

The Future of The Creator Economy

The future of cinematography will be access-based consumption, as opposed to individual ownership of hyper-expensive, quickly-“outdated” tech.



London, United Kingdom Jul 6, 2022 ([Issuewire.com](https://www.issuewire.com)) - Camera equipment hiring company Wedio is looking to completely reshape the landscape of the creator economy by making it easier for filmmakers and photographers to obtain high-quality filming equipment. In the wake of chip shortages and global supply issues, filmmakers and photographers have struggled to access camera equipment at affordable prices. Wedio hopes to change that by providing an online community for the rental of professional camera equipment. The idea behind Wedio's marketplace follows a similar trend to many other industries that are transitioning to rental rather than ownership. As opposed to investing in professional equipment, Wedio creates a peer-to-peer marketplace where content creators can rent the right equipment at affordable prices. A professional shooting set-up can easily exceed £20k, constricting the number and diversity of stories told and seen,

Daniel Sand, co-founder, and CEO of Wedio is looking to bolster diversity in media creation by improving accessibility for all. With the price of camera equipment skyrocketing due to chip shortages, he feels that Wedio is ready to transform how professionals and creatives obtain their gear. He said: "This is why we believe that the future of cinematography will be access-based consumption, as opposed to individual ownership of hyper-expensive, quickly-“outdated” tech."

With most modern equipment tethered to increasingly rare components that require silicone chips, the global chip shortage has vastly reduced availability while forcing prices up, which makes it much harder for creatives to do their jobs. Creatives are well-known for their propensity to borrow from one another - whether that's equipment or ideas. When it comes to filming equipment, there is now an established sharing economy for creators to enjoy drone hire, camera rental, and other tools for filmmaking and photography.

Wedio is looking to transform the landscape of recording equipment access and empower content creators from across the globe. With aspirations of bolstering startup culture through investment, this camera equipment hiring marketplace is already off to an excellent start thanks to its global coverage and diverse creator economy.



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