

The no-collar economy report

How enterprise
creative teams
are rewriting
the rules of work





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"History never repeats itself, but it does often rhyme."

— *Mark Twain*

Introduction

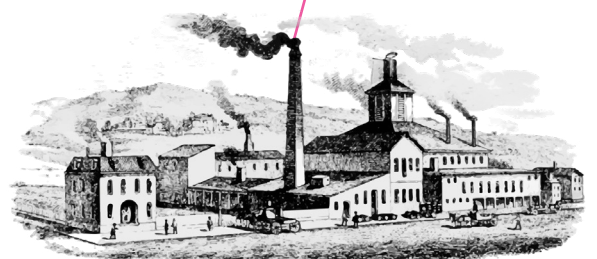
A THIRD REVOLUTION

Three times in modern history, a technology shift has redefined how we value human work. Each time, the change sparked debate, even fear. And each time, what followed wasn't loss but expansion: more opportunity, more abundance, more ways to contribute than the era before could have imagined.

We at Magnific see today's shift the same way. Beyond the warnings of disruption that fill every feed and forum, we are front-row witnesses and enablers of a rising new economy of empowered organizations and individuals breaking the molds of yesterday and building something bigger in their place. Behold the No-Collar Economy.

The blue-collar era

The Industrial Revolution gave rise to the blue-collar workforce, and with it, a new way of valuing human work. Yes, the Luddites pushed back. Yes, the transition was uneven. But what the machines ultimately delivered was a leap from scarcity to abundance: goods that had been rare became accessible, skilled trades and vocational training created entirely new career paths, and industry established itself as a core pillar of the economy. Work was valued by the hour, organized around skill, and built the foundation for everything that came next.



An industrial factory.
cir. 1880s

The white-collar era

Personal computers and the internet ushered in the next leap. The white-collar workforce turned information itself into the engine of the global economy. Higher education professionalized new kinds of expertise, salaries replaced hourly wages for a growing share of the workforce, and entire industries such as software, finance, design, and media emerged where none had existed before. Once again, technology didn't shrink the world of work. It expanded what work could be.

The no-collar era

We are entering a new chapter of work, where AI is expanding what people can do and reshaping how we think about roles, moving beyond traditional labels toward a more flexible workforce. AI is amplifying people beyond their former labels and definitions. First hand

Experience and experimentation are rising alongside formal education. Cost is shifting from time-based to credit-based, mimicking how AI computing is budgeted. Management layers are flattening, and teams are organizing themselves with far less middle management in between.

The no-collar workforce is becoming less tactical and more strategic. As repetitive tasks get automated, every professional becomes the orchestrator of their own AI tools. That elevation doesn't shrink the workforce, it actually broadens its scope.

Developers will code less, but architect more. Tactical accountants will become strategic wealth architects. Lawyers will orchestrate a legion of legal agents. And all of us will be unconstrained by skill and empowered by the mere intention to be creative.

The no-collar movement is breaking down the walls between who is a developer, who is a designer, and who is a project manager. Inside enterprise organizations, this means creative teams are becoming more fluid and cross-functional. A strategist can prototype visuals. A designer can produce video. A content lead can localize a campaign across twelve markets without waiting on production. The rigid departmental handoffs that used to slow enterprise creative work are collapsing, and the teams that embrace this shift are producing at a scale their competitors cannot match.





A still from *House of David*, streaming on Amazon Prime. It was produced with Magnific at a scale previously impossible at its budget level.

THE PROOF

This is the no-collar economy in its simplest form: a creator with a vision too big for the old rules, and technology that made the old rules irrelevant. Here is what happened when one production team decided to stop compromising and start innovating.

House of David, a large-scale biblical series streaming on Amazon Prime, was greenlit in part because AI changed what was considered possible. A project that would have been financially impossible ten years ago became achievable. The vision didn't shrink to fit the budget. The budget expanded to fit the vision. As Jon Erwin, the show's creator, put it: *"Many told us our vision for the show was impossible at our budget level, so we chose to innovate instead of compromise."*

The result: 16 weeks in the top 10 in the US on Amazon, a #1 finale, and streams in over 57 million households globally. This is not a story about what AI replaces. It is a story about what it unlocks: bigger visions, bolder projects, and creative ambitions that no longer have to justify themselves against a production budget.

