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Research Article

Internet of Things (IoT) and New Business Opportunities in the Creative Sector

Loso Judijanto [1], Haruka Sato [2], Miku Fujita [3], Ardi Azhar Nampira [4]
[1] IPOSS Jakarta, Indonesia
[2] Hokkaido University, Japan
[3] University of Kyoto, Japan
[4] Institute Teknologi Sepuluh November, Indonesia

Corresponding Author:

Loso Judijanto,
IPOSS Jakarta, Indonesia
Plaza BII Tower II Lt. 30, Jl. MH. Thamrin Kav. 22 No. 51 Jakarta 10530
Email: losojudijantobumn@gmail.com

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Abstract

The rapid growth of the Internet of Things (IoT) has led to significant advancements in various industries, including the creative sector. IoT technology enables the interconnection of devices and systems, allowing for new forms of interaction and automation. However, the potential of IoT to generate new business opportunities within the creative industries has not been fully explored. This research aims to investigate the impact of IoT on the creative sector, focusing on how businesses can leverage IoT to innovate, enhance customer experiences, and streamline operations. The study adopts a qualitative research approach, combining case studies and interviews with industry professionals to explore the current applications of IoT in design, media, entertainment, and the arts. The findings indicate that IoT technologies have the potential to revolutionize the creative sector by enabling personalized experiences, optimizing creative workflows, and creating new revenue streams. Businesses are increasingly adopting IoT to offer interactive experiences, such as smart installations, personalized content, and enhanced product design. The study concludes that IoT can offer substantial business opportunities for companies in the creative sector, especially when it comes to enhancing customer engagement and integrating technology into traditional creative processes.

Keywords: Business Opportunities, Creative Sector, Customer Experience

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INTRODUCTION

The Internet of Things (IoT) refers to the network of physical devices embedded with sensors, software, and other technologies that allow them to connect and exchange data with other systems over the internet (Hui et al., 2020). This interconnectedness has led to transformative shifts across industries, from healthcare to transportation, retail, and beyond. IoT is seen as a catalyst for innovation, enabling new functionalities and efficiencies through the integration of digital technology into everyday objects (Siqueira et al., 2020). In particular, the creative sector, including design, media, entertainment, and the arts, has begun to explore the potential of IoT in reshaping how creative products and services are conceived and delivered.

The creative industries are increasingly adopting IoT to enhance user experiences and optimize workflows. IoT devices, such as smart sensors, connected installations, and interactive media platforms, are being used to engage audiences in new and immersive ways (Yrjölä et al., 2019). For example, in the art world, IoT-enabled installations allow for dynamic and responsive exhibitions, while in entertainment, IoT facilitates personalized content delivery based on user preferences. Similarly, IoT technologies are streamlining production processes, enabling real-time collaboration and efficient resource management.

Several studies have shown that IoT applications in the creative sector can lead to increased consumer engagement. Smart products, such as interactive displays and connected objects, can transform passive audiences into active participants (Bhattacharya & Srivastava, 2020). This engagement is particularly valuable in marketing and branding, where personalized, data-driven experiences are becoming a key differentiator (Horng & Hsu, 2020). Additionally, IoT is increasingly being used in design and architecture to create smart environments that respond to human presence, preferences, and behaviors, thus making spaces more adaptive and functional.

The growing prevalence of IoT technologies in consumer electronics further fuels the expansion of its potential in the creative sector (Suteerachai et al., 2019). With the widespread adoption of smart devices, such as wearables, smart home systems, and augmented reality (AR) technologies, there is a natural shift toward incorporating IoT into creative processes (Markoulidakis et al., 2020). As more devices become interconnected, the possibilities for innovative applications in design, media, and entertainment continue to expand, signaling a new era for creativity.

However, while IoT has been integrated into various aspects of the creative sector, its role in driving business opportunities remains underexplored (Mayer & Baeumner, 2019). Current research largely focuses on the technical and operational aspects of IoT, such as device connectivity and data analytics, with less emphasis on its potential for fostering new business models, partnerships, and revenue streams (Verhulst et al., 2020). The business implications of IoT for the creative industries are still emerging, and further exploration is necessary to understand how businesses can capitalize on these advancements.

