# Exploring the Role of Technology in Enhancing Artistic Production and Dissemination: A Thematic Analysis

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**Abstract**
The prior studies were mainly concentrated on the role of digital technologies on visual arts and education, while having limited attention on artistic production and dissemination. Therefore, this study bridges this gap through exploring the role of digital technologies in artistic production and dissemination through focusing on their impact on creative processes, efficiency, and accessibility. The research employed a qualitative research approach through adopting an interpretivist paradigm to gain in-depth insights from production directors. Semi-structured interview-based data collected from 20 production directors using a purposive sampling technique. The collected data were transcribed and analyzed through the Nvivo software. The study identified the various themes on demonstrating how digital technologies have transformed artistic production and dissemination. Artificial intelligence and automation enhance post-production efficiency, reducing manual effort in editing and special effects. Virtual reality and computer-generated imagery have revolutionized visual storytelling through expanding creative possibilities while lowering production costs. Advanced digital tools streamline animation and special effects, improve production speed. However, challenges such as skill adaptation and the need for continuous training were also highlighted. In terms of dissemination, streaming platforms and social media have democratized content distribution, which is allowing independent artists to reach global audiences. Furthermore, blockchain technology, which offered potential solutions for copyright protection and fair revenue distribution, still claimed to be limited due to its complexities. Theoretically, the study with the specific themes contributed to the prior literature through offering a comprehensive finding of digital technologies in improving the artistic production and dissemination. Practically, findings provide insights for artists, educators, policymakers, and technology developers on integrating digital tools for improved efficiency, accessibility, and revenue distribution. The study also suggested the need for structured training programs to facilitate adaptation to technological advancements. The study with the extended findings in the existing literature filled the gap through examining the relationship between digital technologies and artistic production, which remained underexplored. Unlike previous studies that focus primarily on digital arts or education, this study highlights both opportunities and challenges in production workflows and dissemination strategies.

**Keywords:** Dissemination, Production, Technologies, Artistic production, Arts

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# INTRODUCTION

Artistic production played an integral role in promoting the culture through making the videos which is providing creative works [1]. Artistic production also increases their contribution towards the economic development through generating employment and creative industries [2]. Furthermore, engaging in the artistic activities also increases the cognitive abilities and emotional well-being of the individuals [3]. In addition, artistic production also provides a platform in developing social change, and raising awareness towards the societal critical issues [4]. It also increases the social structure through bridging the gap between generational and cultural values, which increases the positive contribution of individuals in the society [5]. Furthermore, artistic production in the education also increases students' academic performance through increasing their creativity [6]. In the same vein, artistic dissemination also ensures that creativity in the works enhances the broader audiences through increasing global understandings [7]. Artistic dissemination also increases the influence of artistic expression through making it accessible from different digital platforms [8]. Widespread dissemination of art supports education, inspiring creativity and critical thinking in diverse communities [9]. On the other hand, it also increases the sustainability of the arts industry through creating opportunities for artists to share their work, and influence societal narratives [10]. These previous studies emphasized that artistic production and dissemination are important factors that help to increase the economic contribution from both social and employment perspectives

However, to sustain the contribution of artistic production, various factors played an important role, but among those, digital technologies are essential through providing various tools to increase the creativity of the production employees. Among the digital technologies, artificial intelligence, and the virtual reality help the artists to increase their experiments through various innovative techniques [11]. Online platforms such as social media, streaming services, and digital galleries also help artists to share their work with global audiences, increasing visibility and engagement [12]. In addition, technology also minimizes the production costs, which is making artistic creation more accessible to independent artists and small creative businesses [13]. On the other hand, digital tools also support increasing the collaboration across borders, which is enabling artists to work together despite geographical limitations [14]. In addition, digital technologies also help to increase the protection of artists' intellectual property, which is ensuring fair recognition and compensation [15]. As a result, digital technologies continue to shape the evolution of artistic production, making it more diverse, inclusive, and globally connected.

