
Physicality in Screen Performance

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

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

Trend Driver | Why It Matters | Global Source

Rise of streaming services | You can capitalize on the growing demand for high-quality content and command higher rates for your skills | McKinsey Global Institute

Increasing focus on diversity and representation | You can bring unique perspectives and experiences to screen performances, making you a valuable asset in a rapidly changing industry | World Economic Forum

Growing importance of emotional intelligence and empathy | You can develop the skills to connect with audiences on a deeper level, driving engagement and loyalty | OECD