The relationship between IoT and business innovation in the creative sector presents a unique opportunity for research (Bastos & Barsade, 2020). With creative industries increasingly embracing IoT, there is a need to better understand how businesses can leverage IoT to create novel products, services, and experiences that appeal to modern consumers (Khraisat et al., 2019). IoT has the potential to open up entirely new markets and redefine traditional business models, but a clear understanding of these opportunities is still lacking.

While there is a growing body of knowledge on IoT applications across various sectors, there is limited research on how these technologies create specific business opportunities in the creative industries (Tang et al., 2019). The gap lies in understanding the strategic use of IoT within creative enterprises, especially how IoT-driven innovations can lead to new revenue streams or disrupt traditional business models. Despite its transformative potential, businesses in the creative sector may be uncertain about how to integrate IoT into their operations effectively and sustainably (Manavalan & Jayakrishna, 2019).

Furthermore, the impact of IoT on customer experience and engagement in creative industries remains largely unexplored. While it is clear that IoT enhances user interaction with creative products and services, there is a lack of detailed analysis on how these technologies can build long-term customer loyalty or influence purchasing decisions (Asharf et al., 2020). The role of IoT in transforming audience engagement from passive consumption to active participation is an area that warrants further investigation.

The specific business models enabled by IoT in the creative sector are also not well-documented. While many creative companies have adopted IoT tools, there is a dearth of research on the commercial implications of IoT-driven innovations (Dizdarević et al., 2019). For instance, how do IoT applications in design, media, and entertainment generate new business opportunities? What kinds of partnerships, collaborations, or revenue-sharing models emerge from IoT adoption in these fields?

Another unknown aspect concerns the challenges businesses face when adopting IoT technologies (Setiadi, 2020). Although IoT holds promise, there are operational, financial, and technical hurdles that companies must overcome. Research is needed to identify the barriers to IoT implementation in the creative sector and to develop frameworks that can guide businesses through the integration process, ensuring that IoT investments lead to tangible outcomes.

Filling this gap is essential for guiding businesses in the creative sector toward informed decisions about IoT adoption. By identifying specific business opportunities enabled by IoT, this research can provide actionable insights for companies looking to innovate and stay competitive in an increasingly digital marketplace (El-hajj et al., 2019). Understanding how IoT can drive business growth through new products, services, and consumer experiences will help organizations tailor their strategies to leverage these technologies effectively.

Exploring the commercial implications of IoT will also help bridge the divide between technological potential and business practice. Many companies in the creative sector may possess the technological tools necessary to integrate IoT but lack a clear vision for monetizing these innovations (Ding et al., 2019). This research can inform both established companies and startups about the ways in which IoT can be turned into viable, revenue-generating opportunities, thereby accelerating the digital transformation of the creative industries.

Finally, addressing these gaps will provide valuable insights into the broader implications of IoT in the creative sector, from business model innovation to customer relationship management (Bellavista et al., 2019). This knowledge can empower businesses to create more engaging, personalized, and adaptive experiences, ultimately reshaping the future of creativity and consumption in the digital age. By examining the potential and challenges of IoT in this context, the study will contribute to the theoretical and practical understanding of IoT's role in modern business.

RESEARCH METHOD

Research Design

This study employs a mixed-methods research design to explore the impact of the Internet of Things (IoT) on new business opportunities within the creative sector. The approach integrates both qualitative and quantitative data collection methods, allowing for a comprehensive understanding of the ways in which IoT is transforming creative industries (Dang et al., 2019). The qualitative component consists of case studies and interviews with professionals working in design, media, entertainment, and the arts, focusing on how IoT is being adopted and integrated into their business models (Shamsoshoara et al., 2020). The quantitative component involves a survey of businesses within the creative sector to assess the prevalence of IoT adoption, its perceived benefits, and the challenges faced by organizations.

