

eBOOK



ENTERTAINMENT INDUSTRY TRENDS & GROWTH UP TO 2025

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In recent years, the entertainment industry has been characterised by considerable growth and exceptionally rapid technological development.

New technologies, numerous innovations and a high degree of creativity have led to many changes in the industry.

Moreover, the expectations of entertainment consumers have also changed significantly as a result now these are extremely high and significantly more difficult to meet due to strong competition and changed purchasing habits.

Consumers expect interesting, new, high-quality, and comprehensive experiences, irrespective of whether they are visiting one of the giants, such as Disneyland and Universal Studios, or a smaller local amusement park, attending a concert or watching new movies or TV series.

By 2025, this portion of the market alone is projected to reach a value of more than EUR 70 billion, but only if the industry successfully meets its customers' expectations, desires and requirements.

The extensive development of various trends can be expected in the following five years.

The greatest emphasis will be on introducing artificial intelligence and using virtual and augmented reality. This way you can much more easily create a comprehensive experience for your user.

Are you interested in other trends emerging in the near future?

Let's take a closer look at some predictions for the use of digital technology in entertainment parks up to 2025!

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01

COMPREHENSIVE EXPERIENCE, LINKED TO A WELL-DESIGNED BRAND

Changing consumer behavior has provided a catalyst for the entertainment industry to evolve at a significant pace.

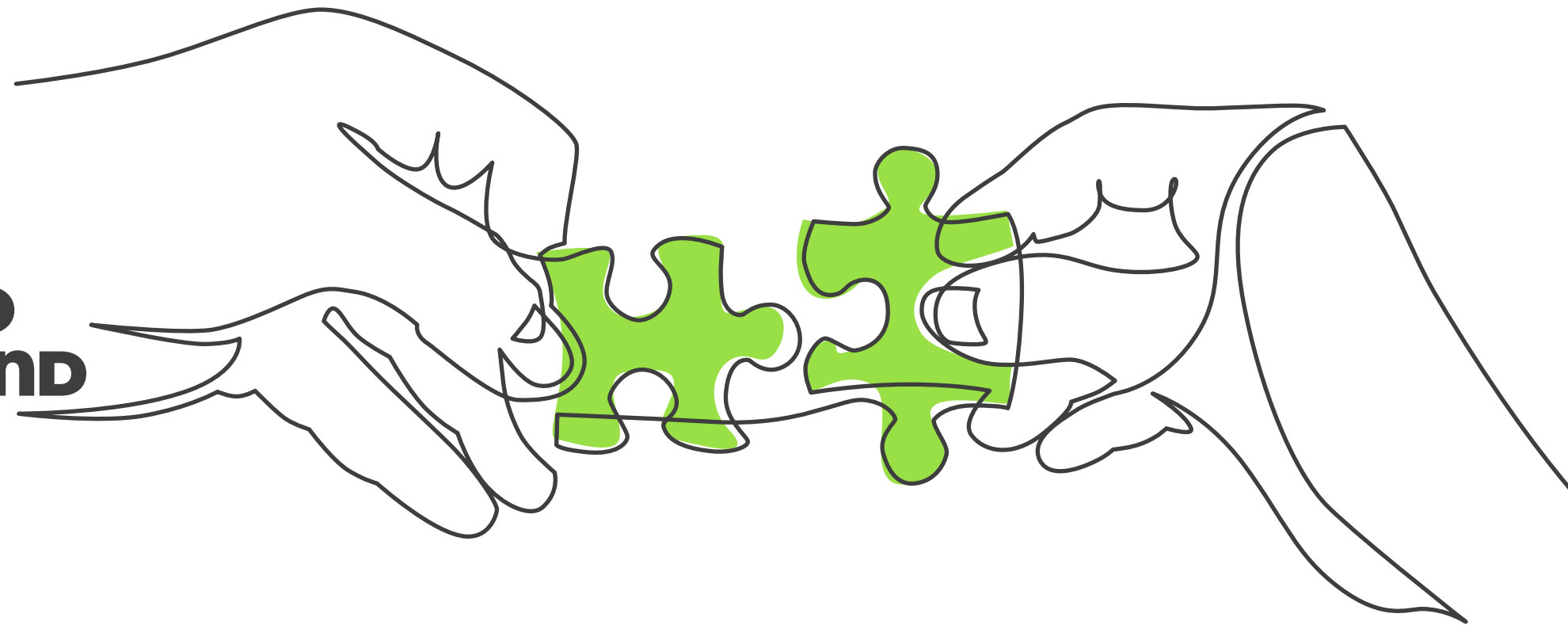
In entertainment parks, today's average consumer wants much more than attractions that have a weak association with the brand or name of an amusement park and do not reflect the experience.

