quality graphics without requiring high spec hardware devices. In large spaces such as museums, amusement parks, and stadiums, Dasverse can set up a digital gallery that is filled with immersive and attractive content. Check out YouTube Channel.

AS A SERVICE INTELLIGENCE

PRODUCTS AS A SERVICE

Products we use every day are evolving to a Product-as-a-Service model. Instead of just purchasing a physical good, customers subscribe to the product or brand and pay a fee weekly, monthly, or yearly, and then the product and/or 'experience' is delivered as a service.¹⁵

By the end of 2024, more than 200 billion devices spanning everything from electric toothbrushes to factory robots are expected to be connected to the Internet, and will be AI-driven, and capable of autonomous decision making with updates over the air.¹⁶



FIRMHOUSE

SOFTWARE-DEFINED VEHICLES

Vehicles are a prime example of the shift to subscriptions having transitioned from a single, largely mechanical machine to a group of twenty or thirty different software systems. Each of these systems are developed—and often monetized separately. Many vehicle benefits like heated seats and hyper personalized in-vehicle infotainment systems are now being offered as monthly subscriptions. Other subscriptions like driver awareness/safety monitoring and advanced security systems are subsidized via lower insurance premiums. All of these subscriptions require constant, rapid car connectivity which has led to vast advances in V2X (Vehicle to Everything) communications technology.

SUSTAINABILITY AS A SERVICE

Subscription-based sustainability has emerged particularly in the world of EV charging. Retail locations are installing parking lot EV charging systems as a way to attract new customers. Additional sustainability measures include monthly IoT subscriptions for tools that look for water leaks, wasted electricity and otherwise improve efficiency in homes and office buildings.



CES.TECH

SECURITY AS A SERVICE

One major challenge faced by companies today is the need to comply with various security and privacy regulations throughout the world. Companies are increasingly turning to **SaaS** (Security as a Service) solutions to store and manage data for different political/economic regions, particularly for **GDPR** in Europe and the **CDPR** (California Data Privacy Rights) Act.¹⁷ The total SaaS market is forecasted to exceed \$90 billion in 2024 representing over 40% of total security and risk management end-user spending.¹⁸

JEANETTE DEPATIE, WRITER AND ANALYST

Jeanette Depatie is an analyst, trendcaster, writer and professional techsplainer currently specializing in AI and web3 technologies.

AS A SERVICE WILL GROW

Consumers will likely search for services that will use advanced AI to consolidate and manage their technology ecosystem. As OTA updates become more and more pervasive, consumers will also be looking for advanced technology to keep their data, privacy and other assets secure.

Machine Learning as a Service is another area of likely growth in the coming months. Developing a custom learning model for particular AI use cases can be extremely difficult, time consuming and expensive. This is also an arena where large companies may not only find themselves subject to litigation due to privacy issues, content ownership/misuse and libel, but also, significant public relations problems.

Privacy as a Service will also be developed with open-source, user-owned systems that will allow customers to own and move their own data, determine how it is used, who may see it, and what they are willing to give in return for this service. Efforts like Project Liberty and DSNP point to how consumers will communicate with one another in the future.

Blockchain as a Service is another burgeoning area of development. As the blockchain space moves past the hype cycle brought by cryptocurrency failures and NFTs, useful and profitable blockchain use cases are proliferating. However, to reach its full potential, companies must move past the scaling problems and friction traditionally associated with blockchain. Thus, Blockchain as a Service is likely to arise as a tool to help companies utilize blockchain in a way that is faster, easier and more cost effective.



**AUTONOMY
AUGMENTATION
AFFINITY**

**Sony and Honda's
joint venture Afeela**

includes IVI tailored to the driver and each passenger as well as the ability to interact with those outside the car.

THE TECH IS HERE

The technologies being developed to deliver fully autonomous cars are being incorporated into ordinary things with sensors being commonplace for everything from recreational photography to farming, sports and Hollywood productions.

HARDIE TANKERSLEY, VP VISUALIZATION SOLUTIONS, SILVERDRAFT

FLIC TWIST

Flic Twist smart home button can control many smart home devices including Philips Hue, Amazon Alexa, Sonos, Spotify, Apple Home, Ikea, and Samsung Smartthings without users having to issue voice commands or use their mobile phones for access.



SAMSUNG

Samsung's bespoke refrigerator line allows you to connect to friends, family and community and use your phone to choose from 4 different types of ice and alert



CREATIVE INTELLIGENCE

AUTOCREATION AND GENERATIVE AI

During one of the fastest technology rollouts in history, generative AI took the creative world by storm.

Since its launch in November of 2022, ChatGPT has dominated the market—adding 1 million users in just five days, vaulting to over 100 million users in less than a year, and amassing 1.5 billion visitors per month.¹⁹

There's a Prompt for that

ChatGPT and other LLM (Large Language Model) products like **Google Bard** have gained massive popularity in part because they are incredibly easy to use. One need not have any coding skills or even really learn a new interface. Users simply type in a question and get an answer. And it's not just text. **OpenAI** also has **Dall-E** which outputs images based on a simple text description and **MuseNet** for music composition.



IMKI

Imki creates custom generative AI for luxury and fashion brands.

CREATORS AND DATA-DRIVEN INSIGHTS

AI systems can generate insights and recommendations that allow creators to make more informed choices and create content that resonates with their target audience. This is particularly useful for Gen Z and younger demographers who don't respond to straightforward messaging about products and are far more interested in experiences. For Manufacturers looking to build long term relationships, great creativity could be the answer.