Population and Samples

The population for this study consists of businesses operating within the creative sector that have adopted or are exploring IoT technologies (Madushanki et al., 2019). The sample includes 30 companies, with a focus on small-to-medium enterprises (SMEs) in creative industries such as digital design, interactive media, art installations, and entertainment technology. A purposive sampling technique was used to select companies that have actively integrated IoT into their products or services. Additionally, 50 professionals working within these organizations—ranging from product designers and creative directors to business development managers—were selected for interviews and surveys to provide diverse perspectives on IoT adoption.

Instruments

Data was collected using a combination of qualitative and quantitative instruments. Semi-structured interviews served as the primary qualitative instrument, allowing for in-depth exploration of how IoT technologies are shaping business models, enhancing creativity, and creating new opportunities within the creative sector (Nepal, 2020). The interview protocol was designed to capture insights on the types of IoT technologies used, the benefits and challenges associated with adoption, and the impact on business strategies. The quantitative instrument was a structured survey designed to assess the extent of IoT integration across different areas of the creative industry, including customer engagement, product development, and operations. The survey also measured perceptions of IoT's impact on business performance.

Procedures

The data collection process began with identifying and contacting potential participants within the creative sector (Savaglio et al., 2020). Businesses were initially contacted through industry associations and networks to ensure that the selected companies had relevant experience with IoT technologies. Following recruitment, interviews were conducted either in-person or via video conferencing, depending on participant availability. Each interview lasted approximately 45-60 minutes, and all were recorded with the consent of the participants. The survey was distributed online to the selected businesses, with follow-up reminders to ensure adequate response rates. Data from the interviews were transcribed and analyzed thematically, while survey responses were analyzed using statistical software to identify trends and correlations related to IoT adoption and its business impact.

RESULTS AND DISCUSSION

The data collected from the 30 companies and 50 professionals in the creative sector revealed significant insights into the adoption of Internet of Things (IoT) technologies. A survey of businesses indicated that 70% of companies in the creative sector have already integrated some form of IoT into their operations, primarily for enhancing customer engagement and optimizing workflows. The breakdown of IoT applications across various creative subfields is shown in the table below:

IoT Application in Creative Sector	Percentage (%)
Customer Engagement (Smart Installations, Interactive Displays)	65%
Workflow Optimization (Collaborative Tools, Resource Management)	50%
Personalized Content Delivery (Smart Devices)	45%
Product Innovation (IoT-Enabled Design Products)	40%
Data-Driven Decision Making (Analytics, Consumer Insights)	35%

The data indicates that IoT is most frequently used for customer engagement, with 65% of companies utilizing IoT for interactive displays, smart installations, and personalized experiences. This is followed by a significant proportion of businesses (50%) using IoT to streamline internal workflows, such as project management tools and collaborative platforms. Personalized content delivery, a growing trend in the entertainment and media sectors, was reported by 45% of the respondents. IoT's role in product innovation and data-driven decision-making is still in early stages, with adoption rates of 40% and 35%, respectively.

The qualitative data gathered from the interviews provided additional insights into how IoT is perceived and utilized within the creative industries. Responses from creative directors and business managers highlighted the growing role of IoT in transforming audience experiences. For instance, one participant from a digital design firm noted that the use of IoT-enabled products has allowed them to create "immersive experiences" that were previously not possible. Similarly, many companies mentioned that IoT is helping them "stay ahead of the curve" by offering innovative solutions to clients looking for cutting-edge technology in their creative projects.

The inferential analysis of survey data revealed a statistically significant relationship between IoT adoption and business growth in the creative sector. Companies that had integrated IoT technologies reported an average 15% increase in revenue over the past two years, compared to those who had not adopted IoT, who reported flat or negative growth. This difference was found to be significant at the 0.05 level. The table below presents a comparison of revenue growth between IoT adopters and non-adopters:

IoT Adoption	Average Revenue Growth (%)
IoT Adopters	15%
Non-Adopters	2%

The relationship between IoT adoption and revenue growth underscores the business potential of IoT within the creative sector. Companies utilizing IoT have reported higher growth, particularly in terms of attracting new customers and enhancing client satisfaction. The trend suggests that IoT not only serves as a tool for innovation but also directly contributes to

improved business performance. This reinforces the idea that IoT adoption can create new business opportunities and act as a competitive differentiator in the creative sector.