For example, imagine how disappointed you'd be if you visited an amusement park called "Underwater City" and found out that the park's theme had hardly anything to do with the oceanic world and other aquatic elements? Be aware that the name alone sets expectation for what is going on inside the park. Consumers seek a comprehensive experience arising from the full

integration of the facility itself, its creative content design, and its intellectual property. The first step requires creating a strong brand closely connected with the theme park itself. If recognised and well-received in previous experiences, the brand alone can make the visitors feel as if they've been transported to a truly magical destination.

Of course, this doesn't mean you have to always design a completely new brand and create a story around it. Even an existing brand can be used as a central theme around which a park can be conceived.

This will significantly reduce your costs, while still allowing you to create a theme and park that visitors will be happy to visit, again and again.



Cool example

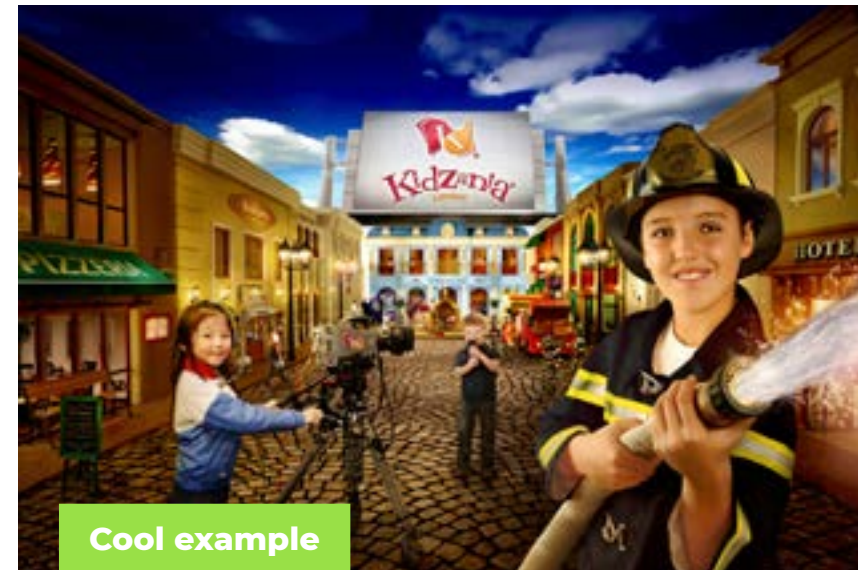
An excellent example is the **Wizarding World of Harry Potter theme park**, where the entire experience is closely connected with the highly popular Harry Potter franchise. The park's website was also very well integrated into the overall experience.

Source: <https://www.universalorlando.com>

02

THE RISE OF ARTIFICIAL INTELLIGENCE

Who doesn't feel the need to stay fresh in the competitive family entertainment market? There are already several innovative solutions available that use digital media to create an excellent experience. Technological advances such as high-definition and 3D televisions, the presence of a high-tech network infrastructure (4G/5G mobile network), and availability of wireless broadband technology are expected to be major driving forces for the global entertainment market.



Cool example

KidZania is a global theme park with an award-winning augmented reality attraction where children can discover, explore, and learn about the adult world through various playful activities in a kid-sized city. It gives children a chance to learn about different careers and jobs, and how to manage money.

Source: [KidZania](#)



Augmented Reality (AR)

One of the main trends that can already be observed today and will grow further in the future is using artificial intelligence to design interactive parks. If you want to create a comprehensive experience, you need to make sure your storytelling is well-planned. Stories can beautifully complement technologies, such as artificial intelligence (AI), deep learning, and augmented reality (AR). AI is changing the way that the computers and

smartphones we use in everyday life can interact with the world around them.

However, AR allows the world around us to be manipulated by technology.

Augmented reality is a type of virtual reality that combines altered reality with mixed reality and has the greatest potential for theme and amusement parks.