“We would not have been able to achieve the massive scope and scale of the show without our collaboration with Magnific.”

**— Jon Erwin,
Producer at Wonder Project**



WHERE MAGNIFIC COMES IN

(The platform behind the shift)

Magnific was built by creators, for creators, and that's never changed. What has changed is what's now possible. It is our belief that in this no-collar economy, creativity is a mindset, not just a skill set. Magnific is sparking a revolution, with over a million subscribers. Each month, our members generate over 100M images and tens of millions of videos using AI.

Magnific gives enterprise teams a single production environment where they can generate, edit, upscale, and produce video without switching platforms. This cross-model access is why our enterprise data is uniquely comprehensive: we see how teams actually work across tools, not just within one.

That vantage point is what makes this report possible. Surveys capture what companies say they do with AI. This report draws on

Key Magnific stats:

1M+

Paid subscribers

100M+

Monthly visits

175M+

Images and videos generated monthly



something different: years of working alongside enterprise creative teams and the use cases they bring to us, the workflows they build on the platform, the feedback that shapes every product decision. The patterns that follow aren't projections. They're what we see when AI becomes part of how creative work actually gets done.

Enterprise creative organizations have long operated within inherited constraints: what the budget allows, what the timeline permits, what the team has bandwidth to produce. Ambition is routinely scaled back to fit production realities. Campaigns are scoped to what's deliverable, not what's possible.

That calculus is changing. And the leaders who recognize it first will set the pace for everyone else.

This is the opportunity in front of every creative leadership team: to rethink what your organization is capable of when production is no longer the bottleneck. To greenlight the projects you've been shelving. To give your teams the infrastructure to operate at the scale your market demands, and to build the competitive advantage that comes from moving before your industry catches up.



Magnific Enterprise AI report

HOW AI IS TRANSFORMING CREATIVE PRODUCTION ACROSS INDUSTRIES

The no-collar economy doesn't announce itself. It shows up in the data. From October 2025 to April 2026, Magnific recorded millions of AI transactions across more than a dozen industries. The pattern is consistent: output is growing, creative roles are evolving, and the teams that moved first are operating in a different league entirely.

01. Fashion & consumer brands

Fashion has always been a race against the calendar. Campaigns across 12 markets, 40 product variations, seasonal updates on three-week cycles. Traditional production was never built for this pace.

In the no-collar economy, it doesn't have to be. Leading fashion brands report AI tools cutting their concept-to-market timelines by up to 70% ([Meticulous Research](#)¹). On Magnific's platform, the fastest-adopting fashion enterprise ran the majority of its activity through image generation in a single quarter, committing fully once the workflow clicked. Food and beverage brands show the same pattern: on-demand product images tailored per market, updated continuously, no shoot required.

The cost shift is just as significant. [McKinsey estimates](#)² that generative AI can increase marketing productivity by 5 to 15% of total marketing spend, with the largest gains in content creation and visual production. The teams that moved first aren't

just saving money. In the no-collar economy, speed is the new budget, and their competitors are still working from the old equation.

02. Entertainment, agencies & media

In the no-collar economy, the most advanced creative organizations don't adopt AI one tool at a time. They build systems. What starts as one team testing image generation quietly becomes infrastructure spanning content, marketing, and production all at once.

On Magnific's platform, a leading broadcast enterprise uses image generation, retouching, and Magnific Spaces across departments simultaneously. Magnific Spaces is a node-based canvas where teams chain multiple AI tools into automated production pipelines, replacing the handoffs that used to slow everything down. One of the largest agency teams on the platform runs the same way: multiple tools, multiple departments, converging into one production environment. The data gap this creates is significant. Only 30% of agencies, brands, and publishers have fully integrated AI across their media campaign lifecycle (IAB³), with half of those who haven't yet expecting to do so by the end of 2026. The window to build a real lead is still open, but it's closing.