Furthermore, digital technologies also increase the artistic dissemination through providing an effective platform which allows artists to share their works globally [11]. Digital tools also offer immersive experiences, which are expanding the ways art is increasing the economic development [16]. On the other hand, digital technologies also increase the copyright protection, which is encouraging sustainable artistic distribution [17]. These previous studies have shown that digital technologies are an important factor in increasing the production and dissemination of artistic. Therefore, this study focused on the impact of digital technologies on the artistic production and dissemination.

Along with the contribution of technologies in the artistic production and dissemination, various gaps have existed in the extant literature. For instance, extant studies have mainly focused on the impact of digital technologies on visual arts [18], artistic education [19], on sustainability [20] while having limited attention on artistic production and dissemination. Therefore, this study contributes to the literature on the impact of digital technologies to improve artistic production and dissemination. In other words, extant studies conducted in the field of digital technologies on quantitative data [21,22] while ignored the qualitative study. Therefore, this contributed to the literature after covering the qualitative methodology. On the other hand, the extant studies were also conducted on either one country or specific sector while ignoring the prior studies literature in a general perspective. Consequently, this study contributed findings in a general perspective. To address the previous gaps, study aimed was to explore the role of digital technologies on artistic production and dissemination. This objective was further divided into two research questions.

**RQ1:** In what ways do artists perceive technology as enhancing their creative production?
**RQ2**: How do Artists and audiences experience the role of technology in the dissemination of artistic works?

The study objective with specific themes has theoretical significance for the artists, educators, policymakers, and technology developers. For the artists, this study encourages artists to adopt digital tools such as AI, virtual reality, and blockchain for creating their work more effectively. For the educators, this study contributed that educational institutions could integrate digital technologies into their art programs to equip students with modern creative

skills and expand learning opportunities beyond traditional methods. For the policy makers, this study contributed key insights in developing a proper initiative which could support to improve the digital artistic infrastructure, ensuring the resources are fairly allocated to protect the copyright. On the other hand, the study also helped the developers to increase their focus on creating user-friendly digital platforms that cater to diverse artistic needs, enabling wider accessibility and engagement. By addressing these practical aspects, this study contributes to fostering a more inclusive, innovative, and globally connected artistic ecosystem. The study was further divided into four chapters, namely literature review, research methodology, thematic analysis and results, discussion, and conclusion.

## LITERATURE REVIEW

### Technological Advancements in Artistic Production

Technology has profoundly transformed artistic production and dissemination, which is enabling artists to explore new creative boundaries and reach global audiences. The integration of digital tools has redefined traditional artistic practice, making art more accessible, interactive, and democratized. As technology continues to redefine artistic production and dissemination, various challenges exist in the role of technology in the arts. One major concern revolves around the authenticity and originality of digital art [23]. With digital technology-related artworks and algorithmic compositions, lack of clear production in digital technology art raises philosophical debates about creativity, intentionality, and artistic ownership. In another study, it was argued that AI should be viewed as a tool rather than an autonomous creator, which reinforces the notion that human input remains central to artistic production [24]. This is the reason, technology has become a major area of research for the researchers. Therefore, the researchers conducted a research to explore the influence of technologies on production and dissemination.

Digital technology in the artistic production has gained greater attention through enhancing creativity, which enables the artists to explore new ideas, and enhance their work productivity. This is further supported with the study of Borysova*, et al.*[25] where they enforced that digital technologies have revolutionized the way where artists create and share their work. Marion, and Fixson[26] also highlighted that artists are increasingly incorporating digital tools into their creative processes, which is allowing for innovative forms of expression that were previously unattainable. For example, various digital painting software increases the capabilities of artists to experiment with color, form, and texture in ways that traditional media cannot. The adoption of technologies not only increases the possibilities for the artistic expression, but it also helps to democratize art which is making it accessible to a wider range of individuals [27]. Among the digital technologies, artificial intelligence (AI) has emerged as a significant player in the realm of artistic production. Messer[28] further highlighted that application of AI in creative industries, noting that AI technologies could assist artists in generating ideas, creating artworks, and even collaborating on projects. Other authors also supported the view that AI helps to create visual art that could lead to unique outcomes that blend human creativity with machine learning capabilities [29]. This is further in line with the study of Satyanarayan, and Jones[30] where they also discuss how spatial co-agency between artists and AI can lead to innovative artistic practices. The impact of technology extends beyond the creation of art, which also influences how art is appreciated. Seabra[31] also emphasizes the role of online communication in shaping the identities of young visual artists, as social media and digital portfolios provide new avenues for self-promotion and community engagement. This shift has led to a more interconnected art world, where artists can collaborate and share ideas across geographical boundaries, which increases the artistic production [32].