Virtual Reality (VR)

While AR adds digital elements to a live view (like *Pokemon Go*), AR offers a completely immersive experience that shuts out the physical world and allows us to fully enter a virtual world.

A survey by [Omnico](#) found that 89% of visitors across the five different countries (US, UK, China, Japan, and Malaysia) want virtual reality technology to help them get more out of theme park visits by using headsets to choose rides (selected by 37%), restaurants, hotel rooms, and souvenirs,

as well as obtaining a bird's eye view of the park on arrival (36%).

Chinese visitors were most enthusiastic about the potential of virtual reality, with 98% saying they wanted to see it integrated into theme parks in the near future. The most popular use for VR in China is for obtaining a view of the park (53%), whereas in the US and UK it is for choosing rides (with 42% and 34% of the votes).

Japanese respondents were less enthusiastic, with the most popular use for VR being the choice of restaurant (34%). For

Malaysians, the best use for VR is helping choose restaurants and hotel rooms (50% for each).

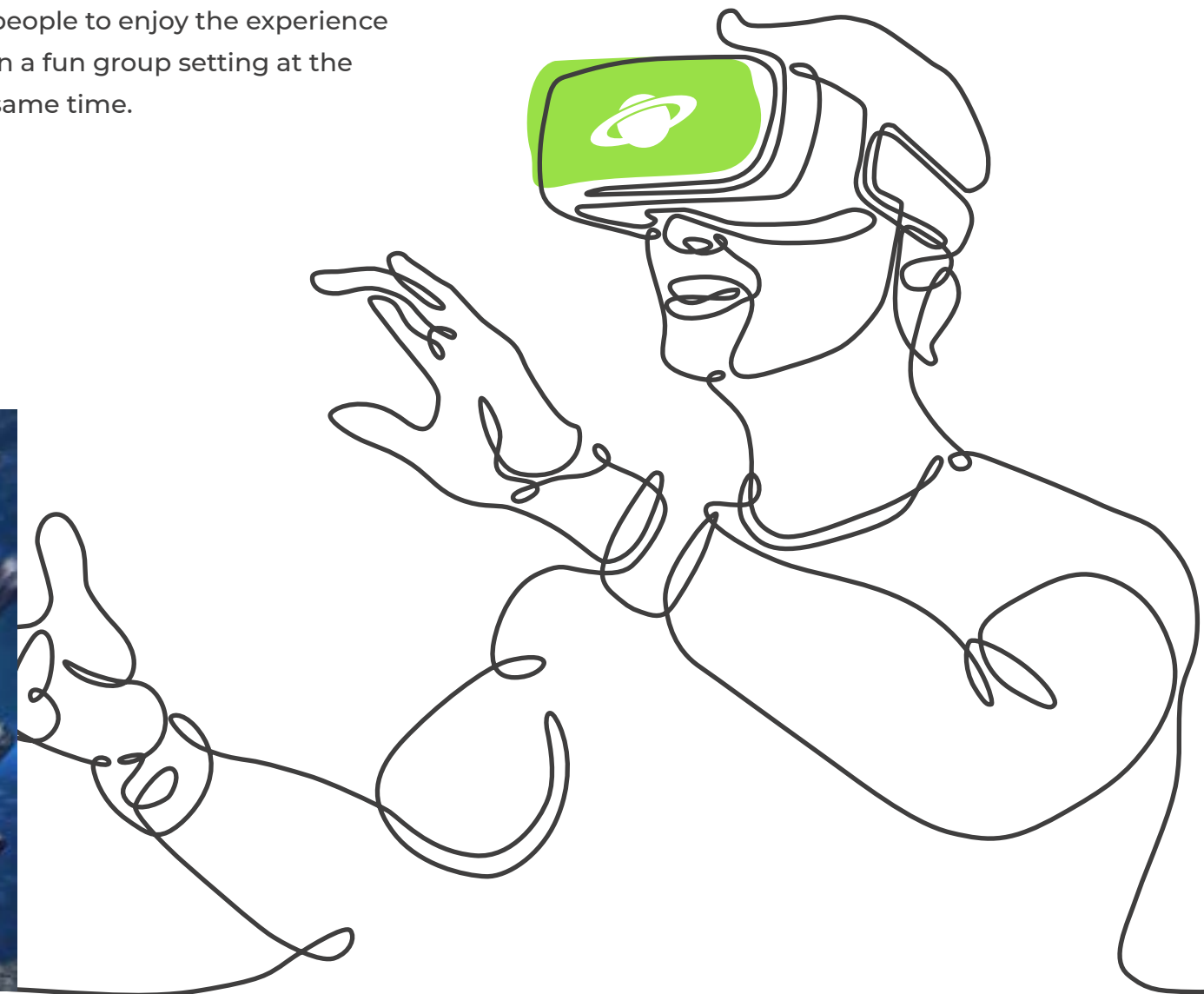
One example of using VR in trampoline parks is the popular [Sky Zone Trampoline Park](#) in Metairie, Louisiana, USA. Here they offer a kid-friendly VR solution with high-throughput and the capacity for up to 20 people to enjoy the experience in a fun group setting at the same time.