What Magnific's data shows is that once leadership commits, adoption doesn't creep. It spreads. User numbers jump after a full rollout because the people doing the work are pulling the tools in themselves. That's the no-collar shift in action: not a top-down mandate, but a ground-up demand for a better way to work.

The gap between testing AI and building with it is where competitive advantage is won or lost. The most advanced creative organizations on Magnific's platform are not running experiments. They have built systems that span content, marketing, and production simultaneously. That is the difference between catching up and pulling ahead.





From automotive to hospitality, the same pipeline that produces a hero image can refresh an entire asset library that is both on demand and on brand.

03. Magnific Spaces-first producers: agencies, AI studios & production companies

This is the fastest-growing group in Magnific's data, and the most telling indicator of where enterprise AI is heading. These teams aren't experimenting with individual tools. They have built systems, connecting generation, editing, upscaling, and video into a single automated pipeline inside Magnific Spaces, with defined roles for direction, execution, and quality review.

The result is a new kind of creative organization.

Small teams producing at a scale their headcount shouldn't allow. In Magnific Spaces-first accounts, sessions run longer, more tools are used per session, and churn is the lowest of any group on the platform because pipelines built inside Magnific Spaces don't get replaced, they get expanded.

Magnific Spaces grew by roughly a third of its share of all enterprise sessions in six months. Standalone video use dropped during that same period, not because demand fell, but because video was absorbed into larger Spaces pipelines. The environment is becoming the default, and the teams already building inside it aren't waiting for the rest of the industry to catch up.

In the no-collar economy, the competitive advantage doesn't come from having better tools. It comes from having better systems. That's the gap your competitors are still trying to close.

04. Hospitality, retail & professional services

Every hotel, retailer, and professional services firm has the same problem: an image library full of assets that are off-brand, outdated, or simply not good enough. Property listings that undersell the space. Product photos that don't convert. Recruitment imagery that doesn't reflect who the brand is today. Reshooting everything isn't practical. But in the no-collar economy, it's no longer necessary.

Enterprise brands in this segment use AI primarily to elevate what they already have. Retouching makes up roughly half of all platform activity in this group, and it runs consistently month after month, not just during campaign cycles. That steady cadence is the signal: this isn't a project, it's infrastructure.

The business case is immediate. According to [Salsify's 2025 Consumer Research Report](#)⁴, 77% of shoppers say high-quality images and videos are important to their purchase decisions, and 71% have returned a product because it didn't match what the image showed. [McKinsey's research on retail digitalization](#)⁵ found that improved product imagery correlates with a 15 to 30% reduction in return rates. Better images don't just drive more sales. They protect the

ones you already made. And the entry point is the lowest of any group in this report. No specialized skills, no complex prompts. Any team that can upload an image can start today.

In the no-collar economy, you don't always need to make more. Sometimes the biggest unlock is finally making what you already have good enough.

05. Post-production, film & studios



Video has always been the hardest creative asset to scale. One hero film is worth the process. Fifty versions for fifty markets is a different problem entirely. For the first time, AI is solving it in a way that professional studios are actually willing to stake their reputation on.

Magnific Spaces brings generation, review, and iteration into one environment, thus replacing the back-and-forth that used to cost days.



Jeffry

Comments

- 
biushca 1d ago
 How about a cone?
- 
martin 1h ago
 Like that?



**\$10
Billion**

**of forecast US
original content
spend could be
addressable by
some form of AI
by 2030.**

The leading enterprise brands in this segment haven't just tested AI video. They've rebuilt their workflows around it, and the process matters: creative direction comes first. Character sheets, location references, and storyboards are locked before a single frame is generated. The AI handles execution at scale. The humans keep the vision. That's the no-collar model in action.

According to McKinsey, the greatest near-term value from AI in production will emerge in pre- and post-production, which together account for roughly half of total production spending, and where AI can enhance rather than replace creative judgment. [McKinsey & Company](#)⁶ On Magnific's platform, that shift is already measurable: user growth in video-focused enterprise accounts has risen steadily each quarter as teams move from testing to treating AI video as standard infrastructure.

