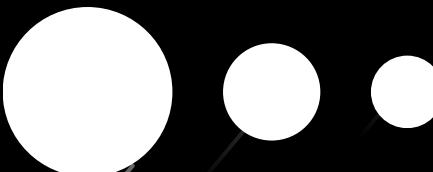


CROSSROADS

Momentum Map 2026

Relevance

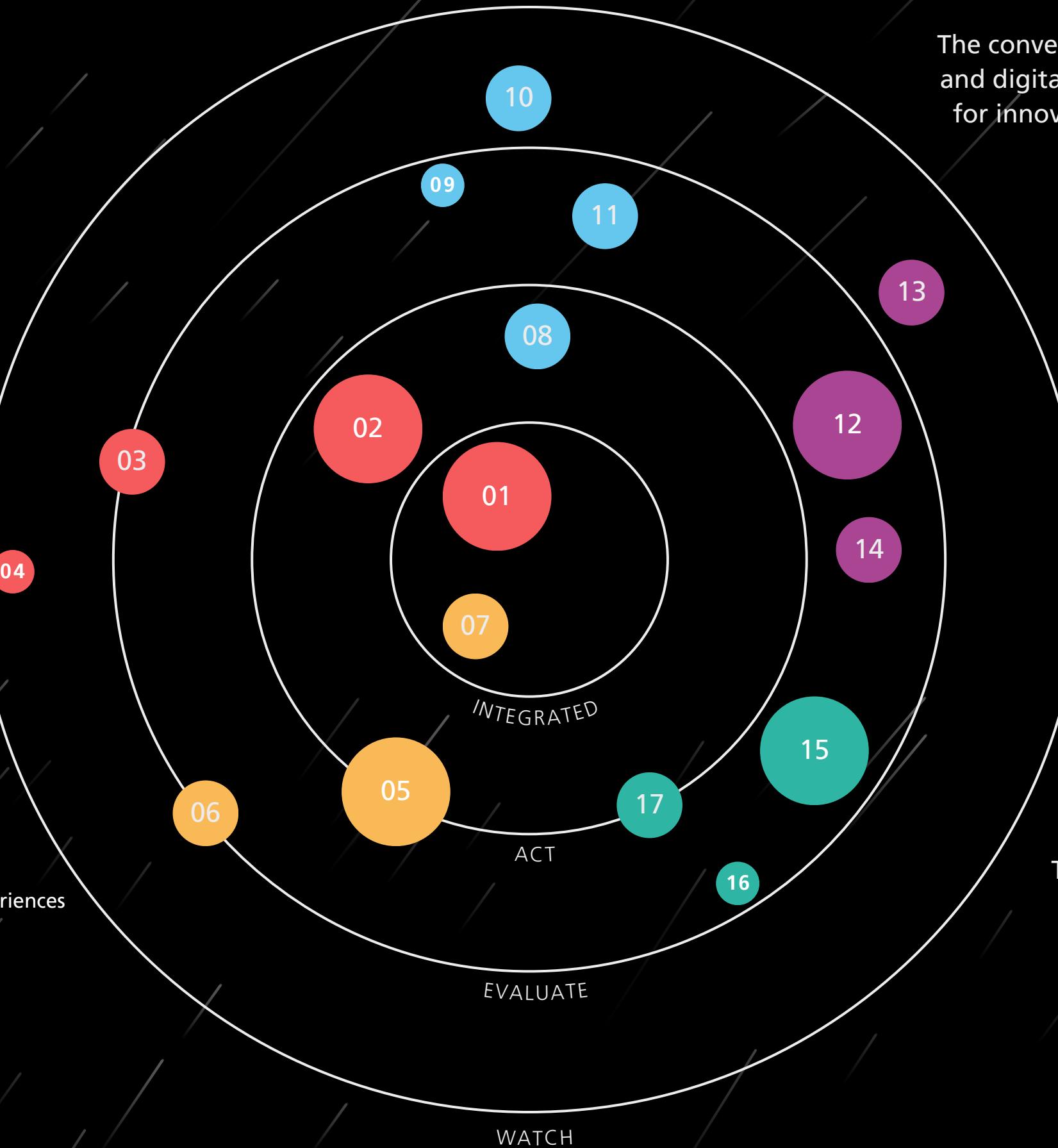


AI-Empowerment
AI is becoming an invisible co-pilot for everyday life and work.

- 01 Generative AI
- 02 AI Agents
- 03 Digital Humans
- 04 AI-Powered Customer Data Clouds

Smart Commerce & Media
Retail, advertising and content merge to form networked experiential spaces.

- 05 AI-Driven Shopping
- 06 Immersive Shoppable Experiences
- 07 Visual Intelligence



Phygital Worlds

The convergence of the physical and digital worlds creates space for innovative experiences and new perspectives.

- 08 Augmented Reality
- 09 Virtual Worlds
- 10 Post-Screen-Interfaces
- 11 Spatial AI

Hyper-Individualization
Relevance through individual, empathetic and data-driven communication.

- 12 Digital Self-Identity
- 13 Digital Twin of a Customer
- 14 Emotion AI

Trusted Ecosystems
Trust is becoming the key currency of the digital future.

- 15 Responsible AI & Media Integrity
- 16 Tokenized Loyalty & Engagement
- 17 Sentient Places