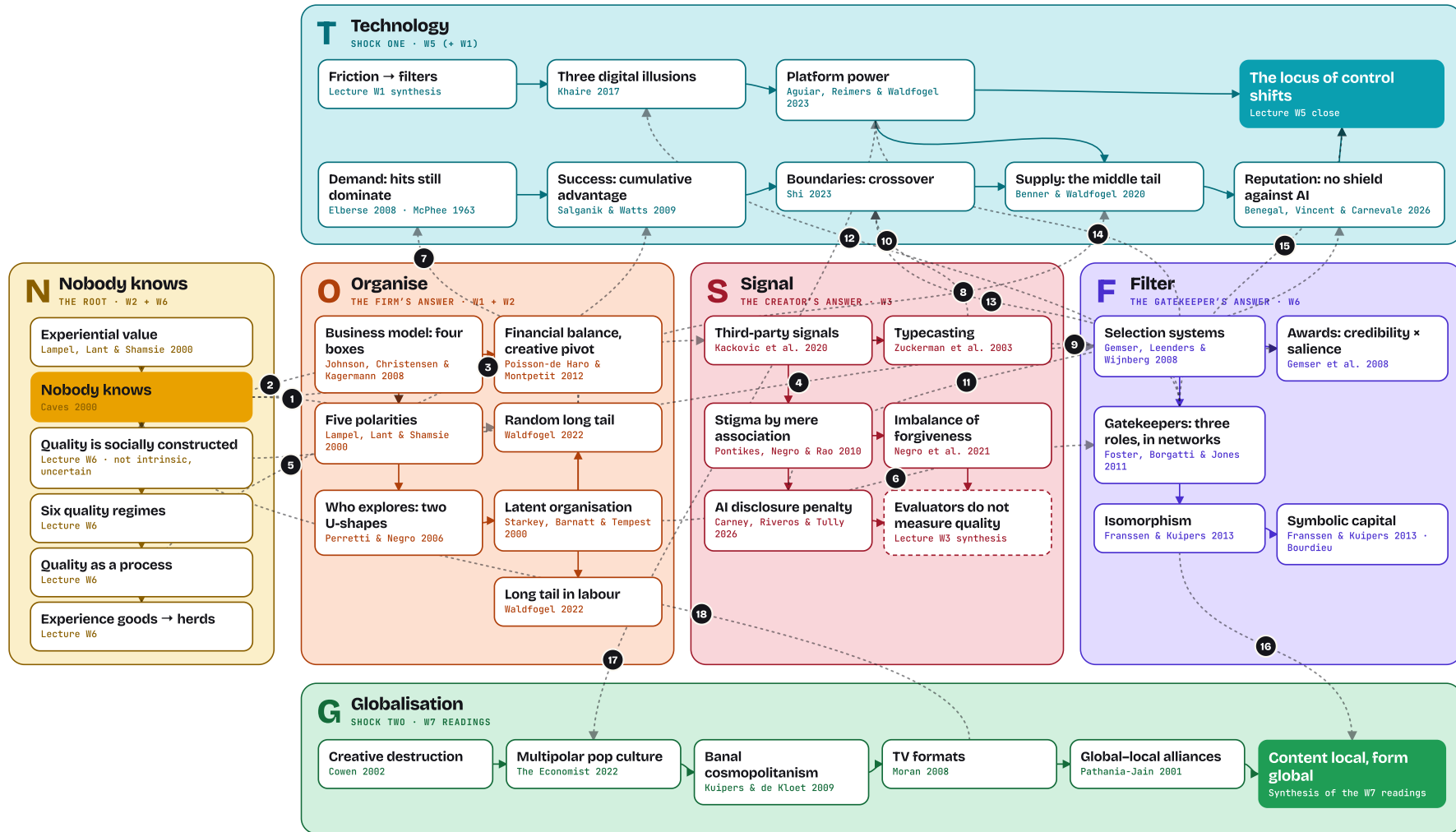




THE 18 BRIDGES BETWEEN BLOCKS (DOTTED LINES, NUMBERED ON THE MAP)

- 1 N → O Nobody knows, so cheap experiments can turn into hits.
- 2 N → O Ambiguity forces firms to balance opposing imperatives.
- 3 N → S Quality is unobservable, so buyers lean on signals.
- 4 N → F Socially constructed quality needs selectors to certify it.
- 5 N → T Herd behaviour scales up into cumulative advantage.
- 6 O → F The broker who reassembles a trusted team is a gatekeeper.
- 7 O → T The long-tail debate: random hits from new entry, yet hits still dominate demand.
- 8 O → T Cheaper creation plus digital channels makes a middle tail viable.
- 9 S → F An award is a third-party signal; its source decides its force.
- 10 S → T Categories discipline actors and genres alike; intermediaries enforce both.
- 11 S → T AI disclosure: audiences punish missing human effort and authenticity.
- 12 F → T Take the gatekeeper away and creators ask for one back.
- 13 F → T Specialised intermediaries are the ones who police boundaries.
- 14 F → T Platforms are the new selectors: playlists and algorithms.
- 15 F → T Gatekeepers evolve, they never evaporate: control only changes hands.
- 16 F → G Transnational networks make national fields alike in form.
- 17 T → G Global platforms carry local hits everywhere.
- 18 G → N A format sells proven success: a hedge against "nobody knows".