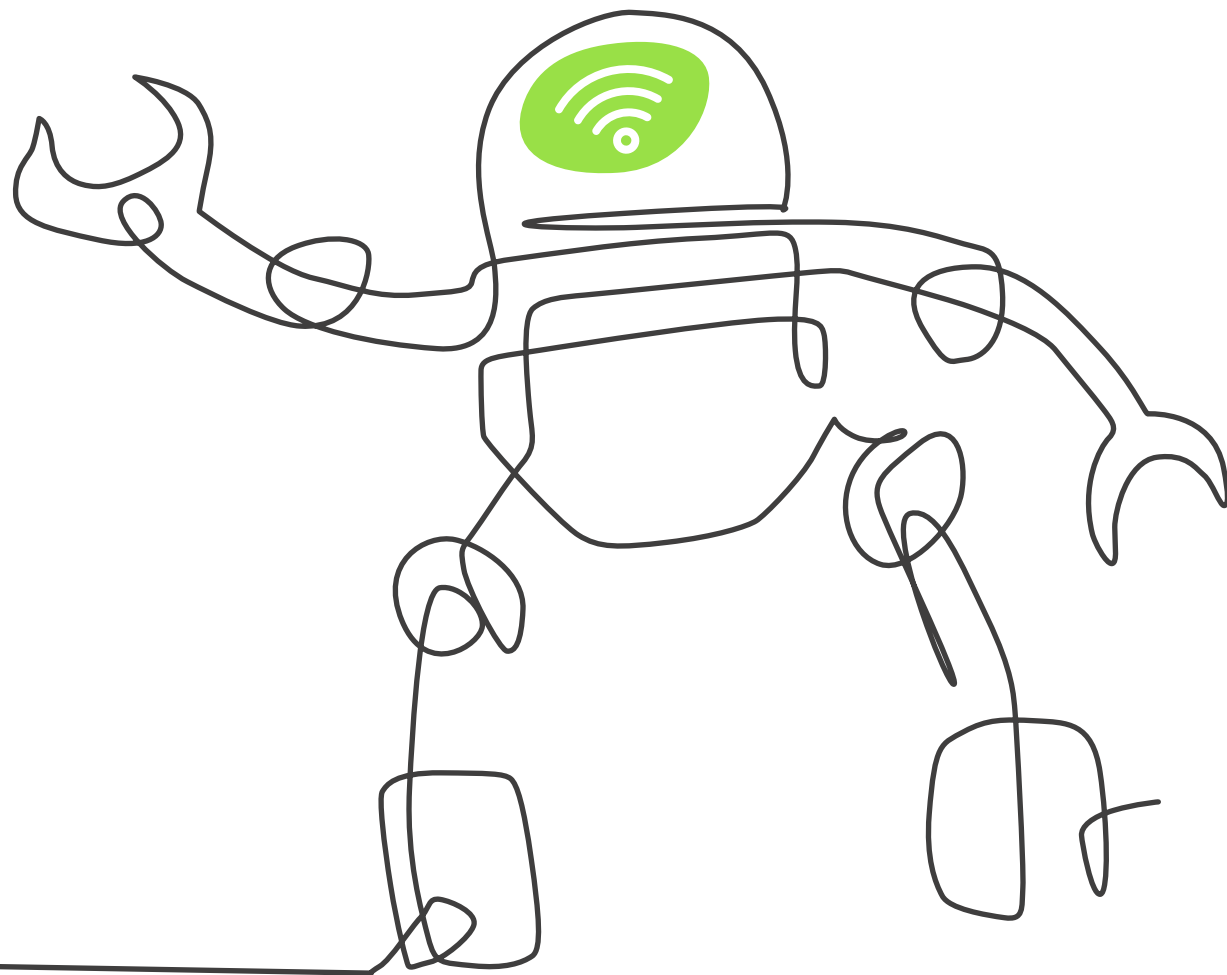
The activities involved are often interactive and transformed into exciting performances full of interesting new characters that stimulate emotional reactions. The stories should be easy to understand, but still sufficiently demanding to attract and maintain visitors' attention.