Based on previous studies, application of digital technology in art could not be overlooked because artists increasingly rely on technology [33]. On the other hand, virtual reality (VR) and augmented reality (AR) also helped to increase the artistic production. Other studies also enforced that immersive technologies allow audiences to engage with art in new ways, creating interactive environments that enhance the viewer's experience [34]. This is further in line, VR installations can transport viewers to different worlds, while AR can overlay digital elements onto physical artworks, creating a hybrid experience that blurs the lines between reality and imagination [35]. Tusiime*, et al.*[36] further discusses the challenges and opportunities that digital tools present in art and design education. While these tools can enhance creativity and visualization, they also require educators to adapt their teaching methods to prepare students for a rapidly changing artistic environment [33]. This shift emphasizes the importance of integrating technology into art curricula to equip future artists with the skills needed to thrive in a digital age. These previous emphasized that technology plays an important role in shaping the artistic production. Therefore, the study focused on exploring the role of digital technology in artistic production

## The Digitalization of Artistic Dissemination

Digitalization also helps to transform the dissemination of art, which is reshaping how artists share their work and engage with audiences. The rise of digital platforms has democratized access to art, which is allowing artists to reach global audiences without the constraints of traditional galleries. This is further emphasized by Ost, and Saleh[37] that digital technologies have influenced creative industries, which is highlighting that artists could now showcase their work through various online channels, increasing visibility and opportunities for engagement. This shift has led to a more interconnected art world, where artists could collaborate and share ideas across geographical boundaries [38]. The increasing focus on the digital technologies in the arts not only enhances the artist's reach but also raises a diverse cultural exchange which is enabling audiences to experience a wide array of artistic expressions from different parts of the world [39].

Furthermore, in the digital technologies, social media also played an integral role in the dissemination of art through providing artists with tools for their self-promotion and community building [40]. Various platforms like Instagram and TikTok have become essential for emerging artists, which is allowing them to connect directly with their audience and raise a sense of community and engagement [41]. This direct interaction also increases the visibility for real-time feedback that could significantly influence the artist's creative process. The immediacy of social media also enables artists to share their work in progress, which is creating a narrative around their artistic journey that resonates with followers [42]. This is the reason, this engagement can also lead to pressure, as artists may feel compelled to produce content regularly to maintain their audience's interest, potentially impacting their creative output [43].

The digitalization impact also extended the traditional art market where virtual exhibitions have transformed how art is sold and experienced. Trunfio, *et al.*[44] further explores the view that digitalization in museums enhances visitor experience, which is promoting educational aspects and accessibility. Digitalization also allows audiences to engage with artworks in immersive environments, breaking down the barriers of physical space [45]. This technological shift not only increases the audience base but also encourages innovative ways of presenting art, which is making it more interactive and engaging [46]. However, the increase of online platforms also raises questions about the value of art in a digital context, as the ease of access can sometimes lead to a devaluation of artistic work [47]. These previous studies highlighted that digital technologies played an integral role in the artistic production and dissemination, which is offering new tools, platforms, and opportunities for artists and audiences alike. Therefore, various digital tools like AI, VR, and blockchain have expanded artistic possibilities, which is enabling innovative forms of expression and global accessibility. Therefore, the study focused on exploring the role of digital technologies in increasing the artistic production and dissemination.

