# THE NEW CONTENT ECONOMY

## Capture What's Real. Create What's Possible.

A perspective on virtual production, generative workflows and a production model no longer limited to what happens in front of the camera.

01 · THE ARGUMENT

# CONTENT DEMAND CHANGED. PRODUCTION DIDN'T.

Production used to be limited by what could happen on shoot day: location, weather, set, product, talent, camera and clock. Next-Gen Production changes that. Existing assets and new production can be combined and structured into Source IP designed for reuse across stories, formats, markets and experiences.

## SOURCE IP

### THE ASSET SYSTEM

YW3's term for the reusable body of brand or project material built through Next-Gen Production from existing assets, new production or both: people, products, environments, stills, motion, 3D and volumetric assets, production elements, metadata and usage rights. Structured as a system, Source IP can be reused, remixed, extended and activated.

## ROIP

### RETURN ON INTELLECTUAL PROPERTY

YW3's framework for the value Source IP generates over time. It asks what the original production investment continues to return as that IP is reused, remixed, extended and activated.

# WHAT COMES NEXT SHOULDN'T START FROM ZERO.

**YW3 STUDIO**
NEXT-GEN PRODUCTION

02 · THE PRESSURE

# THE CONTENT BOOM HAS A WASTE PROBLEM.

**96%**

of marketers have seen content demand at least double over the last two years.

**MORE OUTPUT DOES NOT AUTOMATICALLY CREATE MORE VALUE.**

**30–40%**

of finished creative never gets used, according to nearly half of marketers.

**39%**

report wasted or misused budget when digital assets are poorly managed.

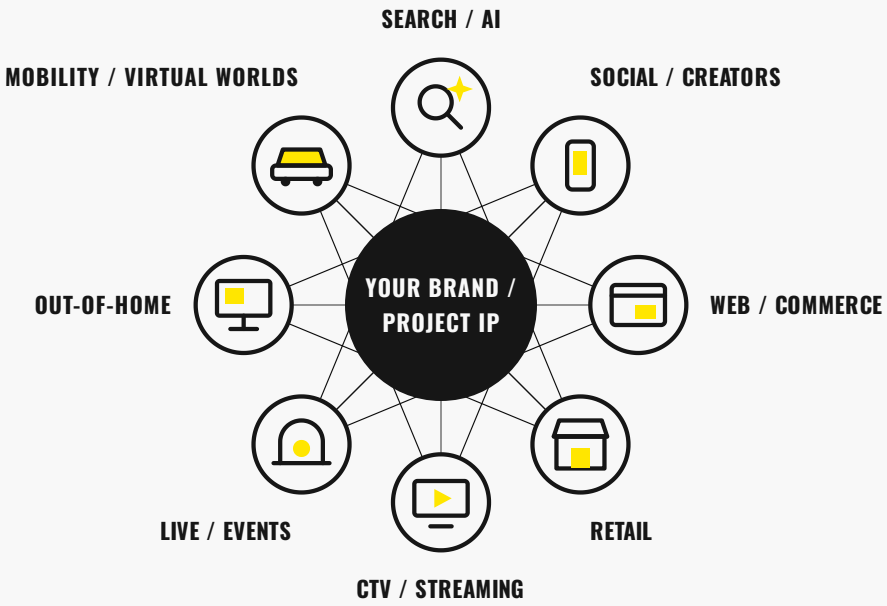
Adobe, 2025, survey of 1,600+ marketers. XR Extreme Reach, State of Ad Ops, 2026, 400+ marketers and creatives. Canto, The State of Digital Content 2026, 400+ content and marketing professionals.

03 · DISCOVERABILITY

# DISCOVERABILITY IS A LIVING SYSTEM.

## There is no single front door anymore.

A homepage used to be a destination. Today, the first meaningful encounter with a brand can happen almost anywhere: search, AI, creator feeds, commerce, retail, streaming, a live experience or the street. Discovery is hybrid, nonlinear and constantly moving across physical, digital and AI-mediated environments, without respecting the boundaries marketers use to organize channels.




