

The Adoption of Generative AI by Media Companies

Concrete Examples and Industry Trends

October 2025

Market Overview

\$1.97B → \$20.7B

Market size 2024-2034

26.9% CAGR

Annual growth rate

AI Adoption Rates

Statistics

- **71%** use gen AI regularly
- **48%** social media AI by 2026
- **77%** publishers use AI
- **30%** fully integrated

Key Areas

- Marketing and sales
- Product development
- Service operations
- Personalization

Case Study: Netflix

NETFLIX

El Eternauta - First AI VFX

Used gen AI for building collapse scene in Argentinian sci-fi series.

10x faster than traditional VFX

Lower costs for smaller budgets

Also deploying AI in personalization, search, and advertising.

Major Studios Experimenting

DISNEY

Testing Runway AI

Exploring gen AI for production

- No confirmed integration
- Focus on efficiency
- Leveraging archives

WARNER BROS

Partnerships

Working with AI startups

- VFX enhancement
- Post-production
- Cost optimization

Case Study: BBC

BBC

AI as Force for Good

Key Principle: Humans always first

Live Text: Auto-translate sports commentary to text blogs

Translation: Breaking news for global audiences

"Nothing we do is automation without a human" - Peter Archer

News Publishers Leading

Concrete Examples

Washington Post

AI chatbot for climate science questions

Financial Times

Anthropic chatbot for subscriber Q&A

Associated Press

AI since 2014 - 15x more reports

Le Monde

30 English stories daily via AI translation

Express.de

Klara AI for research and structuring

AI Use Cases Across Media

Production & Creation

Visual Effects

- Scene generation
- De-aging effects
- Background removal

Content

- Script development
- Automated reporting
- Translation

Operations

Efficiency

- Transcription automation
- Metadata generation
- Copyediting

Engagement

- Personalized recommendations
- Interactive quizzes
- Custom feeds

Challenges & Concerns

Industry Obstacles

Trust & Transparency

50% concerned. Trust down 19% for AI news.

Data Quality & Privacy

Two-thirds cite quality, protection as barriers.

Copyright & IP

30+ lawsuits. Disney sued Midjourney June 2025.

Future Outlook & Key Takeaways

Rapid Growth: \$20.7B by 2034, 26% annual growth

Strategic Integration: Enhance creativity, human oversight critical

Operational Gains: 10x efficiency, 15x content, 30% cost cuts

Balance Required: Navigate trust, copyright, workforce concerns

The future lies in collaboration between AI and human creativity