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NEWSLETTER



Artificial Intelligence: The New Creative Engine of Spain's Entertainment Industry

Spain's entertainment industry is undergoing a revolution driven by artificial intelligence (AI).

In a landscape dominated by streaming, digital production, and immersive experiences, AI is no longer a futuristic tool — it has become the new creative and economic engine defining how content is produced, distributed, and experienced.

Spain stands as one of Europe's most dynamic audiovisual markets, with an 11% annual growth rate in content exports.

The next challenge is integrating technologies that scale creativity without losing the human touch.

● The Spanish Entertainment Market at a Glance

- The global AI in media and entertainment market was valued at USD 25.98 billion in 2024 and is expected to reach USD 99.48 billion by 2030, growing at a 24.2% CAGR.
- In Spain, the AI-powered media and content creation market is valued at around USD 1.2 billion, with a projected annual growth rate above 28%.
- The immersive entertainment sector (VR/AR/MR) in Spain generated USD 1.25 billion in 2024 and could reach USD 5.49 billion by 2030.
- Spanish content has generated over USD 5.1 billion (€4.7 billion) in global streaming revenue in the past four years.

These figures confirm that Spain is not only producing competitive, globally appealing content, but also leading in technology adoption, positioning itself at the forefront of a smarter and more connected creative era.

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New Essential Skills

The future of Spain's entertainment industry is built on data + creativity + emotional connection.

- Demand for personalization: Users expect unique experiences and precise recommendations.
- Streaming competition: Platform saturation demands data-driven decisions.
- Digital production efficiency: AI reduces filming, dubbing, and editing time and costs.
- New narratives and formats: AI enables immersive AR/VR experiences, interactive gaming, and dynamic storytelling.
- European tech incentives: Programs like Digital Europe and España Digital 2026 promote AI adoption in creative industries.

Subscription models, personalized advertising, and AI-powered immersive experiences — such as virtual concerts — are reshaping how audiences connect with content. However, this transformation brings new challenges:

- Image and voice rights: Spanish law now requires clear labeling of AI-generated content.
- Disinformation and deepfakes: Misuse can harm reputations and public trust.
- Intellectual property: Who owns a work co-created by humans and algorithms?

The EU AI Act and Spain's national measures aim to balance technological progress with the protection of creative talent.

Efficiency, Ethics, and Opportunity

AI adoption could reduce production costs by 20–30% and boost advertising ROI by up to 40% on digital platforms.

To navigate this shift, companies must combine innovation with responsibility.

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At OrbitAI, we help entertainment businesses strategically harness AI through:

- Predictive models to forecast audience behavior and content performance.
- Automated production workflows — editing, dubbing, subtitling, and metadata tagging.
- Real-time intelligence dashboards to track performance and brand perception.
- Consulting on governance and regulatory compliance.

Social and Ethical Impact

Entertainment is no longer just about telling stories — it's about creating data-driven, intelligent experiences. By combining technology, creativity, and ethical insight, Spain's entertainment industry is poised to lead a new era where art and AI co-create the future of emotion.

Contact us!

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