## THE JOURNEY IS ALREADY FRAGMENTED.

**8 IN 10**
ONLINE PURCHASE JOURNEYS INVOLVE MULTIPLE TOUCHPOINTS

**53%**
DISCOVER PRODUCTS THROUGH SOCIAL

**39%**
USE AI FOR PRODUCT DISCOVERY

Google / Measure Protocol, U.S. consumer journey analysis of 22,523 online purchase journeys, 2025. Salesforce, Connected Shoppers Report, 2025. Consumer and commerce indicators, not universal to every category.

04 · THE MODEL

# SOURCE IP IS THE ASSET SYSTEM. NEXT-GEN PRODUCTION IS THE ENGINE. ROIP IS THE RETURN.

Traditional production often ends in fixed deliverables stored in an asset library. In fast-moving channels, those deliverables can be outdated almost as soon as they are uploaded. Next-Gen Production is built for reuse and adaptation.

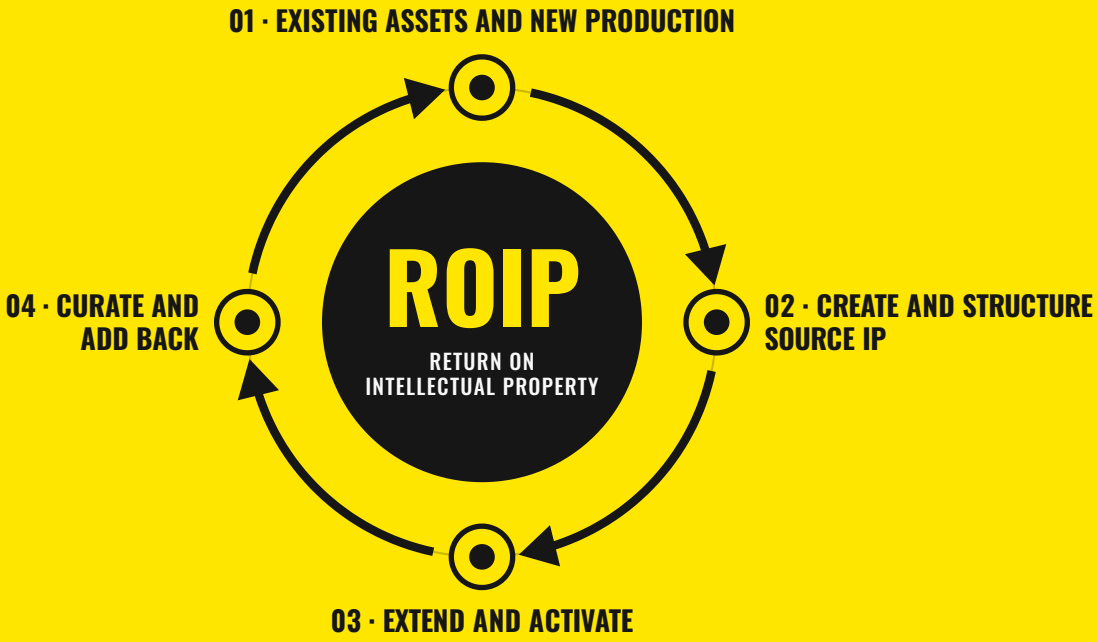
YW3 Studio combines existing assets with new production, structures them as Source IP, then extends and expands that Source IP through physical, virtual, hybrid and custom generative workflows. As the Source IP grows, more can be created without rebuilding the world or reshooting for every new need.

## TRADITIONAL PRODUCTION MODEL

LINEAR

## YW3 STUDIO NEXT-GEN PRODUCTION MODEL

CYCLICAL




**RETURN ON INTELLECTUAL PROPERTY**

The return generated as Source IP is reused, extended and expanded over time.

Exhibit 01 · Source: YW3 Brand Experience Studio, 2026.

