

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

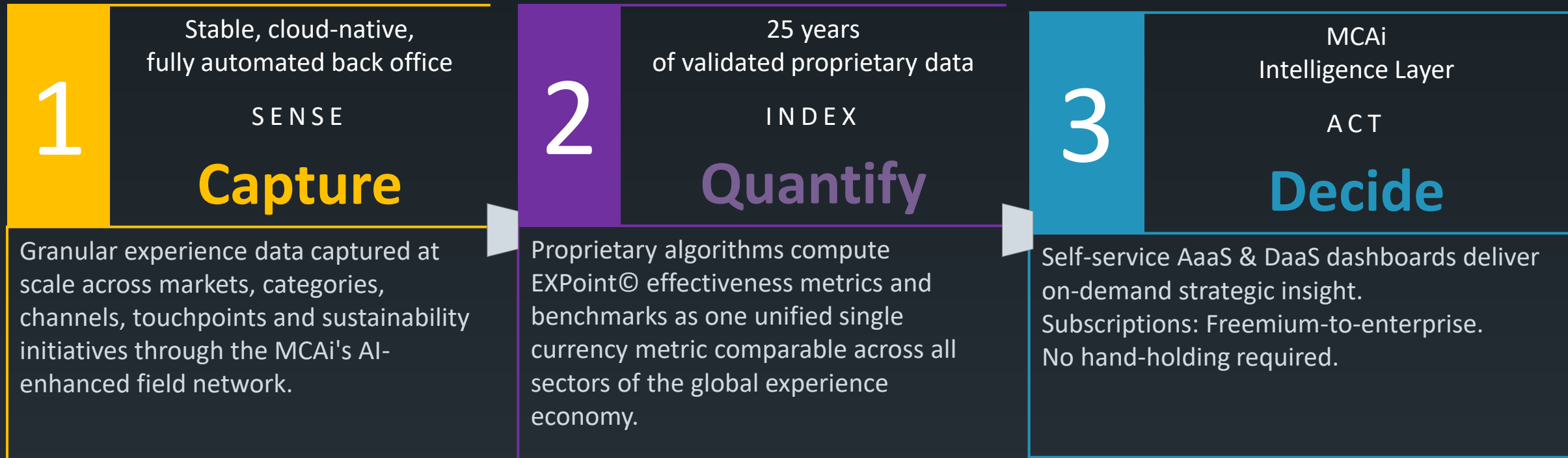
**Education &
Cultural Institutions**

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.



Why we are uniquely positioned to do this:

Our established MCA[®] operating system for experience measurement

Proven measurement platform			impossible to replicate			
The most validated omnichannel experience measurement methodology & platform			The automated MCA [®] value chain: empowering decision making for 25+ years			
25+ year proven methodology	4,000+ projects	132 Clients (26 Fortune 500)	SENSE	VALIDATE	PROCESS	DELIVER
250M Experiences benchmarked	EXPoint [®] metrics, benchmarks & actionable diagnostics	40+ Languages	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
500+ Product & service categories (B2B & B2C)	90+ Markets	2.2M Consumers				



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.

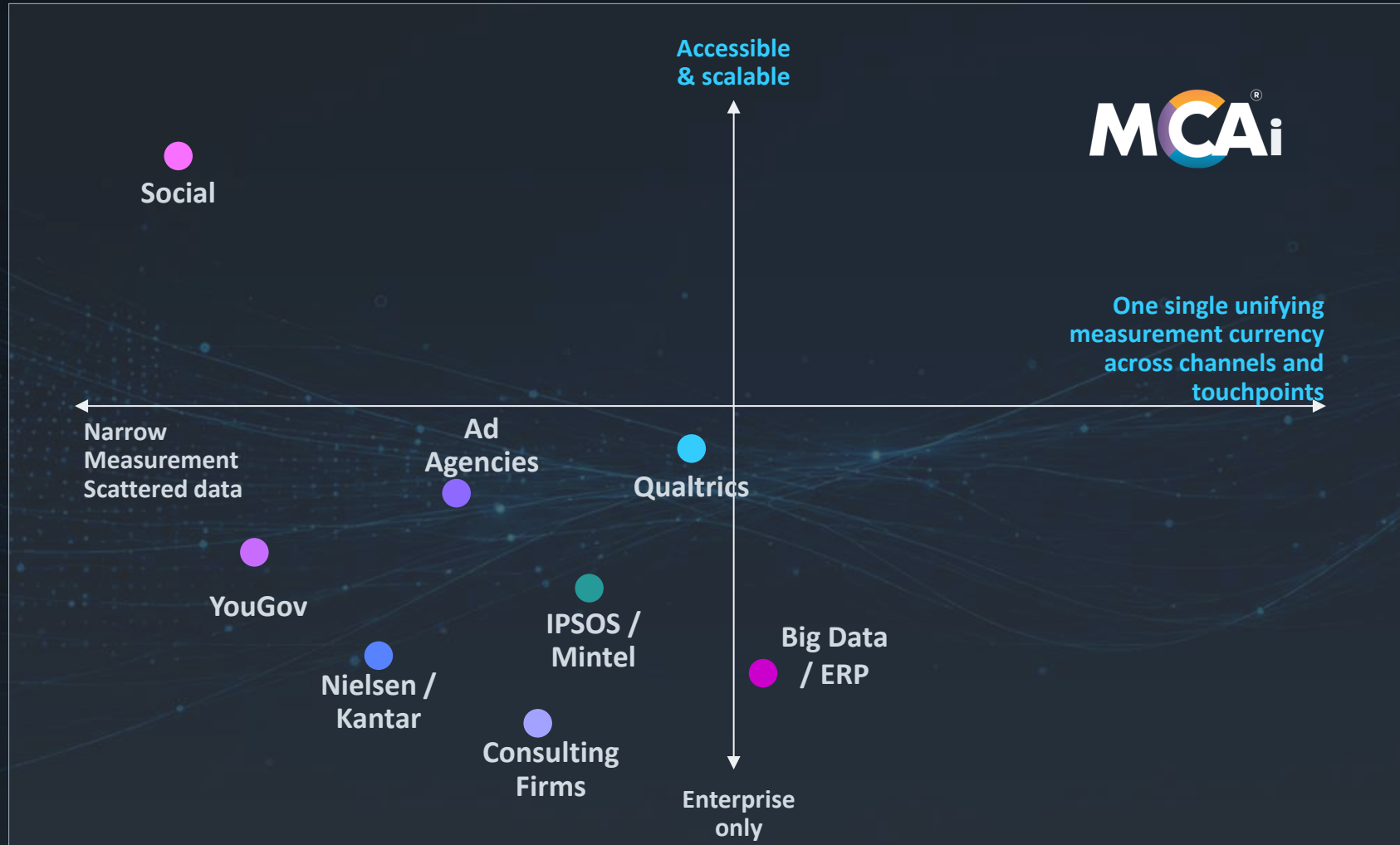
Building the world's largest MCAi-data set

... 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		

Where do we play?



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
- ✓ Impossible to replicate without decades of validated experience measurement at scale

Please refer to our comprehensive [IP catalogue](#).

The opportunity

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 rebuild 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 is unrivalled.
The moment to scale is now.

For more,
[watch the video](#)



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

Get in touch...

Lawrence Hutter
Chairman
+44 7785 110477
lawrence@themcai.com

Oscar Jamhuri
CEO
+357 99 34 35 14
oscar@themcai.com