Cool example

Virtual reality has also been put to good use in **Linnanmäki theme park in Helsinki**. It has been added to the roller-coaster, with a theme based on the Milky Way.

Source: [Saturn Imageneering](#)





Internet of Things (IoT)

One strong point emerging this year when making entertainment park digital technology predictions is the integration of different technologies and the growth of the Internet of Things.

An important factor in the future will also be the Internet of Things. This will connect all physical devices, vehicles, and other things with embedded electronics, sensors, and software that can be linked. Once internet-connected devices and sensors

will communicate with one another in basically real-time, a new level of efficiency will be possible across an entertainment park.

IoT is already in full swing. Smart homes filled with smart devices, such as smart fridges, ovens, cameras, doors, cars, and so on, are becoming increasingly popular. A similar trend will also carry over to the entertainment industry, but in a much larger and more sophisticated way.

Many themed entertainment projects (trampoline parks, adrenaline parks, etc.) have evolved into extremely complex systems that must operate at very high levels of reliability. For example, in trampoline parks all over the world, IoT is already revolutionising various operations.

The technology helps in tracking and monitoring all the activities and managing crowds at the park. These systems consist of hundreds of devices and subsystems which all must communicate with each other to allow the project to run efficiently, provide predictive breakdown analysis, and direct the interactions of visitors.

But what can we expect in the future? In the future, there are going to be many attempts at building immersive applications. However, as stated by ParkWorld.org, IoT devices will primarily be used for guest convenience and back-end operations. As these technologies improve, and the industry learns how the audience wants to interact with these attractions — and how much — the use of IoT devices will evolve.



