We've Entered the Generative Media Environment

Tyler Bell · August 30, 2026
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A collage in sepia and black: strips of film, circuitry and halftone converge and scatter into a single human eye, joined to it by a thin, trembling line.

We have entered the Generative Media Environment,
where the FYP becomes the Made FYP.

Each individual user will have their own generative feed, just like interdimensional cable. You can interact or steer it to watch what you want or just let it rip—the algorithm (fyp, reels, etc.) already knows what you likely watch. But now, the algorithm is not a filter. It's a producer, able to adapt its generations in real time to optimize for your perceived engagement. This already happens on any short form video app, just now the loop is instantaneous.

Multiplayer features will enable collaborative generative experiences (already happening with @levelsio's InfiniteSlop). These interactions will be with both other humans and AI personas, alike.

Social features will enable sharing of experiences. Others can either passively watch a playback or revise / remix to make the experience their own, generating it through their own preferences, context, memories, and interests.

There is nothing confining these experiences to traditional 2D video. Audio, video, geometry, interaction, etc. Here, all mediums collide and condense. A video can turn

into a game and back again. VR will finally have its “killer app.”

Education, training, accessibility, and creative exploration will all benefit. But this stands to be one of the most addicting forms of consumption ever devised. A real life Nozick Experience Machine.

In the Made FYP, media, worlds, and perceived connection become abundant. The scarce thing may be an experience that wasn’t made for us.

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