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Review of Business Year 2025
Development Updates

FRONTIER'S
EDGE

Insights, Impact, and Innovation at the Edge of Agency Growth

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FOUNDER'S LETTER

From the Edge

When I founded Emporiant, I didn't start with a business plan. I started with a camera, a vision, and an unwavering belief that storytelling—real, human storytelling—has the power to transform brands, build communities, and create moments that resonate far beyond a screen.

Over the past two years, that belief has been tested, refined, and ultimately validated. We've produced content for betting platforms, healthcare brands, music artists, and local businesses. We've shot in studios and on location, worked with skeleton crews and full production teams, and delivered everything from 15-second social cutdowns to multi-episode web series that screened at international film festivals.

But here's what I've learned: **the best content doesn't just look good—it works.**

In 2026, the content landscape is more competitive than ever. Platforms change their algorithms weekly. Attention spans shrink by the year. AI can now generate thousands of video variations in minutes. And yet, audiences have never been more discerning. They can smell inauthenticity from a mile away. They reward brands that show up with purpose, clarity, and a genuine understanding of what their audience actually cares about.

That's where Emporiant comes in.

Our approach is simple but uncommon: We don't just take briefs—we become strategic partners. We ask the hard questions upfront: Who is this for? What do they need to feel, think, or do after watching? How does this fit into a larger content ecosystem? And most importantly, how do we create something that stands out without burning through budgets or timelines?

The answer lies in systems, not just creativity. We've built workflows that allow us to move fast without cutting corners. We leverage AI for tasks like color grading automation and workflow optimization, but we never let it touch the soul of the story. We design modular content strategies so every shoot delivers multiple assets—vertical for Reels, horizontal for YouTube, cutdowns for ads, behind-the-scenes for organic social.

This efficiency isn't about cutting costs—it's about creating more value. It's about giving our partners the freedom to test, iterate, and scale without being bottlenecked by traditional production timelines.

Looking ahead to 2026 and beyond, I see three major shifts shaping the content production landscape:

1. Authenticity will outperform polish. User-generated styles, creator-led content, and „imperfect" formats are resonating more than ever. Brands that lean into this will win trust; brands that cling to overproduction will lose relevance.

2. Speed is the new competitive advantage. The brands that can move from concept to publication in days—not weeks—will dominate social feeds, capture cultural moments, and stay ahead of algorithmic shifts.

3. Content and commerce will converge. Shoppable videos, interactive formats, and direct-response content aren't the future—they're the present. Production partners who understand conversion as well as composition will be indispensable.

At Emporiant, we're not just tracking these trends—we're building for them. We're investing in tools, talent, and processes that allow us to stay nimble while delivering at scale. We're doubling down on storytelling frameworks that work across platforms. And we're committed to transparency, collaboration, and excellence in every project we touch.

This report—Frontier's Edge—is our way of sharing what we're seeing, what we're learning, and where we believe the industry is headed. It's a resource for agencies navigating the content chaos. It's a roadmap for brands looking to cut through the noise. And it's a reminder that even in an era of automation and acceleration, the human element—craft, intention, strategy—remains irreplaceable.

Thank you for joining us at the frontier. Let's build something unforgettable together.

Anto Markunovic
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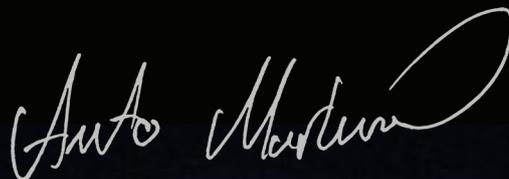
AGENCY HIGHLIGHTS
& IMPACT METRICS

Two Years. Endless Momentum.
Since launching our dedicated video production operations in 2024, Emporiant has grown from a creative experiment into a trusted production partner for agencies, brands, and creators across Europe and beyond.

Our Impact in Numbers

50+ Campaigns Delivered
From full-scale commercial productions to rapid-turnaround social content, we've executed projects across diverse industries—entertainment, healthcare, hospitality, retail, and creative services.

500,000+ Impressions Generated
Our content has reached audiences across Instagram, TikTok, YouTube, LinkedIn, and web platforms, driving engagement, brand awareness, and measurable growth for our clients.

14 Years of Media Experience
Our founder brings over a decade of experience in visual storytelling, advertising, and content strategy—expertise that informs every frame we produce.

International Recognition
Selected as an official finalist at the Wallachia International Film Festival for a multi episode web series—proof that creativity and commercial impact can coexist.

What Sets Us Apart

Cinematic Quality at Scale: Professional-grade equipment, 24fps storytelling, and meticulous attention to detail in every project—from concept to final export.
AI-Enhanced Workflows: We use artificial intelligence to streamline editing, optimize color grading, and accelerate post-production—freeing our team to focus on creativity and strategy.

White-Label Partnerships: Agencies trust us to deliver content that seamlessly integrates with their brand identity, timelines, and client expectations.
Flexible Production Models: Whether you need a single hero video or an ongoing content pipeline, we adapt to your scope, budget, and deadlines.
Based in Graz, Working Globally: Rooted in Austria's vibrant creative ecosystem, with the infrastructure and mindset to serve clients worldwide.

