AI Governance Alliance

In collaboration with Accenture

WORLD ECONOMIC FORUM

Transformation of Industries in the Age of AI

Artificial Intelligence in Media, Entertainment and Sport

WHITE PAPER

JANUARY 2025

Images: Getty Images

Contents

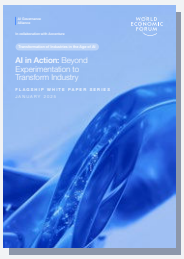
Reading guide

The World Economic Forum's AI Transformation of Industries initiative seeks to catalyse responsible industry transformation by exploring the strategic implications, opportunities and challenges of promoting artificial intelligence (AI)-driven innovation across business and operating models.

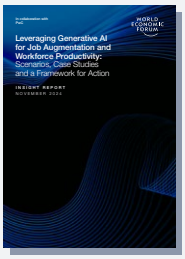
This white paper series explores the transformative role of AI across industries. It provides insights through both broad analyses and in-depth explorations of industry-specific and regional deep dives. The series includes:

Cross industry

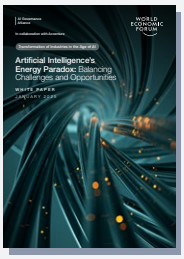
Impact on industrial ecosystems



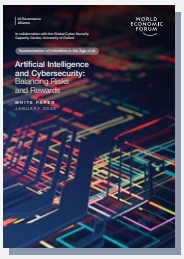
AI in Action: Beyond Experimentation to Transform Industry



Leveraging Generative AI for Job Augmentation and Workforce Productivity



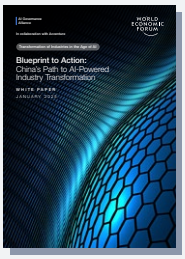
Artificial Intelligence's Energy Paradox: Balancing Challenges and Opportunities



Artificial Intelligence and Cybersecurity: Balancing Risks and Rewards

Regional specific

Impact on regions



Blueprint to Action: China's Path to AI-Powered Industry Transformation

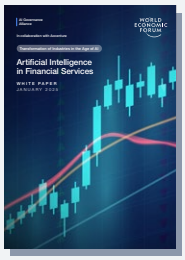
Industry or function specific

Impact on industries, sectors and functions

Advanced manufacturing and supply chains

Frontier Technologies in Industrial Operations: The Rise of Artificial Intelligence Agents

Financial services



Artificial Intelligence in Financial Services

Media, entertainment and sport

Artificial Intelligence in Media, Entertainment and Sport

Healthcare

The Future of AI-Enabled Health: Leading the Way

Transport

Intelligent Transport, Greener Future: AI as a Catalyst to Decarbonize Global Logistics

Telecommunications

Upcoming industry report: Telecommunications

Consumer goods

Upcoming industry report: Consumer goods

Additional reports to be announced.

As AI continues to evolve at an unprecedented pace, each paper in this series captures a unique perspective on AI – including a detailed snapshot of the landscape at the time of writing. Recognizing that ongoing shifts and advancements are already in motion, the aim is to continuously deepen and update the understanding of AI's implications and applications through collaboration with the community of World Economic Forum partners and stakeholders engaged in AI strategy and implementation across organizations.

Together, these papers offer a comprehensive view of AI's current development and adoption, as well as a view of its future potential impact. Each paper can be read stand-alone or alongside the others, with common themes emerging across industries.

Foreword

Minos Bantourakis
Head, Media, Entertainment and Sport Industry, World Economic Forum

Francesco Venturini
Senior Managing Director; Communications & Media Industry Global Lead, Accenture

Generative artificial intelligence (genAI) has sparked a wave of global enthusiasm due to its remarkable capabilities and potentially transformative impact on society, both in the personal and professional sphere. In the media, entertainment and sport industry, this powerful technology is reshaping the way content is created, distributed and consumed, with a unique impact on human creativity. While genAI presents significant opportunities, it also raises legitimate concerns about responsible and successful adoption that can only be addressed with a whole-of-society and human-centric approach.

The World Economic Forum, in collaboration with Accenture, has developed this white paper to help the industry better understand genAI and the disruption its adoption could bring. We have worked closely with a community of industry leaders, innovators, academia and technology experts, and labour representatives to gather insights and real-life experiences, developing a common understanding of the emerging opportunities, challenges and key enablers.

The report goes beyond the hype, offering guidance to business leaders and other stakeholders across society on proactively adapting, innovating and collaborating to rethink and reinvent traditional business and operating models. The development of robust governance and multistakeholder partnerships is key to facilitating responsible adoption and ensuring this revolution will benefit humanity.

With the technology and its adoption evolving rapidly, this initiative will continue to engage stakeholders across sectors, uncovering new insights, identifying emerging opportunities and challenges as they unfold, and offering a platform for knowledge exchange to drive collective action for responsible adoption.

