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Information Is Infinite. Attention Is Collapsing.

BoxMedia Launches The Attention Engine, a Commercial Framework to Restore Focus, Trust, and Copyright Integrity in the Synthetic Age

LONDON – October 2025 – BoxMedia Holdings Ltd, an independent, female-founded and neurodivergent-led media technology company, today announced the launch of **The Attention Engine** – a new commercial and ethical framework designed to protect intellectual property, rebuild human attention, and ensure copyright integrity in the synthetic age.

The framework unites the mission of BoxMedia’s two core divisions, BoxPlay.io and BoxLabs.ai, to protect intellectual property rights and deliver secure knowledge products for the enterprise and public sectors.

At its core, [BoxMedia](#) builds cinematic, science-based knowledge systems for organizations that need to educate, upskill, or communicate at scale, without the legal and ethical risks of synthetic or unlicensed content.

[BoxPlay.io](#) delivers SaaS programs that enable organizations and institutions to build the critical capabilities needed for the future of work.

[BoxLabs.ai](#), the company’s infrastructure layer, ensures every asset, from script to animation, is fully rights-protected and traceable.

Together, they allow enterprises to rapidly generate copyright-cleared learning and media content from Box’s proprietary library of characters, visuals, and storylines – all which are proven to increase retention and engagement while guaranteeing provenance.

“AI can now generate infinite content. What it can’t yet generate is trust or deep understanding,” said Clare Munn, CEO of BoxMedia. “The Attention Engine was built to change that – to make comprehension, creativity, and ownership measurable again.”

Generative systems excel at producing answers, not at reinforcing them. They deliver information, but they rarely help the mind return, reflect, and integrate what it learns. Without

that second loop, which behavioral scientists call double-loop learning, knowledge doesn't stick and comprehension never becomes capability.

BoxPlay.io was designed to close that gap. Powered by BoxLabs.ai, its learning architecture applies double-loop reinforcement by prompting users to revisit, apply, and reinterpret concepts until comprehension sticks.

The Attention Engine: Infrastructure for human intelligence

Through BoxLabs.ai, BoxMedia is developing a rights-secured AI framework that merges three critical disciplines:

1. Provenance & IP protection: Verifiable authorship for every creative element.
2. Cognitive science & behavioral design: Applied neuroscience that improves comprehension, focus, and retention.
3. Ethical AI personalization: Adaptive learning systems that reinforce understanding rather than distraction.

Early pilots have shown a 58 percentage-point higher course completion rate (industry baseline: fewer than 10 percent, Coursera 2024; BoxPlay average 68 percent), 30 percent stronger knowledge retention over time (University of Cambridge, The Great Calculus study), and 20 percent higher workplace engagement with a 610 percent ROI on learning investment (validated through an enterprise pilot with a leading global technology company).

“Synthetic knowledge has outpaced human comprehension,” said Elisabetta Zucchi, Co-Founder and President of BoxMedia. “We’re building the layer that reconnects the two – technology that preserves provenance while amplifying creativity, cognition and engagement.”

Why now: The synthetic knowledge crisis

By 2025, more than 90% of online content will be AI-generated or AI-assisted (Europol Innovation Lab, 2023). As synthetic media expands, the world faces an information identity crisis: truth, authorship, and attention are dissolving. Platforms such as OpenAI's Sora have shown both the creative potential and ethical peril of generative video. As [The Washington Post](#) reported last week, “[Sora's] videos reanimating the dead have been among its most viral clips” after synthetic clips of deceased public figures went viral (Tatum Hunter and Drew Harwell, Oct 2025).

According to a recent piece in [The New York Times](#) (Brooks Darnes, June 2025), “A.I. start-ups [...] train their software with data scraped from the internet and elsewhere, often without compensating creators,” highlighting how commercial speed is outpacing legal governance. [The Financial Times](#) has similarly warned that leading AI companies are now facing a “wave of copyright litigation” tied to aggressive data scraping – a battle that could define how creative rights are protected in the AI era.



BoxMedia's unified framework fills this governance gap, making creativity, consent, and cognition auditable across every layer of content creation.

"We're not in the business of creating more AI," added Elisabetta. "We're designing the architecture that makes knowledge trustworthy. The system that protects what makes us human."

Commercial traction & partnerships

BoxMedia is bootstrapped from revenue and backed by senior leaders from Accenture, Yahoo, Chegg, Pearson, SAP, and T. Rowe Price. Its enterprise partnerships include Microsoft, EY, and several global media and education organizations adopting its rights-secured content model.

Sarah Lowney, Microsoft Head of Technical Consulting – Cloud & AI Platforms, Industry Solutions Delivery (ISD) EMEA says "I became a champion of CQ because I saw firsthand how it transformed the way our ISD team collaborated and delivered. CQ fills the missing middle which gives people the skills to work with each other, and with machines, more effectively."

Box's proprietary library, encompassing hundreds of characters, storylines, and visual assets, allows partners to generate customized, copyright-safe knowledge experiences in weeks rather than months. This foundation makes Box commercially scalable, globally deployable, and legally defensible.

About BoxMedia Holdings

BoxMedia Holdings Ltd is an independent, female-founded and neurodivergent-led media technology and IP company redefining how knowledge, creativity, and intellectual property are created, protected, and commercialized. Founded by Emmy Award-winning entrepreneur Clare Munn and behavioral design engineer Elisabetta Zucchi, Box builds science-driven creative ecosystems that make attention, authorship, and consent measurable.

Through its platforms BoxPlay.io, BoxLabs.ai, and BoxMeta.io, BoxMedia transforms learning, creativity, and data ethics into measurable human capital - redefining trust and provenance in the synthetic age.

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