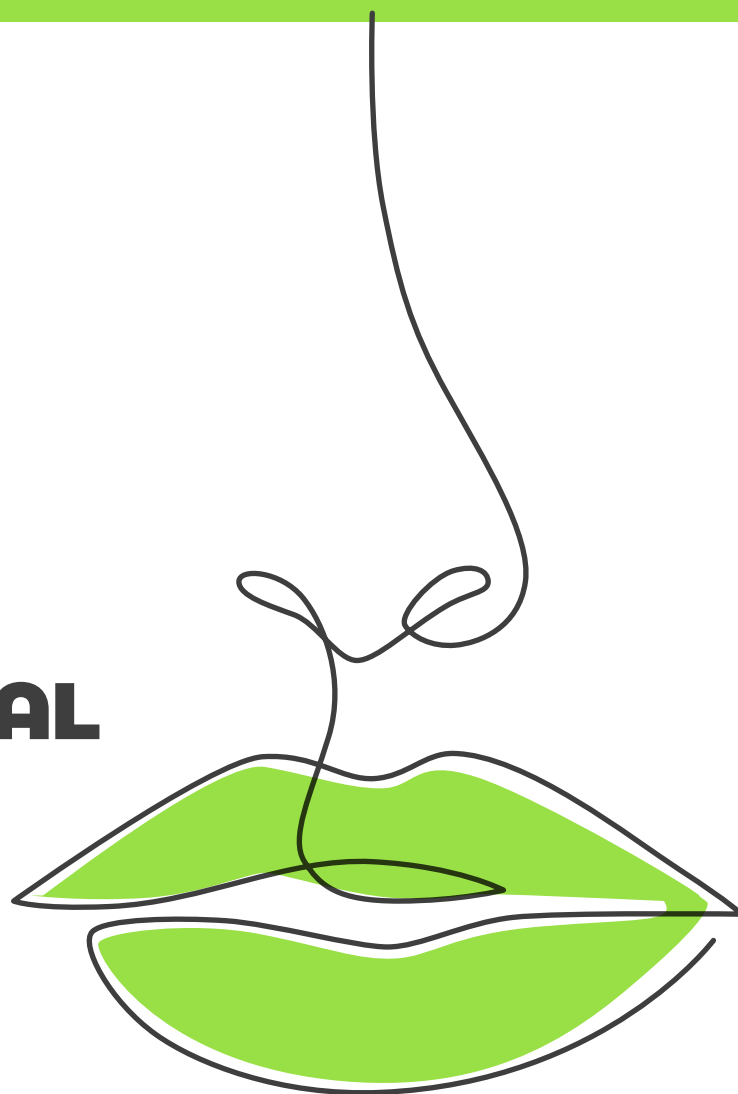
Cool example

One of the most recognised guest-facing IoT applications is the **Disney MagicBand bracelets**, which help expand and enhance the guest experience.

Source: Forbes.com

03.

OTHER TECHNOLOGICAL TRENDS



Face & Voice Recognition

Another emerging trend, which has attracted much attention around the world, is voice and face recognition.

Facial recognition is the process of identifying or verifying the identity of a person using their face, while voice recognition is identifying someone using their voice.

It captures, analyses, and compares patterns based on the person's facial or voice tone details. This technology is primarily used for purchasing

tickets, but questions are already arising regarding the protection of privacy and personal data.

More than two years ago, [research by Omnico](#) revealed that 85% of global theme park visitors wanted artificial intelligence systems for ID verification, while Chinese guests were especially interested in such technology. No surprise then that Universal's Beijing resort will reportedly use the technology for access and payment when it opens in 2021.

Interactivity & Personalisation

The combination of several modern tech innovations is being used to create interactive rides in which guests can control the outcome of the experience.

Integration with other (entertainment or adventure) park systems can then allow the experience to continue beyond the ride or even entertainment park (with the help of apps on mobile devices), or help control visitor flow.

Some great features and emerging trends in personalisation are already being tested by Disney theme parks. In 2017 the company filed a patent for a responsive theme park ride system that can read and then optimise the experience to their individual preferences.

Cool example

A great example of these increasingly sophisticated and personalised experiences is **Holovis' Ride & Realm**. It presents an almost limitless experiential attraction that is always different and re-rideable. Whatever you do within the ride or across the park has a real-time impact on the adventure that unfolds before you.

Source: [BlooLoop.com](#)



Cool example

Great examples of the smart use of mobile apps are three different apps, developed for **San Diego Zoo, San Diego Zoo Safari Park, and SeaWorld.**

Those apps provide park management with valuable information and improve the overall guest experience.

Source: [San Diego Zoo](#)



Mobile Apps

Mobile apps will also become extremely important.

They are already present in every part of our daily lives: we use them to order food, pay bills, make doctor's appointments and play games.

Nonetheless, many theme parks still use printed maps and flyers, which people can easily lose and at the same time produce a lot of waste.

A mobile app makes it significantly easier for visitors to find their favourite attractions. In addition, they can use mobile apps to check ride lines, waiting times, where they parked their car and the fastest route there, and to find restaurants and restrooms more easily.

At the same time, mobile apps offer more added value. They can feature games integrated with the theme park, which can contain prizes, such as free drink vouchers, discounts that can be redeemed during future visits, visitor tracking, and more.

