Measuring the $6.5tr **Unmeasured** Experience Economy

Retail has Salesforce. Finance has Bloomberg.

The Experience Economy has nothing

...till MCAi®

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The problem

A $6.5tn Experience Economy with no recognised measurement standard

Every sector of the global Experience Economy invests massively in creating human experiences.

Experience Architects building interactions for brands, markets, live events, channels, venues and sustainability initiatives account for $6.5tr in annual investment.

Capital is deployed without clarity on impact.

Billions invested with no consistent measurement of quality of engagement or return..

Digital media is measured, but siloed.

The non-digital experience economy - $5.2tr spanning travel, live events, sponsorship, cities, NGOs & culture - is entirely dark.

No unified measurement currency. No benchmark. The largest blind spot in modern marketing!

The global Experience Economy by sector

c. $2.1tn Global Retail & Consumer Brand Experience Investment
$760bn digital & performance media (measured but siloed)
+ $1.3tn non-digital brand experience (unmeasured)

c. $2.0tn **Travel & Tourism** Source: WTTC 2024 (international tourism receipts $1.73tn; total GDP contribution $10.9tn)	**c. $1.3tn** **Live Events & Experiential** Source: Custom Market Insights / Allied Market Research 2024
c. $0.5tn **Sports Sponsorship**	**c. $0.35tn** **Public Administrations/Cities**
c. $0.15tn **NGOs & Campaigning Organisations**	**c. $0.1tn** **Education & Cultural Institutions**

c. $6.5tn Total Experience Economy

The Solution

One platform | One currency | Every experience

MCAi transforms raw, scattered experience data into a single actionable unified measurement currency - EXPoint© - deployable across every sector, market, touchpoint & sustainability initiative to serve 5m+ Experience Architects worldwide.

1

Stable, cloud-native,
fully automated back office

SENSE

Capture

Granular experience data captured at scale across markets, categories, channels, touchpoints and sustainability initiatives through the MCAi's AI-enhanced field network.

2

25 years
of validated proprietary data

INDEX

Quantify

Proprietary algorithms compute EXPoint© effectiveness metrics and benchmarks as one unified single currency metric comparable across all sectors of the global experience economy.

3

MCAi
Intelligence Layer

ACT

Decide

Self-service AaaS & DaaS dashboards deliver on-demand strategic insight.
Subscriptions: Freemium-to-enterprise.
No hand-holding required.

Why we are uniquely positioned to do this:

A start-up, with 25 years of validated global IP behind it

Proven measurement platform | Cannot be replicated*

The most validated omnichannel experience measurement methodology & platform		
25+ year proven methodology	**4,000+ projects**	**132 clients** (26 Fortune 500)
250m Experiences benchmarked	**EXPoint© metrics, benchmarks & actionable diagnostics**	**40+ languages**
500+ Product & service categories (B2B & B2C)	**89 markets**	**2.2m consumers**

The automated MCA® value chain: empowering decision making for 25+ years

SENSE	VALIDATE	PROCESS	DELIVER
Omnichannel citizen and-consumer experiences captured via field networks	Automated data processing, quality control, normative checks, error correction	Proprietary algorithms compute EXPoint© metrics across touchpoints	Dashboards, operational indicators – and strategic insights on demand

MCAi

The next step: AI transformation & global data acquisition

Same proven IP, now AI-native, LLM-enabled, with global data on-demand and 100x more accessible.