## Research Design and Research Approach

The prior studies were mainly concentrated on role of digital technologies on visual arts and education, while having limited attention on artistic production and dissemination. Therefore, the study objective was to explore the role of digital technologies in improving the artistic production and dissemination. There are the main designs for the data collection, qualitative and quantitative. As this research explores the new phenomena, therefore, the study employed the qualitative research approach. This design is considered to be suitable for effectively exploring the complex themes and lived experiences of professionals in artistic production [48]. In the qualitative research approach, an interpretivist paradigm was used which allows for subjective understanding of production directors' perspectives on the integration of digital technologies [49]. Furthermore, the study adopts an inductive approach, which is commonly used in qualitative research to develop themes from empirical data rather than testing predefined hypotheses [50]. The flexibility of the inductive approach enables the researchers to explore the emerging issues related to digital technology for improving artistic production and dissemination.

## Population and Sampling Strategy

The respondents of the study were the production directors, which are directly involved in the artistic production. From the whole population, a total 20 participants were selected through using the purposive sampling, which ensures the inclusion of individuals with relevant experience in digital technology integration [51,52]. This method allows the researcher to capture rich insights from industry professionals who are directly affected by technological advancements in production. Using purposive sampling techniques, semi-structured interviews were conducted to gain a detailed understanding of participants' experiences. This method provides flexibility to explore different dimensions of artistic production while allowing participants to express their views freely [53]. On the other hand, semi

structured interview helps to ensures the consistency which shown the consistency of the finding. The interview were conducted virtually via video and audio conferencing, which is allowing for broader participant inclusion without geographical constraints [52]. The interview guide was prepared for asking the open ended questions. The interview guide was properly validated from the academicians and field experts as per their consent. They were suggested some corrections and after incorporating all the recommended suggestions, the interviews were conducted from the selected candidates (Table 1).

**Table 1:** Methodology Summary Table

| Component | Description |
|---|---|
| Research Design | Qualitative, interpretivist paradigm |
| Research Approach | Inductive thematic analysis |
| Population & Sampling | 20 production directors, purposive sampling |
| Data Collection | Semi-structured interviews, virtual format |
| Data Analysis | Thematic analysis using NVivo |
| Ethical Considerations | Informed consent, confidentiality maintained |

### Data Collection and Analysis

For the data analysis, the video and audio interviews were transcribed to ensure the accuracy in the data analysis. After transcribed the interviews, the thematic analysis was conducted to identify the key pattern and themes which is being followed by Braun and Clarke's (2006) six-phase framework: (1) familiarization with the data, (2) initial coding, (3) searching for themes, (4) reviewing themes, (5) defining themes, and (6) writing the final report. NVivo software was employed to organize and analyze the qualitative data effectively.

### Demographic Analysis

This section shows the demographic analysis of 20 production directors who participated in the study. The gender distribution indicates that 70% of the respondents were male, while 30% were female. Regarding age, the majority of participants (35%) belonged to the 35-44 years category, followed by 30% in the 45-54 years range, 25% in the 25-34 years group, and 10% aged 55 or older. Experience levels varied, with most respondents (35%) having 11-15 years of experience, 30% with 6-10 years, 20% with over 16 years, and 15% in the early 1-5 years phase of their careers. Education levels were equally split, with 50% holding a bachelor's degree and 50% possessing a master's degree. In terms of industry sector, 30% of participants were involved in film production, 25% in animation, 20% in digital arts, and 25% in other related fields. This diverse demographic composition provides a well-rounded perspective on the role of digital technologies in artistic production and dissemination. Above results are depicted in the table.2 below,

**Table 2:** Demographic Analysis

| Demographic Variable | Categories | Frequency (n = 20) | Percentage (%) |
|---|---|---|---|
| **Gender** | Male | 14 | 70% |
| | Female | 6 | 30% |
| **Age Group** | 25-34 years | 5 | 25% |
| | 35-44 years | 7 | 35% |
| | 45-54 years | 6 | 30% |
| | 55+ years | 2 | 10% |
| **Years of Experience** | 1-5 years | 3 | 15% |
| | 6-10 years | 6 | 30% |
| | 11-15 years | 7 | 35% |
| | 16+ years | 4 | 20% |
| **Education Level** | Bachelor's Degree | 10 | 50% |
| | Master's Degree | 10 | 50% |
| **Industry Sector** | Film Production | 6 | 30% |
| | Animation | 5 | 25% |
| | Digital Arts | 4 | 20% |
| | Other | 5 | 25% |

### Thematic Analysis

Study has two main research questions, and this section shows the findings of the two research questions. In this section, themes which are relevant to research question 1 and 2 are segregated below.