05 · INDEPENDENT INDUSTRY PROOF

# THE ECONOMICS OF REUSE.

Independent industry evidence that reusable production assets can change production economics.

## UNILEVER

with NVIDIA Omniverse and Collective World

**2×**

faster content creation from 3D product digital twins.

**50%**

lower production cost for product imagery across global markets.

**5:1**

reduction in content duplication, company-wide.

Unilever built digital twins of its products with NVIDIA Omniverse and Collective World, allowing one source capture to support imagery across markets without reshooting. It demonstrates the principle behind Source IP: structure production assets so they can continue creating value beyond their original use.

## ZALANDO

Leading European fashion + lifestyle platform

with ALLSIDES and NVIDIA

**92%**

lower cost per 3D product scan.

**3 TO 4%**

lift in add-to-cart for products with enhanced 3D, with returns down in footwear.

One Zalando scan can feed multiple commerce outputs, from 3D product pages and product imagery to campaign imagery, video, spins and AR try-on. The principle extends beyond products: reusable talent capture, environments and worlds can support content, commerce and experiences without rebuilding from zero each time.

Unilever: NVIDIA case study; Unilever press release, March 2025. Zalando: NVIDIA case study, 2026. Independent industry examples. Full references in the source ledger.

06 · YW3 STUDIO · NEXT-GEN PRODUCTION

# PHYSICAL. VIRTUAL. HYBRID. GENERATIVE, GROUNDED IN SOURCE IP.

## The production architecture changes with the project.

Source IP can be built from existing client assets, new production or both. YW3 Studio combines physical, virtual and hybrid production with custom generative workflows grounded in each client's approved assets, rights and use cases. The result is a reusable Source IP system designed to extend across the marketing and communications ecosystem.

YW3 STUDIO × ZEROSPACE · LED VOLUME, BROOKLYN

### PHYSICAL

People, products, places and movement captured in front of the lens.

### VIRTUAL

Real-time worlds, LED / in-camera VFX (ICVFX) and digital environments created around the capture.

### HYBRID

Physical and virtual production designed as one system.

### GENERATIVE

Custom workflows built and tuned around Source IP cleared for reuse to create new versions, formats, markets and environments.

WHERE NEXT-GEN PRODUCTION CREATES VALUE

## CONTROL · CONSISTENCY · CLARITY · CONTEXT

### ENTERTAINMENT

Talent, fandom, remixes and immersive worlds across releases, home entertainment, sequels and avatar-led experiences.

### AUTOMOTIVE

Models, trims and new vehicle lines across launches, 3D configurators, mixed reality and market updates without rebuilding the vehicle world.

### CPG + BEAUTY

More authentic and usable product content across creator, retail and commerce, grounded in approved product truth.

### RETAIL + APPAREL

3D products and environments for storefronts, shoppable experiences, immersive pop-ups, activations and digital out-of-home.

THE NEW CONTENT ECONOMY · THE CLOSE

# EVERY PRODUCTION BUILDS THE NEXT.

## One day of production. Years of possibility.

YW3 Studio builds Next-Gen Production systems that combine existing assets with new production to create reusable Source IP, then extend it through physical, virtual, hybrid and custom generative workflows. Each cycle adds approved new material back into the system, expanding what can be created next across stories, formats, markets and experiences.

### SOURCE IP
**THE ASSET SYSTEM**

Existing assets and new production, structured with the rights and metadata needed for reuse.

### NEXT-GEN PRODUCTION
**THE OPERATING MODEL**

Physical, virtual, hybrid and custom generative workflows that create, structure and extend Source IP over time.

### ROIP
**THE RETURN**

The value Source IP continues to generate as it is reused, activated and expanded over time.

## BOOK A SOURCE IP AUDIT →

A fixed-fee review of your existing assets, rights and reuse potential, delivered as a Next-Gen Production plan.

# CREATING CONTENT AT THE SPEED OF CULTURE.

CAPTURE WHAT'S REAL. CREATE WHAT'S POSSIBLE.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