Executive summary

Generative AI is poised to revolutionize the creative process, yet its impact and challenges require ethical considerations and governance frameworks.

As part of a series that addresses the impact of generative artificial intelligence (genAI) across industries, this white paper delves into its transformative potential on the media, entertainment and sport industry. It does not cover cross-industry topics but aims to clarify potential **opportunities, challenges** and **disruptions**, providing leaders and key stakeholders with insights to navigate these transformative times. Given the industry's societal impact, it is important for players to develop a shared and comprehensive understanding of genAI's role in the evolution of the creative landscape.

GenAI's impact on the media, entertainment and sport industry is expected to be more profound than on other industries. It can not only drive **efficiency and productivity**, **enhance audience engagement** and **optimize revenues**, but also impact the core of the industry by **augmenting human creativity**, acting as a collaborator, and empowering humans to overcome previous limitations. It can support every stage of content creation, distribution and consumption. In the early stages, it can speed up prototyping of alternative ideas. By analysing vast amounts of data and providing actionable insights, it can form an iterative feedback loop, where insights from each stage inform the others. This **content innovation loop** can enhance creativity and improve the ability to predict audience preferences, in turn optimizing distribution and engagement, expanding reach and increasing revenues. Society will benefit from expanded access to information and content, as translation and format barriers will be removed.

Adoption has already accelerated in recent years, with both AI-native organizations and established players investing heavily in it.

Despite genAI's potential, however, the report highlights challenges that must be addressed. The industry needs to pay close attention to the risk of **misinformation and disinformation**, **uncertainty of return on investment** (ROI), the need for harmonized **governance** frameworks and practices to advance trust and transparency, the **technological readiness**, and the implementation of **foundational requirements**, including digital core infrastructure.

Readiness varies across the **workforce**. While some creators embrace genAI's democratizing effects of lowering technical barriers to high-quality content creation, others remain cautious due to concerns over job displacement, intellectual property (IP) and likeness rights. Education and upskilling are crucial to ensure the responsible and transparent development of genAI products and features, and for effective governance and accountability.

This paper also identifies potential **future disruptions**. These include a shift from search-based to AI-driven content discovery, new consumption experiences through the convergence of emerging technologies, and AI-enabled creativity sparking a new era in content creation, with AI contributing to expand productions. In this landscape, collaborations, such as those between technology companies and publishers, could be the key to navigating the unknown. These developments open groundbreaking possibilities but also call for a **re-evaluation of traditional business and operating models**.

While genAI has the potential to transform the industry, successful, responsible adoption at scale hinges on a **holistic, transparent and human-centric approach**, requiring strategic leadership, workforce development, robust technical infrastructure and wide adoption of governance frameworks and practices. It calls for **multistakeholder collaboration** across society, including industry, governments, civil society, labour and leading experts from scientific and humanistic disciplines.

1 Context and industry trends

AI-powered tools are propelling content development and contributing to expand the industry by lowering technical and accessibility barriers.

1.1 Context

> Aided by technology, the revolution in content creation that began in the mid-2000s shows no signs of slowing down.

The **media, entertainment and sport industry** is vast and dynamic, encompassing various sectors, each playing a critical role in shaping the way content is created, distributed and consumed. The industry plays a pivotal role in engaging people by providing trustworthy and reliable content that informs, entertains, educates and facilitates individual and collective narratives.

Aided by technology, the revolution in **content creation** that began in the mid-2000s shows no signs of slowing down. The emergence of user-generated content platforms has initiated the creator economy, democratizing content creation across the industry. Once almost exclusively the purview of large studios, content creation has become accessible to storytellers everywhere across news media, publishing and broadcasting, advertising and communication, gaming, entertainment, music, film and sport. **Passive content distributors** – including social media platforms and search engines – aid in the distribution of this content and make it widely available to new audiences, thus expanding the industry. As of 2023, 50 billion global creators contribute to a $250 billion total addressable market, and both figures are expected to grow significantly.[1] Alongside passive distributors, **active content distributors** play a crucial role by providing news and information in every field to help individuals and businesses make informed decisions. They also help distribute entertainment content, such as movies and music.

While technology, with its deep connection to content, has propelled the ascent of the creator economy and transformed distribution across the industry, **generative artificial intelligence (genAI)** is amplifying this growth, exponentially increasing the volume of content available online. Experts estimate that AI-generated content could account for as much as 90% of information on the internet in a few years.[2] GenAI makes content production easier, empowering more people to join the creator economy. AI-powered tools facilitate low-cost automated translation, dubbing and content localization across geographies. Text-to-voice and text-to-video tools facilitate broader accessibility; emerging dubbing technologies enable more natural and fluid tones and intonation.[3]

As digital content grows, **authentic in-person experiences** providing emotional depth, like concerts, cinema and sport events, are becoming increasingly valuable and are the key growth sectors in the industry. Movie box office and music ticket sales accounted for 39% of net increase in consumer spending worldwide in 2023. Live music revenue increased by 26% and represents more than half of the overall music market.[4] **GenAI enhances these in-person experiences**, creating new ways for consumers to enjoy live events and immersive interactions.