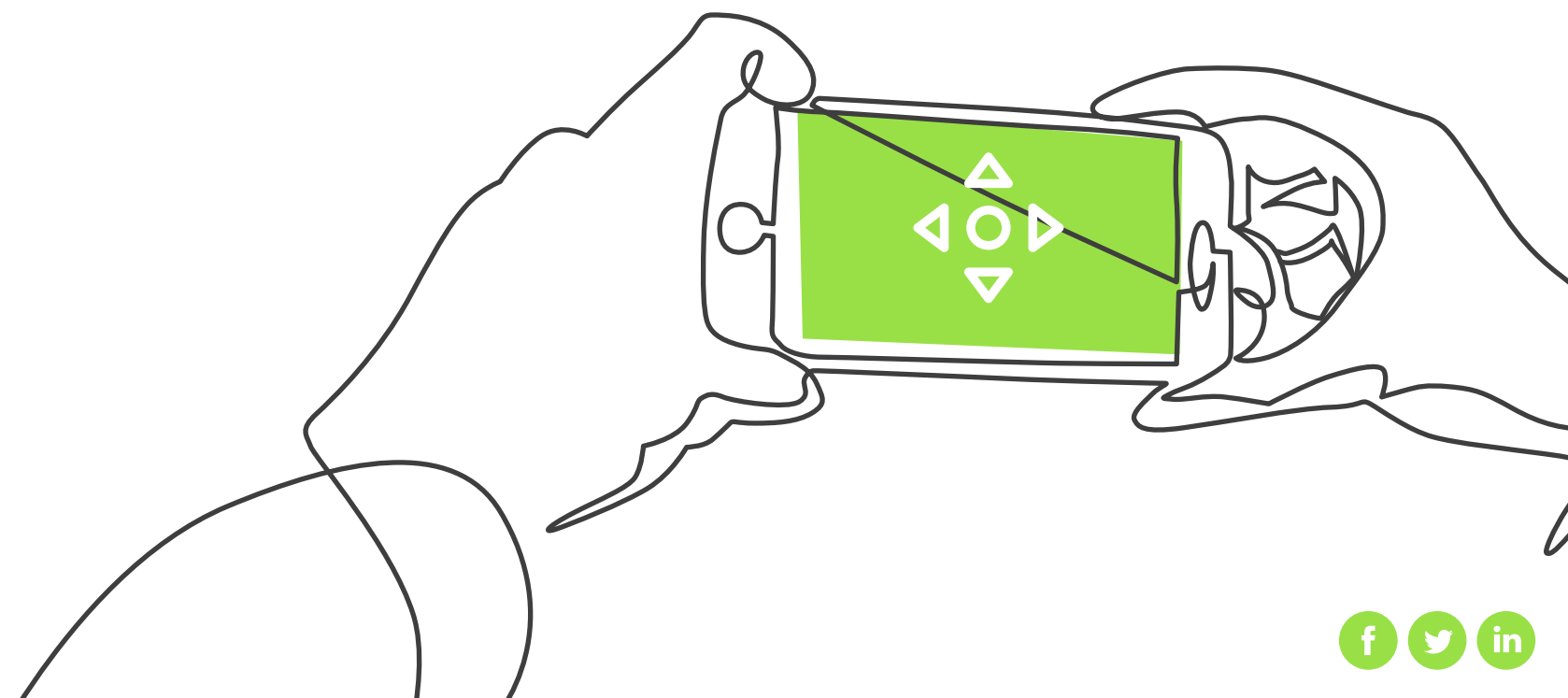
Mobile apps will also have great value for providers, making it easier for them to check customer satisfaction and see where improvements are required, where they need to invest more money, and how to improve the services already offered. In addition, they can also use them for personalised marketing.

Sound technology

Let's not forget about sound. This isn't a new trend, but you need to be aware of the important role that sound plays in creating a comprehensive and complete experience.

The more realistic are the sounds for certain situations, characters and elements, the more realistic is your visitors' experience. Consumers are used to the high quality of sound on TV, radio and at concerts. Even though these

types of sound experiences don't transfer them into a new, imaginary world, consumers still expect the same quality of sound elsewhere. Hence, high-quality sound provides an excellent opportunity for making an additional impact on visitors and ensuring their experience is truly unique and realistic. Here it's especially important that the sound is aligned with all the other elements and there are no delays.



04.

HIGH-QUALITY AND THEME-BASED FOOD

The cuisine is another vital element in creating a comprehensive visitor experience.

If you read Harry Potter or watched the movies, then you surely remember the roast turkey legs, Butterbeer and pumpkin pasties. You can buy all this at the Wizarding World of Harry Potter. By offering these types of meals and drinks, the theme park

has integrated its range of products and services down to the last detail. Creativity is key in cuisine. Even though visitors usually don't expect premium food to be provided at theme parks, it is one way to more easily convince them to come back. You can focus on a food theme, only certain meals that you want to offer, or you can decide to offer set, but highly refined menus.