McKinsey estimates approximately \$10 billion of forecast US original content spend could be addressable by some form of AI by 2030. The studios with the most to lose from bad output are the ones moving fastest. That's not hype. That's the no-collar economy doing what it does: making the impossible the new baseline.

Two productions.
Two different studios,
One common thread:
AI-assisted production
that made the scope
possible.



THE INDIVIDUAL IMPACT

The AI creator: a new kind of creative career

The no-collar economy isn't just reshaping enterprise organizations. It's creating an entirely new kind of creative professional.

There's another important change happening at the individual level, even if it's less obvious in enterprise data. AI is helping a new generation of creative people do things that weren't possible for them before.

In the past, making a short film meant needing a budget, a crew, equipment, and post-production resources. Now, small teams are creating work at a quality level that would have seemed impossible five years ago. Independent creators are developing unique visual styles and building real audiences using AI as both a tool and creative partner. The ambition is the same, but the production barriers have fallen.

For enterprise leaders, this matters for a specific reason: the talent pool is changing. The next generation of creative professionals entering your workforce will have built portfolios using AI-native workflows. They will expect your organization to operate at the same speed and scale they already work at individually. In the no-collar economy, that's not a future concern. It's already here.

What the job market shows

The job market shows this change clearly. According to LinkedIn, AI has already created 1.3 million new jobs worldwide, including roles like AI engineers, forward-deployed engineers, and data annotators. AI Engineer was the top job on LinkedIn's 2026 Jobs on the Rise list, the fastest-growing role on the platform, with Director of Artificial Intelligence and AI Consultant close behind. AI and machine learning were the top skills on LinkedIn's list for the third year in a row in 2026, with 114 million skill additions in