Partner Testimonials

„I've worked with Anto on several productions—from equipment to the final product, very professional!" — Production Partner
„Very satisfied. Mr. Markunovic has great ideas and can implement them quickly and with high quality." — Client Review
„Our band worked with Emporiant and we are absolutely thrilled! Anto and his team perfectly understood our vision and brought it to life with creative ideas." — Music Client
„The collaboration with Emporiant was consistently positive and straightforward. Mr. Markunovic has broad expertise and finds a creative solution for every idea. Deadlines are reliably met and time is used efficiently. All in all, a great partner I would work with again and again." — Agency Partner

These aren't just testimonials—they're proof of a simple philosophy: **deliver quality, deliver on time, and build relationships worth repeating.**

FORWARD-LOOKING INSIGHTS: THE CONTENT LANDSCAPE IN 2026

The video production industry is at an inflection point. What worked in 2020 is outdated. What works today might be obsolete by Q3. For agencies and brands navigating this landscape, understanding the emerging patterns isn't optional—it's survival.

Here's what we're seeing from the frontier:

1. Authenticity Trumps Production Value

In 2026, audiences increasingly reward content that feels human over content that looks expensive. Research shows that 63% of consumers prefer short, authentic clips to longer, polished videos when learning about products. Creator-style content and user generated formats are outperforming traditional brand videos across platforms.
What this means for production: The bar for „good enough" visual quality has lowered, but the bar for strategic clarity and storytelling has risen. Success isn't about having the biggest budget—it's about understanding what resonates and executing with intention.

2. AI Is a Tool, Not a Replacement

Industry projections suggest that 75% of marketing videos will be AI-generated or AI assisted by the end of 2026. But here's the nuance: AI accelerates workflows, not creativity. The brands winning with AI are using it for versioning, captioning, color correction, and distribution optimization—while keeping human judgment at the center of concept, messaging, and emotional resonance.
The frontier approach: We integrate AI where it adds speed without sacrificing quality. But we never automate the soul of the story.

3. Short-Form Is the New Default

71% of marketers report that short-form videos between 30 seconds and 2 minutes perform best. Platforms like TikTok, Instagram Reels, and YouTube Shorts collectively generate billions of views daily, and the algorithmic preference for quick, engaging content shows no signs of slowing.

Strategic implication: Every production should be designed for modularity. One shoot should yield multiple assets—vertical cuts, horizontal edits, teaser clips, behind-the scenes moments. This isn't about working harder—it's about working smarter.

4. Content and Commerce Are Converging

Shoppable videos, interactive formats, and direct-response content are transforming video from brand awareness tools into conversion engines. Platforms are building commerce functionality directly into video players, allowing audiences to purchase products without leaving the content experience.

Production mindset shift: Videos in 2026 must do more than entertain—they must convert. This means optimizing for clarity, pacing, and strategic CTAs from the first frame to the last.

5. Distribution Is Part of Production

Creating great content is only half the battle. Understanding how algorithms prioritize video SEO, how captions impact accessibility, and how platform-specific formats drive performance is now essential knowledge for any production partner.

Our framework: We don't just deliver files—we deliver content optimized for the platforms where it will live, with metadata, aspect ratios, and storytelling approaches tailored to maximize reach and engagement.

THE SCALABLE VIDEO
FUNNEL FRAMEWORK

One of the biggest challenges agencies face is turning creative ideas into repeatable, scalable systems. Based on our work with diverse clients, we've developed a framework that balances creativity with efficiency:

Discovery ➔ Strategy ➔ Production ➔ Optimization ➔ Scale

1. Discovery

Understand the brand, audience, objectives, and competitive landscape. What problem does this content solve? Who needs to see it? What action should they take?

2. Strategy

Map content to the customer journey. Determine platform mix, format requirements, and distribution channels. Define success metrics upfront.

3. Production

Execute with quality and speed. Leverage modular shooting techniques to maximize asset output from every production day. Build in flexibility for iteration.

4. Optimization

Analyze performance. Test hooks, formats, and messaging. Use AI tools to accelerate A/B testing and versioning without starting from scratch.

5. Scale

Replicate what works. Turn one-off successes into repeatable processes. Build content libraries that support ongoing campaigns.

This isn't theory—it's the workflow that allows us to deliver 50+ campaigns without compromising on quality or burning out our teams.

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CLOSING: LET'S EXPLORE THE FRONTIER TOGETHER

Content production in 2026 is no longer about who has the best equipment or the biggest crew. It's about who can move fastest, think strategically, and deliver work that actually performs.

At Emporiant, we've built our entire operation around this reality. We combine the craft of traditional filmmaking with the speed and scalability of modern workflows. We embrace AI without losing the human touch. And we partner with agencies and brands who understand that great content isn't an expense—it's an investment in growth. Whether you're looking to produce a single hero campaign or build a long-term content engine, we're here to help.

Let's connect:

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emporiant.com
Based in Graz, Austria • Serving clients globally

The frontier is wide open. Let's build something extraordinary together.