**Not replicable without decades of validated data series*

Building the world's largest MCAi-data set

… on experiences effectiveness

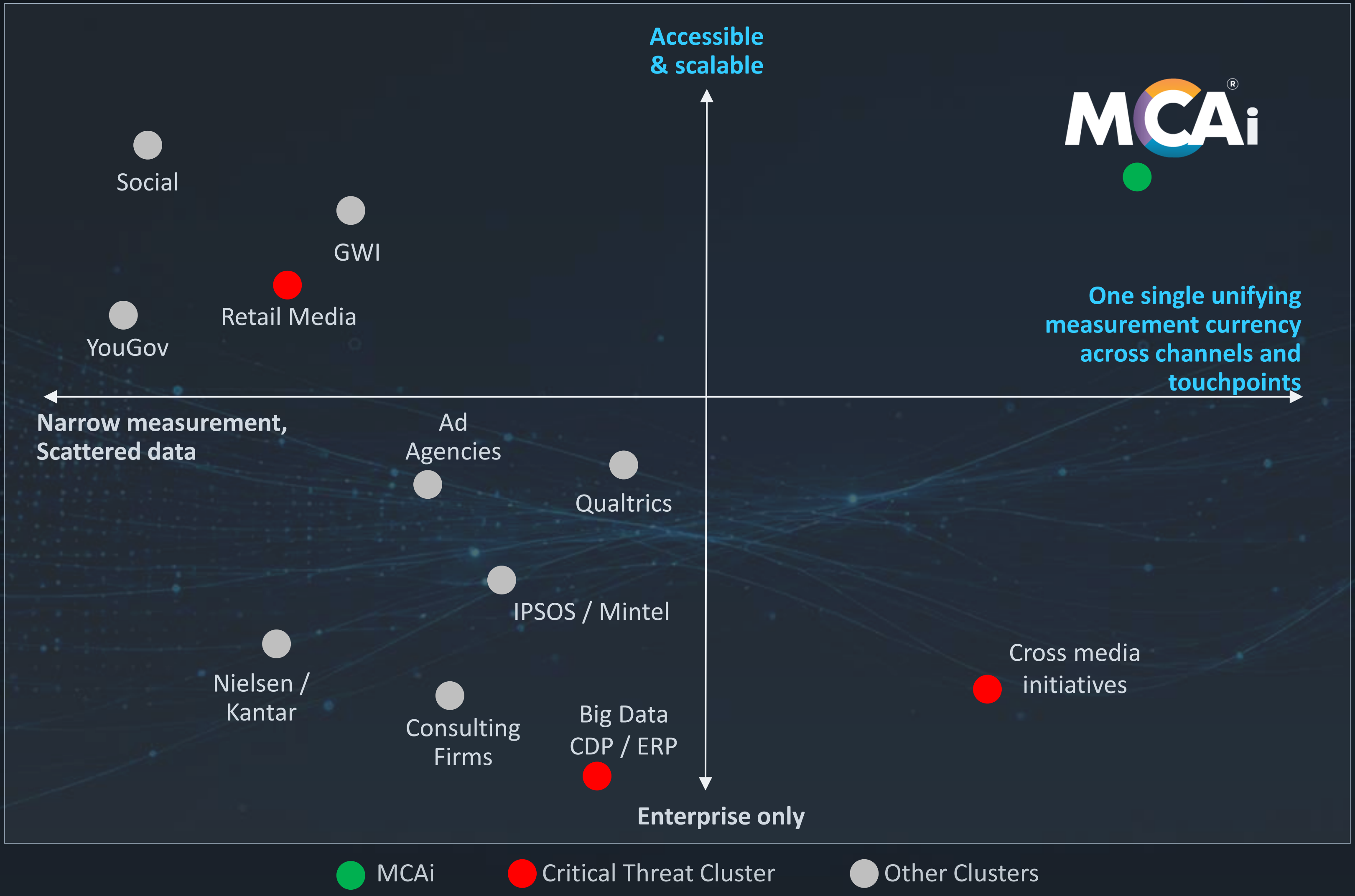
Strategic scope, global coverage, and investment rationale

Dimension	Structure	Relevance
Market Coverage	30 markets, across Tier 1–3 economies 150 cities	Ensures global visibility with cost discipline
Domain Scope & Categories	9 experience domains across 24 consumer categories (20,000+ brands)	Enables domain & brand comparative benchmarking
Sampling	≥12,000 respondents per market, per wave	Statistically robust, comparable results
Base cadence	Two waves per year (April, October), enhanced by AI monitoring	Aligned to fiscal and planning cycles
Annual Investment	c.$4-5m fieldwork spend	Predictable cost with strategic ROI