**Research question 1 Themes**

**In what ways do artists perceive technology as enhancing their creative production?**

This section shows the themes of research question, which are related to technological advancements and challenges in media production. The first theme was AI and automation in production (AP1), which was shown that it helps to improve the production workflows, is noted by 15 respondents who acknowledged that AI-assisted editing as a transformative tool. Virtual Reality & CGI (AP2) were recognized by 12 respondents for their cost-saving benefits and enhanced creative possibilities, emphasizing the growing role of virtual sets. Similarly, digital tools and software (AP3) were valued by 10 respondents for their ability to accelerate animation and special effects, showcasing the impact of technological innovation. However, cost challenges (AP4) remain a concern, with 13 respondents acknowledging the high expenses associated with new technology, despite its necessity. Lastly, training and adaptation (AP5) pose another obstacle, as 11 respondents highlighted the steep learning curve that makes it difficult for some teams to integrate these advancements efficiently. These findings underscore both the opportunities and challenges that come with evolving digital production technologies. The above themes are predicted in Table.3 and Figure 1 below,

**Table 3:** Role of Technology in Enhancing Artistic Production

| Theme | Code | Sample Quotes from Interviews | Number of Respondents |
|---|---|---|---|
| AI and Automation in Production | AP1 | "AI-assisted editing has transformed post-production workflows." | 15 |
| Virtual Reality & CGI | AP2 | "Virtual sets help reduce costs and increase creative possibilities." | 12 |
| Digital Tools and Software | AP3 | "Advanced software speeds up animation and special effects." | 10 |
| Cost Challenges | AP4 | "Investing in new technology is expensive but necessary." | 13 |
| Training and Adaptation | AP5 | "The steep learning curve makes it difficult for some teams to adapt." | 11 |

