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Auditioning for Film and Television

## Why the Global Market is Paying a Premium for This Skill Set

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Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Rise of streaming services | The growth of streaming services has created a huge demand for high-quality content, and companies are willing to pay a premium for talented professionals who can deliver | McKinsey Global Institute

Increasing demand for diverse content | The need for diverse content has led to a surge in demand for talented professionals from diverse backgrounds, making it an exciting time for professionals from underrepresented groups to break into the industry | World Economic Forum

Advances in technology | Advances in technology have made it easier for professionals to showcase their skills and connect with potential employers, making it a great time to invest in your skills and take your career to the next level | OECD