**Market
at a glance:**

1.3M+

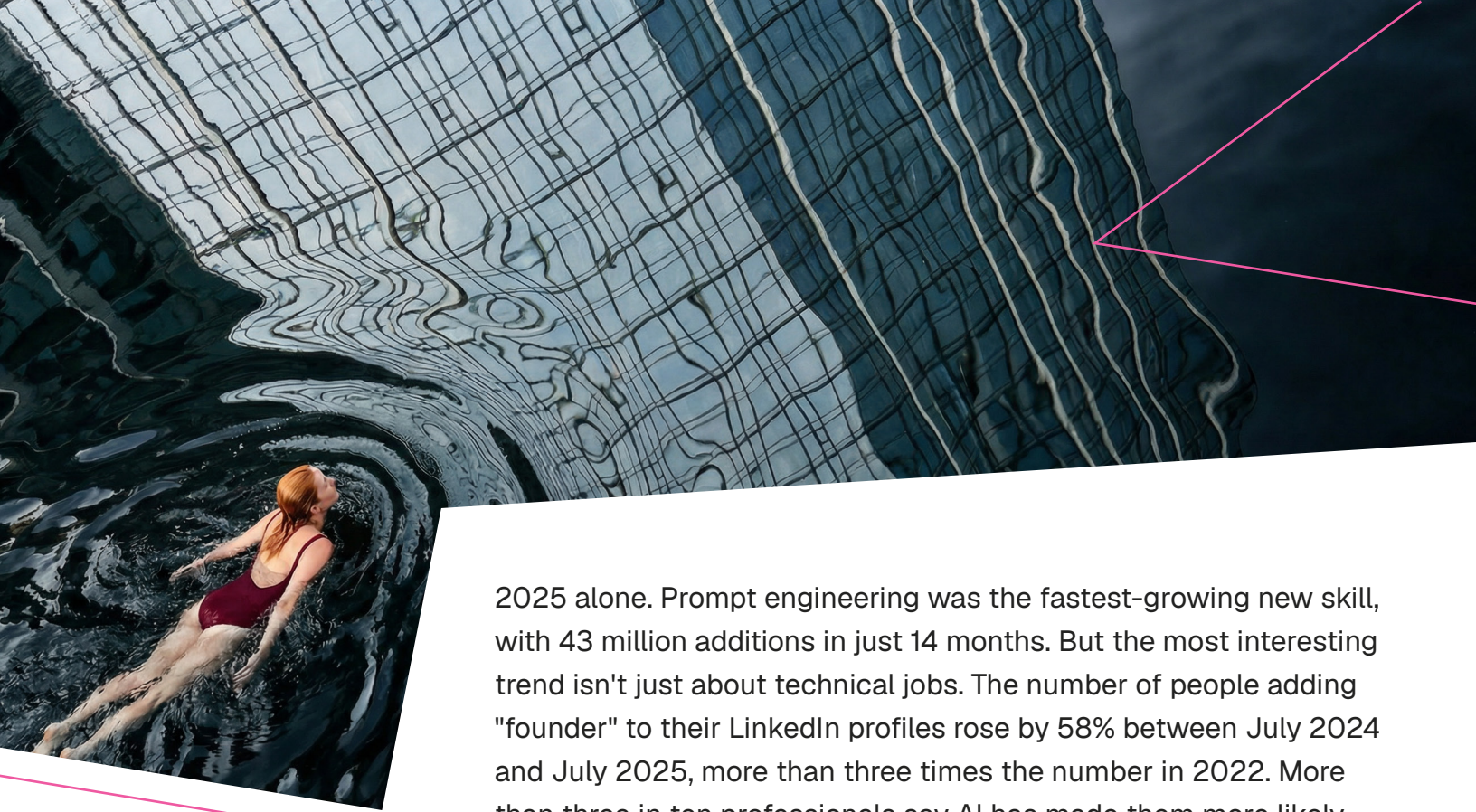
**New jobs created
globally by AI**

+58%

**Rise in "Founder"
LinkedIn profiles**

114M

**AI & ML skill
additions in
2025 alone**



2025 alone. Prompt engineering was the fastest-growing new skill, with 43 million additions in just 14 months. But the most interesting trend isn't just about technical jobs. The number of people adding "founder" to their LinkedIn profiles rose by 58% between July 2024 and July 2025, more than three times the number in 2022. More than three in ten professionals say AI has made them more likely to start a business. AI is making it easier to become a creative entrepreneur, not just to create new work.

"This isn't the end of the creative profession. It's the beginning of something far more ambitious"

— Joaquin Cuenca, CEO, Magnific

Why this matters for enterprise

The implications for enterprise hiring and retention are clear. Within five years, the majority of creative professionals entering the workforce will have grown up treating AI as their default production method, not something bolted onto legacy processes. Organizations that have already built AI production infrastructure will attract and

retain this talent. Those that haven't will find themselves competing for people who have no interest in working the old way. The no-collar economy doesn't wait for organizations to catch up. It moves on without them.

Conclusion

What the data adds up to

Five industries. Thousands of users. Millions of transactions. The pattern is the same everywhere. AI doesn't remove creative ambition. It removes the limits that used to contain it. Leading enterprise brands didn't just maintain output. They expanded what was possible per person. Agencies didn't just survive. They built production infrastructure that scales without friction. House of David didn't shrink its vision to fit a budget. It used AI to make the budget fit the vision.

"This isn't the end of the creative profession. It's the beginning of something far more ambitious. When something becomes cheaper to make, we make way more of it, meaning we will need more people with messages to tell. The machine does the heavy lifting, but the vision is all yours. You are the one adding value, and you should be the one to capture it." — Joaquin Cuenca, CEO, Magnific

Enterprise leaders who act now aren't just cutting costs or saving time. They are rewriting what their organizations are capable of. The companies building this infrastructure today are setting the standard for the next decade. In the no-collar economy, the ceiling is gone. The only thing left to decide is how high you want to go.



Welcome to the no-collar economy

Production limits are gone. Excuses are gone. The only thing left is ambition, and the teams bold enough to act on it are already pulling ahead.

Ready to move?

Contact our enterprise team:

magnific.com/enterprise#contact

The Magnific Report

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