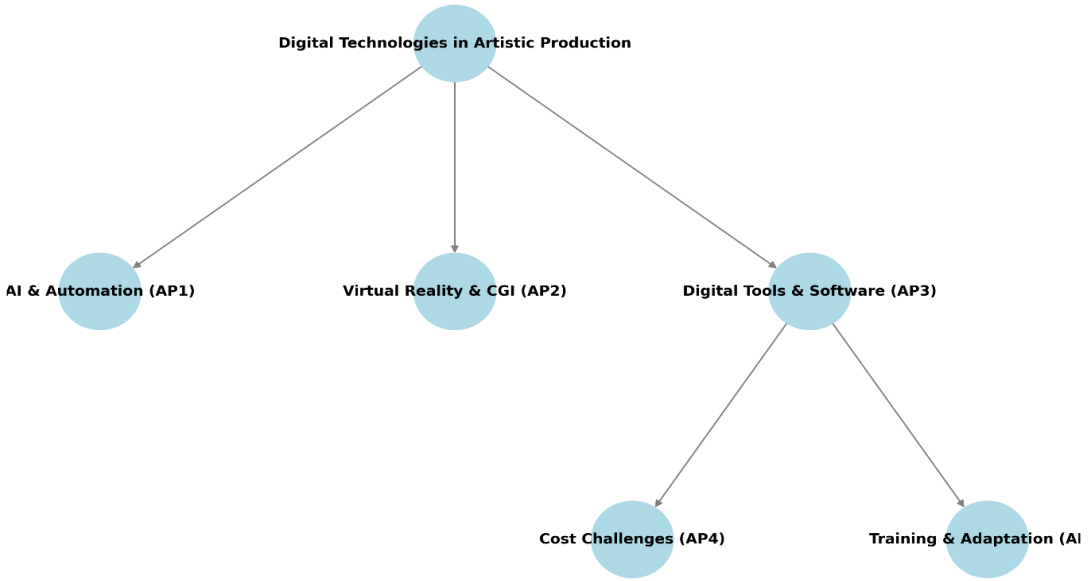


**Figure 1:** Research Question 1 results

**Research Question Two**

**How do Artists and audiences experience the role of technology in the dissemination of artistic works?**

This section shows the findings of the research question 2, which is highlighting the significant role of technology in increasing content dissemination. The first theme was the streaming platforms & accessibility (TD1), which is recognized by 14 respondents, where they highlighted that it provides help to increase their global access, which helps to make their content more appropriate. Further themes highlighted that social media impact (TD2) was acknowledged by 10 respondents as both beneficial for exposure and challenging for revenue generation, illustrating its dual nature in content distribution. Blockchain for copyright protection (TD3) was noted by 8 respondents as a valuable tool for ensuring fair revenue distribution among artists, emphasizing its role in securing intellectual property rights. Digital marketing & audience engagement (TD4) was appreciated by 12 respondents, who highlighted how targeted ads enable independent artists to connect with specific audiences more effectively. Lastly,

AR/VR for immersive experiences (TD5) was identified by 9 respondents as a transformative innovation, with augmented reality being seen as the future of interactive artistic experiences. These insights showcase how various technologies are shaping the dissemination landscape, offering both opportunities and challenges in the digital era. The above themes results are predicted in Table 4 and in Figure 2.

**Table 4**: Role of Technology in Enhancing Dissemination

| Theme | Code | Sample Quotes from Interviews | Number of Respondents |
|---|---|---|---|
| Streaming Platforms & Accessibility | TD1 | "Streaming platforms allow global access, expanding audience reach." | 14 |
| Social Media Impact | TD2 | "Social media is a double-edged sword – great for exposure but challenging for revenue generation." | 10 |
| Blockchain for Copyright Protection | TD3 | "Blockchain technology ensures fair revenue distribution for artists." | 8 |
| Digital Marketing & Audience Engagement | TD4 | "Targeted ads help independent artists reach specific audiences." | 12 |
| AR/VR for Immersive Experiences | TD5 | "Augmented reality is the future of interactive artistic experiences." | 9 |