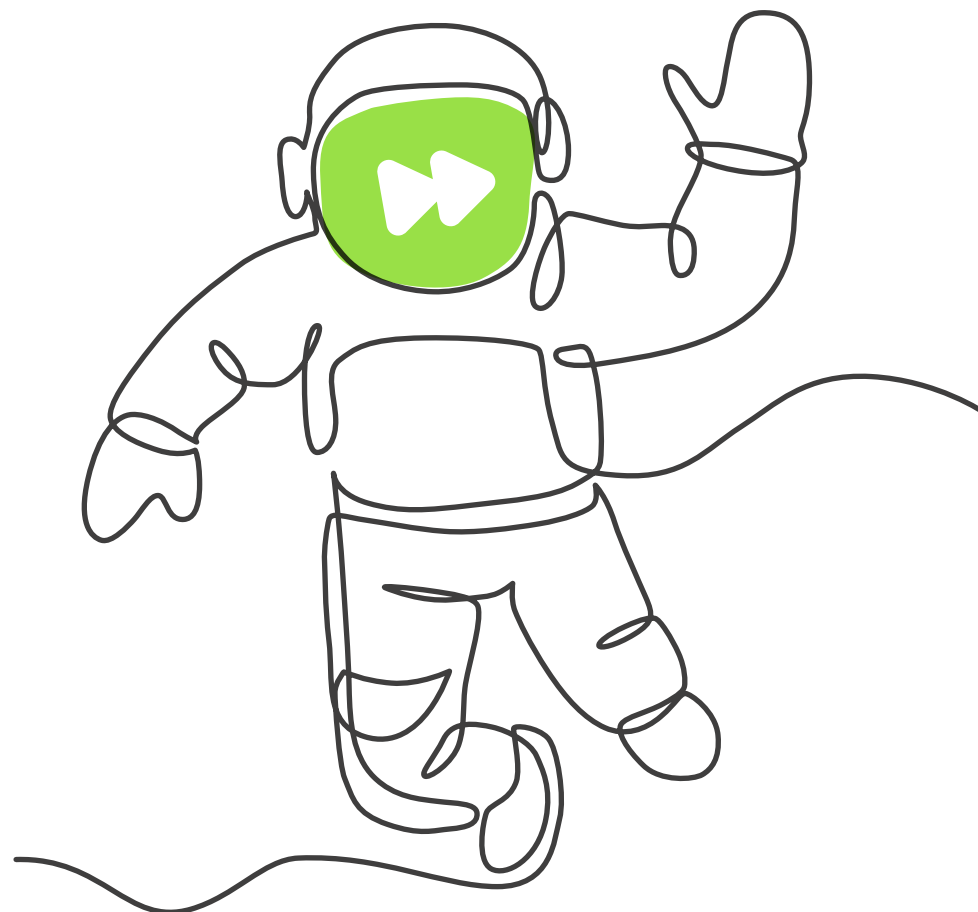
Cool example

Three Broomsticks is the restaurant at the **Harry Potter theme park**, and it is named after the well-known pub from the Harry Potter novels. Alongside the specialties known from the books and films, the restaurant also offers dishes from England.

Source: [Webstaurant](#)

05.

WHAT CAN WE EXPECT IN THE NEXT 5 YEARS?



The entertainment industry is not limited only to amusement parks but is becoming increasingly connected with the music and film industries.

Streaming platforms are becoming increasingly important within this context and are already gradually replacing traditional TV channels and visits to movie theatres.

The trends show that their popularity and accessibility are going to increase even more sharply in the near future.

Such platforms will attract increasingly more viewers, not only through new content but also rerunning older films and series. Likewise, interactive broadcasts and films will become popular, allowing viewers to decide on their own how the story will end.

Concerts will also become much more interactive and most likely we'll be able to watch concerts from musicians who have already passed away. This will be made possible by using lasers and holograms, but this raises considerable ethical questions.

In the years leading to 2025 there will be great emphasis on providing a comprehensive entertainment experience.

This will require the integration of the facilities, creative design, and intellectual property under the park's brand. The comprehensive experience will also include cuisine, which will match the park's overall theme or provide added value through its premium quality. We can also expect technology to develop rapidly. Artificial intelligence and augmented and virtual reality will be vital, transporting visitors into a completely new world and

providing them with a totally new experience.

Also vital will be the development of mobile apps, which will make visiting parks significantly easier and also offer additional benefits, such as vouchers and discounts, as well as helping park managers collect data and run their businesses more effectively.



Cool example

Streaming platforms, such as **Netflix** and **Hulu**, are already becoming so popular that even film stars have started working on projects for them, even though they are usually not made for the big screen. In 2018, Sandra Bullock starred in *Bird Box*, which became the most-watched film of 2019.

Source: [Business of Apps](#)

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