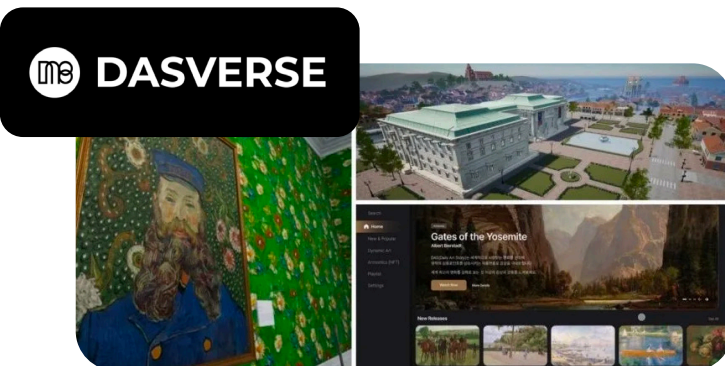
PROTECTING CREATORS

Embracing Gen AI is not only raising valid concerns on what's real, what's fake, but it's left Creators questioning how to protect their work. Gen AI has become a viable tool for kickstarting creative processes. Enterprise AI solutions, like the partnership between **Shutterstock** and **NVIDIA**, are enabling the creation of rights protected work, like 3D scene backgrounds for movies and television. In 2023, **Adobe** launched **Firefly** as a commercially 'safe' generative AI model which is being trained on Adobe Stock and public domain content.²⁰

In October of 2023, President Biden issued the "Safe, Secure, and Trustworthy Development and Use of Artificial Intelligence" executive order.²¹

NEW MODELS IN HOLLYWOOD

Creators are also driving a new movement for the business of Hollywood called Film3, which allows a filmmaker and their community to control the streams of revenue around the creation and distribution of films. Digital platforms are being used to build online communities. For example, **Beem** allows Creators to build their own video streaming app and generate revenue leveraging a solution like **Bingeable**, which is a blockchain-backed, decentralized marketing and distribution platform for premium films. "Part of the film3 ethos is a sustainable living for everyone," says Jordan Bayne, one of the founders of the movement.²¹



DASVERSE

Dasverse allows users to experience fine art from their **LG OLED** television.

HAMPUS WAHLIN, CO-FOUNDER & COO OF BAMBOO

Hampus Wahlin is the Co-Founder & COO of Bamboo, a social app for creators that seek to grow their audiences and monetize their online presence without the platform taking a cut of their earnings.

CURATION WILL RISE

Collaborations will increasingly be featured as the core of content creation. Sharing the spotlight with others remains an important way for creators to leverage each other’s audiences to grow. Partnerships are still a major revenue stream for many full-time creators and are expected to grow and features such as “duets” on **TikTok**, “collabs” on **YouTube Shorts** and “collaborative posts” on Instagram clearly reflects a need to showcase joint endeavors more effectively.

Generative AI will empower a new generation of artists to create even more imaginative, complex and sophisticated works. Although some people have tried to claim ownership over the assets rendered from a prompt they entered, the future will most likely look at generative AI results as “raw material”. Most generative AI users are Gen Z and Millennials, which also happens to be the largest content creator segment.

The importance of curation will continue to rise. The social media landscape is more volatile than it has been in decades. Between the uncertain fate of **X** (formerly Twitter), the continuous scrutiny of TikTok and **Facebook**, and the increasing popularity of relatively new names on the block such as **Discord, Mastodon, Bluesky, BeReal, Gas, Hive** etc, content feels more scattered than ever.

The battle for artistic ownership and authorship will get worse before it gets better. No one knows this better than the actors and writers in Hollywood, who spent a good portion of 2023 fighting for their faces and their words. But even though both strikes ended victoriously for both unions, this was just the first battle in a war where machines can generate faces that escape the uncanny valley. Just like any tool, AI can be used to build and to destroy. It’s simply a matter of who wields its power.

Bamboo is a social app for creators that seek to grow their audiences and monetize their online presence without the platform taking a cut of their earnings.



207+ MILLION

As of May 2023, there were over 207+ million creators (162+ million amateur, 45+ million professional) – an increase of 314% over the last two years.²³

16+ BILLION

In 2022, YouTube paid out over 16 Billion in their YouTube Partner Program.²⁴



The total addressable market of the creator economy could roughly double in size over the next five years to \$480 billion by 2027 from \$250 billion today.²⁵

HERE ARE MY 2024 CREATOR ECONOMY BIG IDEAS

**OLIVIER DELFOSSE
EVP & GM @ JELLYSMACK**

- 1. Creator Advocacy will formalize.**
- 2. Platforms struggle to prioritize creators.**
- 3. One major new platform monetization initiative.**
- 4. Year of the community/newsletter.**
- 5. AI will disrupt influencer marketing.**
- 6. Consolidation of Creator Management Co’s.**
- 7. A YouTube Rollup will get bought by a media company.**
- 8. TikTok Shopping will grow exponentially.**
- 9. The Creator COO job will become a true role.**
- 10. Celebrities/Athletes own their place on the internet.**
- 11. Creator E-Comm Brands will explode.**

storytech

telling stories,

curating connections.



For a full list of sources that we've used to gather content in this document, please visit our website using the QR code.