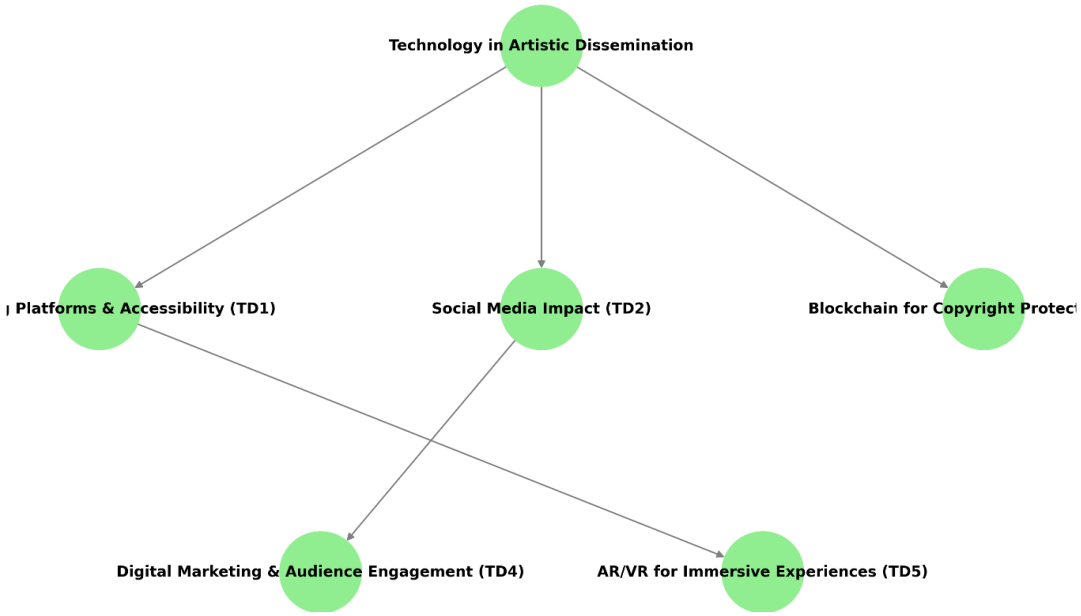


**Figure 2:** Research Question 2 results

## DISCUSSION

Artistic production played an integral role in promoting the culture through making the videos, and through providing creative works. Artistic production also increases their contribution towards the economic development through generating employment and creative industries. Therefore, the research objective was to explore the role of digital technologies on artistic production and dissemination. The study objective results show that technology integration in the artistic production has both challenges and opportunities for the artists and production teams. The study found various themes where respondents emphasize that technological advancements have reshaped workflows, improved efficiency, and expanded creative possibilities for increasing the production. There were various themes which are found in the research question one. First theme result shows that among the digital technologies, AI and automation have become an important tool in the artistic production, which is significantly improving the post-production outflows. Historically, it has been found that AI helps to increase the editing, which increases the transformation in the production process, like color grading, sound editing, and special effects, reducing manual effort and enhancing efficiency. Empirically, it has also been supported that AI-driven tools have been shown to accelerate production time and improve content quality [54]. Further findings shown that in the digital technology, including Virtual Reality (VR) and Computer-Generated Imagery (CGI), has revolutionized visual storytelling. Virtual sets enable cost savings and provide more flexibility in scene creation, allowing artists to push creative

boundaries. This result is supported with the following studies [55] where they highlighted that VR-based production methods significantly reduce location-based expenses and offer greater control over environmental elements. Further empirical studies also highlighted that CGI also increases the new possibilities in various animation, which is making it easier to create visually immersive experiences [56].

Further themes shown that in the digital technologies, advanced digital tools and software are also contributing to increasing the production capacity. In this theme, it was noticed that these tools allow for faster animation and special effects creation, which is reducing the time needed for complex artistic tasks. This theme is supported with study of Harsan[57] where they show that AI design tools and cloud-based collaboration platforms have empowered artists to work more efficiently and refine their creative outputs. Along with the benefits of adopting technologies in artistic production, it was found that technologies also increase some challenges in the context of training and adaptation. This theme finding shows that the steep curve, which is associated with the new tools, makes it difficult for some teams to integrate them effectively. This theme result is supported with the following study Bellaiche*, et al.*[33], where they highlighted that technology enhances efficiency, but companies that want to increase adoption often require intensive training and skill development. This increasing need for continuous learning could emphasize the significance of structured training programs to bridge the existing gaps between traditional creative practices and modern technologies advancement.

Furthermore, various themes were also identified in the literature on the impact of digital technologies in artistic dissemination. In the various themes, first themes results shown that in the digital technologies content which is fully transformed helped to provide the access of the videos in the national and international level, which increase the revenue of their production industry. The study findings are supported with the study of Frenneaux[58] which shows that streaming services have democratized content access, particularly benefiting independent creators. Further results also highlighted that social media also played a key role in increasing the artistic production through offering a tools, which are effective for exposure while posing challenges in revenue generation. The respondents highlighted in the interview that social media platforms such as Instagram, Tiktok, and Twitter provide artists with direct access to audiences, which is raising engagement to increase artistic production. This theme is supported with the findings of Pathak-Shelat[59] where they highlighted that social media has been instrumental in the rise of independent artists, which is allowing them to bypass intermediaries and connect directly with fans. Both of the above themes result in highlighting that digital technologies play an integral role in increasing the artistic dissemination.

Further results highlighting that technology has emerged as an important tool for the protection of copyright and better distribution of revenue among the artists. This theme is supported with the study of Nathaniela*, et al.*[60] where they indicated that block chain could significantly improve transparency in royalty payments. Along with this significance, the adoption remains limited due to technical complexities and regulatory uncertainties, which is making it challenging for many artists to integrate this technology into their business models. Further results shown that digital marketing also transformed where highlighting how artists connect with audiences, with targeted advertising playing a key role in reaching specific demographics. Result supported the view of the study of Bubnova[61] where they emphasized that digital marketing strategies, including influencer partnerships and algorithm-driven recommendations, have enhanced audience engagement and content visibility. However, the effectiveness of these strategies depends on financial investment, as paid promotions can be costly, making it difficult for emerging artists with limited budgets to compete with larger industry players [62]. The findings overall highlighted that technological advancements improved content accessibility, engagement, and revenue generation, while also presenting challenges such as monetization and adaptation to emerging tools. Hence, previous studies highlighted that digital technologies played an integral role in the artistic production and dissemination, which is offering new tools, platforms, and opportunities for artists and audiences.

