

# The Adoption of Generative Al by Media Companies

Transforming content creation and audience engagement



# Why Generative Al 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

Al 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 Al-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 Al

Fair Compensation & Copyright Compliance

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#### **Attribution Technology**

Platform measures content creator contributions accurately using generative Al attribution tools

#### Licensed Training Data

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

#### **Ethical Framework**

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

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

### Personalisation at Scale

Streaming Services & Al



#### Intelligent Analysis

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

#### Creative Acceleration

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

#### Niche Targeting

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

# Al-Driven Marketing Innovation

Sephora & L'Oréal Leading the Way

#### Sephora's Al 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%

50%+

Performance Issues

Data Gaps

Struggle with AI performance and quality concerns

Lack sufficient datasets for effective AI training

#### **Key Barriers**

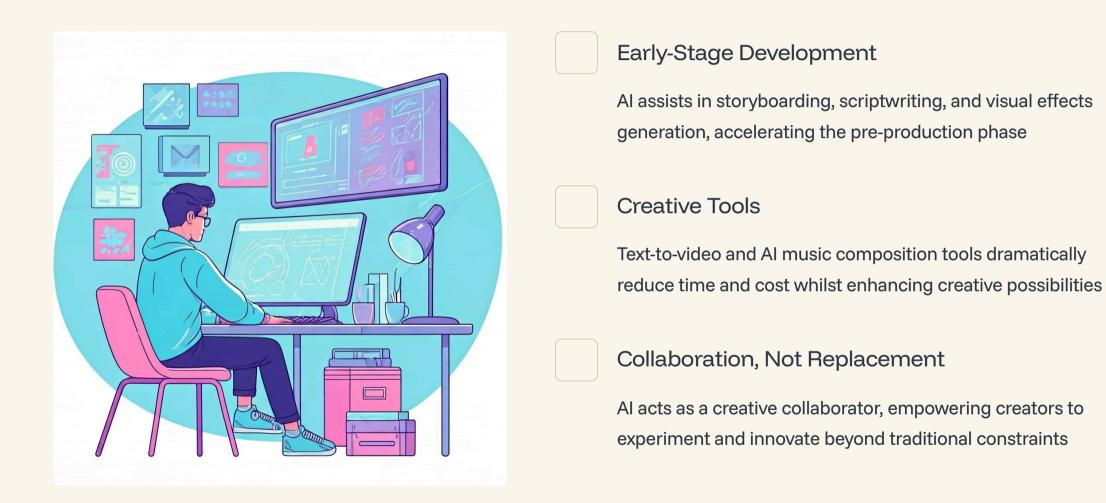
- Legacy systems integration challenges
- Data management complexity
- Skills and talent shortages
- Budget constraints

#### **Expert Recommendations**

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

Source: Forrester, 2024

## The Creative Process Reimagined with Al



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



# Ethical Considerations & Responsible Al Use



#### Al Bias & Misinformation

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



#### Copyright & Attribution

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



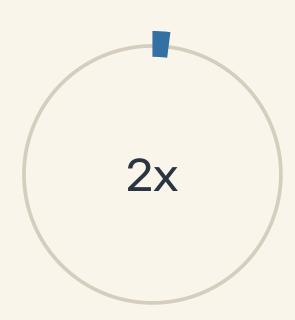
#### Trust & Transparency

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

Al-powered environments enabling unprecedented audience interaction



#### Interactive Al 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.