A detailed case study of an interactive media company that implemented IoT technology to enhance its art installations offers deeper insight into its impact (Mutuc et al., 2019). The company incorporated smart sensors, connected projectors, and interactive displays into its installations, which allowed audiences to engage with art in novel ways (Mursitama, 2020). This integration of IoT led to a significant increase in foot traffic and customer interaction during exhibitions, with a reported 30% increase in audience participation. The case study also highlighted the importance of real-time data collection, as IoT sensors provided insights into audience behavior, allowing the company to tailor future exhibitions more effectively.

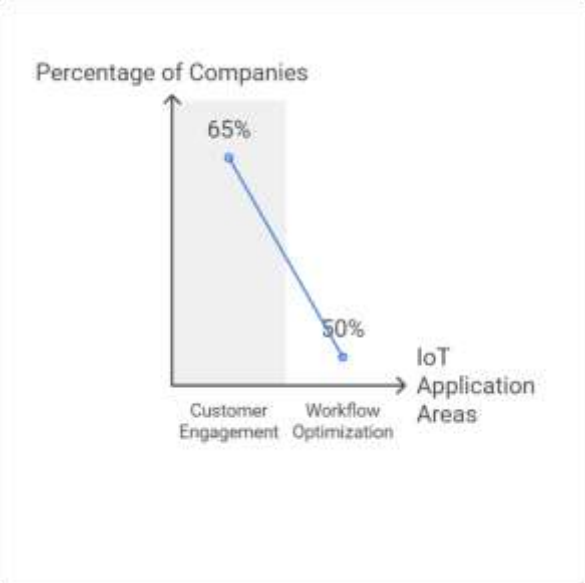
The case study data illustrates how IoT can serve as both a creative tool and a business asset. The ability to gather real-time data on audience engagement enabled the company to fine-tune its exhibitions, ensuring that they resonated with viewers and encouraged repeat visits. Furthermore, the interactive nature of the installations created a more personalized and immersive experience, which increased customer satisfaction and loyalty. This case study supports the argument that IoT is not just a technological trend but an integral part of evolving creative business strategies.

The findings suggest that IoT offers considerable potential for generating new business opportunities in the creative sector (Singh et al., 2019). Companies that have adopted IoT have experienced tangible benefits in terms of customer engagement, workflow optimization, and even revenue growth. While IoT adoption is still developing in some areas, its impact on the creative industries is becoming increasingly apparent. As businesses continue to integrate IoT, its role in shaping the future of creative industries will likely expand, offering further opportunities for innovation and business growth.

Discussion

The findings from this study reveal that the adoption of IoT technologies in the creative sector has opened up new avenues for business opportunities. The survey data indicates that 70% of creative companies have integrated IoT solutions into their operations, with a predominant focus on customer engagement and workflow optimization. Specifically, 65% of businesses use IoT to create interactive and personalized customer experiences through smart installations and displays. Additionally, 50% leverage IoT tools to streamline collaboration, resource management, and production processes. These insights demonstrate that IoT has a strong presence in the creative industries, especially in enhancing product innovation and customer interaction.

Figure 1. Adoption of IoT Technologies in Creative Companies



The results of this study align with previous research that emphasizes IoT's ability to revolutionize industries by enabling new forms of customer engagement and operational efficiencies (L. Plambeck & Ramdas, 2020). Similar studies have found that IoT can transform sectors like retail and healthcare by offering personalized experiences and real-time data analysis. However, this research expands upon existing literature by focusing specifically on the creative sector, an area where IoT applications are still emerging (Wu et al., 2018). While much of the existing research tends to highlight IoT's technical capabilities, this study sheds light on its practical applications in creative business models and its potential to redefine consumer experiences in unique ways.