AI-powered market alert engine

- ✓ **Always-on web-AI** engine monitoring selective experience domains.
- ✓ **Detects early alarms:** launches, price moves, campaigns, partnerships, ESG initiatives,
- ✓ **Converts noise** into prioritised alerts and signals for meaningful MCAi research tracking

Reason to believe: competitive landscape



The MOAT

- ✓ 25-year proprietary dataset trains AI engine with comprehensive single unifying metric: EXPoints©. Norms, Benchmarks, SWOTs & Improvement actions
- ✓ Fully automated value chain refreshes insights continuously
- ✓ Cannot be replicated without decades of validated experience measurement at scale

Why now?

25 years investment in IP Now ready to deliver the Operating System for the global Experience Economy

The MCA©-Decision Support System is not a prototype. It is a fully operational, cloud-enabled, validated back office that has governed MCA research data banks across 89 markets for more than 25 years.

The MCAi Intelligence layer does not require rebuilding this foundation. It unleashes it.

MCAi AaaS, DaaS and SaaS offerings will deliver grounded answers, skill-governed analysis and insights to end users who seek to improve experiences and build genuine value for money and value for mankind.

The infrastructure is ready.
The data asset will be unrivalled.
The moment to scale is now.

For more, watch the video
4 min

Understanding the Experience Economy

Key Questions & Answers

1. What is the Experience Economy?
Pine & Gilmore (1999) identified experiences as a distinct fourth stage of economic value, beyond commodities, goods, and services. When a business stages a memorable event for a customer, that event itself becomes the product. Value resides in what is felt and remembered, not merely what is made or delivered.

2. How is the Experience Economy different from the Service Economy?
Services are intangible but generic. Experiences are personal and singular. Pine & Gilmore use the theatre analogy: goods are props, services are the stage, and the experience is the performance, unique to every individual in the audience. No two people ever have exactly the same experience.

3. Why does experience drive purchasing decisions more than product or price?
Consumers allocate time and money based on the quality of engagement, not product specification. What is expended per minute at an experience, in admission, spend, or emotional investment, signals its worth. Experience has become the primary currency of preference and loyalty.

4. Which industries are most shaped by the Experience Economy?
MCAi operates across nine domains: Retail & Brand, Hospitality & Travel, Financial Services, Healthcare, Automotive, Public Sector & Utilities, Real Estate, Technology & Telecoms, and Education. Each faces the same challenge: measuring and improving what customers feel, not just what they consume.

5. What does it mean to "measure" an experience, and why is it so hard?
Experiences are inherently personal, shaped at the intersection of a staged event and an individual's state of mind. Standard metrics capture transactions, not emotions. Organisations have lacked the methodology, fieldwork infrastructure, and longitudinal data to measure experience with scientific rigour. That gap is what MCA® was built to close.

6. What is Experience Intelligence, and why do organisations need it?
Experience Intelligence is the systematic, data-driven capability to understand, benchmark, and improve the quality of experiences delivered. Without it, organisations invest in experience blindly. With it, they identify the contact moments that drive loyalty, diagnose underperformance, and allocate resources to interventions that genuinely move behaviour.

7. What does the future of the Experience Economy look like, and where does MCAi fit?
Pine & Gilmore foresaw a Transformation Economy, where the ultimate offering is a measurable change in the individual. MCAi is purpose-built for this future: an operating system converting 25 years of proprietary intelligence into a real-time platform, enabling every organisation to design, measure, and improve the experiences that define their marketing and sustainable value.

Source: Pine & Gilmore, The Experience Economy (1999, updated 2019) | MCAi proprietary framework

The foundation is proven.
The company is new. The scale-up starts now.

Join us to build the operating system for the $6.5tn global experience economy

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