



The Adoption of Generative AI by Media Companies

Transforming content creation and audience engagement



Why Generative AI Matters in Media Today

Critical Differentiator

76% of media decision-makers see generative AI as essential for future success (Forrester, 2024)

Market Pressure

Companies must produce more content faster, reduce costs, and deliver personalised experiences to stay competitive

Scale & Innovation

AI enables dynamic, tailored content creation at unprecedented scale, revolutionising storytelling and marketing strategies

Case Study: Twelve Labs

Unlocking Value from Content Archives



The Challenge: Media companies hold vast archives of valuable content that remains underutilised due to the difficulty of searching and repurposing footage efficiently.

The Solution: Twelve Labs uses AI-powered video understanding to rapidly discover and assemble clips from extensive archives, transforming how media assets are monetised.

The Impact: Faster content repurposing, enhanced operational efficiency, and new revenue streams from existing media libraries.



Case Study: Bria AI

Fair Compensation & Copyright Compliance

01

Attribution Technology

Platform measures content creator contributions accurately using generative AI attribution tools

02

Licensed Training Data

Models trained exclusively on licensed content, respecting studio guidelines and copyright law

03

Ethical Framework

Addresses legal and ethical challenges head-on, setting industry standards for responsible AI

Bria AI demonstrates how media companies can harness generative AI whilst maintaining ethical standards and ensuring fair compensation for creators.

Personalisation at Scale

Streaming Services & AI



Intelligent Analysis

Streaming platforms use generative AI to analyse viewer preferences and generate personalised storylines or recommendations

Niche Targeting

AI-driven insights help tailor content to specific audience segments, dramatically increasing engagement and retention rates

Creative Acceleration

AI-generated storyboards and script outlines speed up the creative development process, reducing time to market

AI-Driven Marketing Innovation

Sephora & L'Oréal Leading the Way

Sephora's AI Chatbots

Employs intelligent chatbots to provide personalised beauty advice and product recommendations, dramatically enhancing customer experience and driving sales conversion

L'Oréal's TrendSpotter

Uses AI to analyse millions of social media posts, identifying beauty trends months ahead of competitors and informing product development strategies

These beauty giants demonstrate how AI integration accelerates product development cycles and enables precisely targeted marketing campaigns at unprecedented scale.



Overcoming Adoption Challenges in Media Companies

65%

Performance Issues

Struggle with AI performance and quality concerns

50%+

Data Gaps

Lack sufficient datasets for effective AI training

Key Barriers

- Legacy systems integration challenges
- Data management complexity
- Skills and talent shortages
- Budget constraints

Expert Recommendations

Start small with pilot projects integrated into existing campaigns to build momentum, demonstrate value, and secure stakeholder buy-in before scaling

The Creative Process Reimagined with AI



Early-Stage Development

AI assists in storyboarding, scriptwriting, and visual effects generation, accelerating the pre-production phase



Creative Tools

Text-to-video and AI music composition tools dramatically reduce time and cost whilst enhancing creative possibilities



Collaboration, Not Replacement

AI acts as a creative collaborator, empowering creators to experiment and innovate beyond traditional constraints

The future of media production lies in the synergy between human creativity and AI capabilities.



Ethical Considerations & Responsible AI Use



AI Bias & Misinformation

Media companies must actively address AI bias, deepfake risks, and the potential spread of misinformation through AI-generated content



Copyright & Attribution

Platforms like Bria AI demonstrate how licensed data and transparent attribution systems can effectively mitigate legal risks



Trust & Transparency

Responsible AI frameworks are essential for sustainable adoption, maintaining audience trust, and ensuring long-term viability



Key Principle: Ethical AI implementation isn't just good practice—it's a competitive advantage that builds lasting audience relationships and brand integrity.



The Future of Generative AI in Media



Investment Growth

Expected to more than double from \$19.4B in 2023 (IDC)

Emerging Trends Shaping the Industry



Immersive Virtual Worlds

AI-powered environments enabling unprecedented audience interaction



Interactive AI Avatars

Personalised digital personalities for enhanced engagement



Hyper-Personalised Content

Content tailored to individual preferences in real-time

Media companies that master AI integration will lead innovation, audience engagement, and unlock entirely new monetisation models.