## IMPLICATIONS AND FUTURE RECOMMENDATIONS

The study, along with the thematic analysis, highlighted various implications by understanding how digital technologies reshape artistic production and dissemination. Prior studies were mainly focused on the impact of digital technologies on visual arts, artistic education, on sustainability while having limited attention on artistic production and dissemination. Therefore, this study contributes to the literature on the impact of digital technologies to improve artistic production and dissemination. Furthermore, themes identified from the interviews provide a strong foundation in developing new theoretical perspectives on the role of AI, automation, and virtual

production tools in enhancing creative efficiency while also introducing challenges related to adaptation and skill acquisition. The study with these themes contributed that future researchers could explore the dynamic interaction between artists and digital tools, which emphasizes how technological advancements influence creative decision-making and production workflows. Furthermore, study results also highlighted that artistic production through improving the streamline platform, social media, and blockchain, providing a new theoretical framework which are needed to examine the balance between accessibility and fair revenue distribution. These insights contributed to a proper way for further research on how digital innovations shape the creative economy, especially in addressing financial and technological barriers faced by independent artists.

The study objective with specific themes has practical significance for the artists, educators, policymakers, and technology developers. For the artists, this study encourages artists to adopt digital tools such as AI, virtual reality, and blockchain for creating their work more effectively. For the educators, this study contributed that financial institutions could integrate digital technologies into their art programs to equip students with modern creative skills and expand learning opportunities beyond traditional methods. For the policy makers, this study contributed key insights in developing a proper initiative which could support to improve the digital artistic infrastructure, ensuring the resources are fairly allocated to protect the copyright. On the other hand, the study also helped the developers to increase their focus on creating user-friendly digital platforms that cater to diverse artistic needs, enabling wider accessibility and engagement. By addressing these practical aspects, this study contributes to fostering a more inclusive, innovative, and globally connected artistic ecosystem. Collectively, these practical implications emphasize the need for a balanced approach that maximizes the benefits of digital technology while addressing its associated challenges, which is for raising a more sustainable and inclusive creative industry.

The study with significant contributions still has various gaps that need to be addressed in the future study. The study mainly focused on one method of data collection i.e, the interview method, while ignoring the observation and case study method. Therefore, to address this issue, future research could be explored on the data collection method to increase the reliability of the findings. In other words, the study focused on the arts industry while ignoring other theater etc. Therefore, to overcome this limitation, future research could be explored on the theater industry to increase the study's generalizability. Lastly, the study collected data only from the production directors while ignoring other respondents. Therefore, future research could be explored on adding other respondents to increase the variation in the results.

## CONCLUSION

The study aimed to explore the role of digital technologies in artistic production and dissemination through focusing on their impact on creative processes, efficiency, and accessibility. For the study objective, researchers employed a qualitative research approach through adopting an interpretivist paradigm to gain in-depth insights from production directors. Semi-structured interview-based data collected from 20 production directors using a purposive sampling technique. Study themes findings highlighted that artificial intelligence and automation enhance post-production efficiency, reducing manual effort in editing and special effects. Virtual reality and computer-generated imagery (CGI) have revolutionized visual storytelling through expanding creative possibilities while lowering production costs. Advanced digital tools streamline animation and special effects, improving production speed. However, challenges such as skill adaptation and the need for continuous training were also highlighted. In terms of dissemination, streaming platforms and social media have democratized content distribution, allowing independent artists to reach global audiences. Furthermore, blockchain technology, which offered potential solutions for copyright protection and fair revenue distribution, was still claimed to be limited due to its complexities. Theoretically, the study with the specific themes contributed to the prior literature through offering a comprehensive finding of digital technologies in improving the artistic production and dissemination. Practically, findings provide insights for artists, educators, policymakers, and technology developers on integrating digital tools for improved efficiency, accessibility, and revenue distribution. The study also suggested the need for structured training programs to facilitate adaptation to technological advancements. Limitations and future directions were also highlighted to explore new research for further research.

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