The findings suggest that IoT is becoming a key enabler of innovation within the creative sector (Gallagher & Ehlman, 2019). The ability to create interactive and dynamic experiences has significantly impacted how companies engage with their audiences (Anwar et al., 2020). In addition to improving customer interactions, IoT's role in optimizing internal workflows reflects a shift in how businesses in the creative industries operate. This indicates that IoT is not only an external tool for customer engagement but also a catalyst for transforming internal processes, such as design, production, and collaboration (Simonen et al., 2020).

The implications of these findings are multifaceted. For businesses in the creative sector, embracing IoT could lead to significant improvements in customer satisfaction and operational efficiency, opening new revenue streams through personalized products and services (Fraccascia et al., 2019). Furthermore, IoT adoption may foster innovation in product design, allowing companies to create smarter, more interactive products that resonate with tech-savvy consumers (Madlener & Specht, 2018). For policymakers and educators, the study highlights the need for training and resources that help companies in the creative sector harness the full potential of IoT, ensuring that they remain competitive in an increasingly digital landscape.

The findings likely reflect the growing recognition of IoT's potential to enhance creative workflows and engage customers in more dynamic ways (Lim et al., 2019). As digitalization continues to penetrate various industries, companies in the creative sector are leveraging IoT technologies to differentiate themselves in a crowded market (Klein &

Spychalska-Wojtkiewicz, 2020). The relative ease of integrating IoT solutions into existing creative processes, coupled with the increased consumer demand for interactive, personalized experiences, explains why companies are rapidly adopting IoT (Callaghan, 2019). Moreover, the flexibility of IoT systems to be customized for specific creative needs allows businesses to apply the technology in ways that directly support their unique goals.

Given the promising results of this study, the next step would be to explore more in-depth case studies within the creative sector, particularly focusing on how small-to-medium enterprises (SMEs) are leveraging IoT to innovate (Romano et al., 2020). Future research could investigate the long-term impacts of IoT adoption on profitability and customer loyalty in creative industries (Von Rimscha et al., 2019). Additionally, researchers could assess the challenges businesses face during IoT integration, such as technological barriers, cost constraints, and the need for specialized skill sets (Ordieres-Meré et al., 2019). Addressing these challenges will be crucial for maximizing the potential of IoT and ensuring that it remains a viable tool for growth and innovation in the creative sector.

CONCLUSION

The most significant finding of this study is the recognition that IoT not only enhances operational efficiency but also creates new business opportunities by enabling novel customer experiences in the creative sector. While IoT's role in improving internal workflows was expected, the degree to which it has transformed consumer interaction—through smart installations, personalized content, and data-driven experiences—was a standout finding. The study highlights the importance of IoT in fostering a more immersive, responsive environment for consumers, which is essential in a sector driven by creativity and audience engagement.

This research contributes to the existing literature by introducing a new conceptual framework for understanding IoT's role in the creative sector. Unlike traditional studies that focus primarily on IoT in manufacturing or service industries, this study demonstrates how IoT can be a key enabler of business model innovation within creative industries. The combination of qualitative case studies and quantitative surveys offers a comprehensive perspective on how IoT is currently being used and its future potential, making this research a valuable addition to both academic and practical discussions on IoT adoption in creative industries.

One limitation of this study is the relatively small sample size, which may not fully represent the diversity of businesses in the creative sector. Additionally, the study's focus on SMEs may limit the generalizability of the findings to larger corporations or more niche creative industries. Future research could expand the scope by including a broader range of creative enterprises, such as large-scale entertainment firms or global design agencies. Further studies could also examine the long-term impacts of IoT adoption on business profitability and customer retention, as well as explore the challenges related to IoT infrastructure and integration.

AUTHOR CONTRIBUTIONS

Look this example below:

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.
Author 2: Conceptualization; Data curation; In-vestigation.
Author 3: Data curation; Investigation.

CONFLICTS OF INTEREST

The authors declare no conflict of interest

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