1.2 Trends

AI has been a transformative force in the media, entertainment and sport industry, driving significant advancements in **content production, monetization** and **consumer experience**.

In **content production**, genAI, supporting human creators, has the potential to further enhance creative processes in video production, music, journalism, gaming and photography, among other areas.

In **short-form content**, AI started the trend of democratizing content creation by providing editing tools that can enhance the quality of user-generated content without the need for deep technical skills.

> GenAI can enhance and streamline every phase of the production of scripted content from story development and character creation to dialogue writing.

It has also helped platforms drive users' engagement through ranking and recommendation algorithms. GenAI tools can amplify this trend via creative AI platforms, such as automated video creation and editing. By offering creators real-time feedback and suggestions at the idea generation phase, genAI can help them refine their work as they go, thereby boosting the overall quality of content.

AI-generated audience preference insights currently help **long-form content creators** (both scripted and non-scripted) optimize scripts, narrative structures and pacing. Real-time analytics and insights for live events allow producers to adjust on the fly and improve audience engagement during broadcasts.

GenAI can potentially further enhance long-form content creation and make it even more efficient. It can enhance and streamline every phase of the production of scripted content – like movies, editorials, video games and commercials – from story development and character creation to dialogue writing, helping creators generate fresh ideas and reducing production time. In post-production, it can automate complex tasks like visual effects, 3D animation and computer-generated imagery, enabling the creation of hyper-realistic environments and characters at a fraction of the usual cost and time.

For non-scripted productions such as live TV, concerts and sport, genAI can advance real-time content editing, highlight generation and multi-camera operations. Content creators can use conversational interfaces to automate time-consuming tasks like creating video clips from existing content; editors request edits and video assembly through natural language prompts, and the model processes and executes the tasks. Furthermore, genAI enables the continuous analysis of audience engagement data, ensuring that content remains engaging throughout the event. It thus enhances both the creative and strategic aspects of content creation and distribution.

When it comes to **monetization**, AI has transformed advertising by boosting return on investment (ROI) through predictive analytics and real-time dynamic pricing. Predictive analytics uses machine learning (ML) algorithms to forecast consumer behaviour, helping media companies manage their digital inventory and deliver ads to the right audience at the right time. Dynamic pricing adjusts advertising rates based on demand, competition and engagement metrics, maximizing profitability for both advertisers and content platforms.

GenAI is set to revolutionize media planning and buying by enhancing audience targeting through even more granular analysis of detailed audience behaviour patterns, including unstructured data. This helps marketers identify individual preferences and enables content-aware advertising. By using these insights and automating aspects of the creative process, genAI can optimize ad creation, targeting and distribution, allowing marketers and advertising agencies to develop hyper-personalized advertising campaigns. They can tailor ads that resonate on a deeper level with specific audience segments and place their ads more strategically, increasing the likelihood of conversions.

AI already enhances **consumer experience** by delivering personalized content recommendations on streaming platforms, social media, search engines and media outlets, improving customer engagement and retention. It also enhances content moderation's effectiveness and efficiency in supporting the detection and removal of harmful content. With genAI's advanced contextual understanding of policies and community guidelines, moderation can go beyond static decision trees to better reflect the complexities of the real world. GenAI can expand the canvas of possibility for highly individualized content delivery and interactive and immersive experiences. This includes both virtual and in-person applications, like virtual assistants and intelligent agents, working along extended reality technologies. It also covers seamless ways to create and access content through conversational interfaces, such as generating images and videos or searching archives anytime, anywhere. In addition, genAI can increase the relevance of social media search results and, with intentional design choices, can enhance algorithms to encourage positivity and the emotional well-being of users and communities.

Emerging trends and rapid technological advancements fuel **optimistic outlooks** for the global AI market in media, entertainment and sport. Revenues are projected to reach approximately $120 billion by 2032, with a compound annual growth rate of 26% from 2023 to 2032.[5] However, high upfront costs, fundamental infrastructure gaps, particularly high **data debt** (e.g. low data quality, lack of accurate metadata) and unclear business value raise concerns about long-term profitability. This leads to a high AI project failure rate, estimated at 30% to 80%.[6,7] Moreover, as discussed later, **several challenges must be addressed** to responsibly adopt the technology and ensure this revolution benefits humanity and enhances the creative landscape.

Uniquely **human elements**, such as the conception of original ideas and the stories behind them, the emotional resonance, cultural nuance and moral judgement will remain essential. Human accountability and creative oversight will continue to play a pivotal role. In the future, creators and users will need to be educated to navigate evolving sensitivities around trust and information integrity, especially as younger generations bring different sensitivities around these concepts.

2 Industry adoption

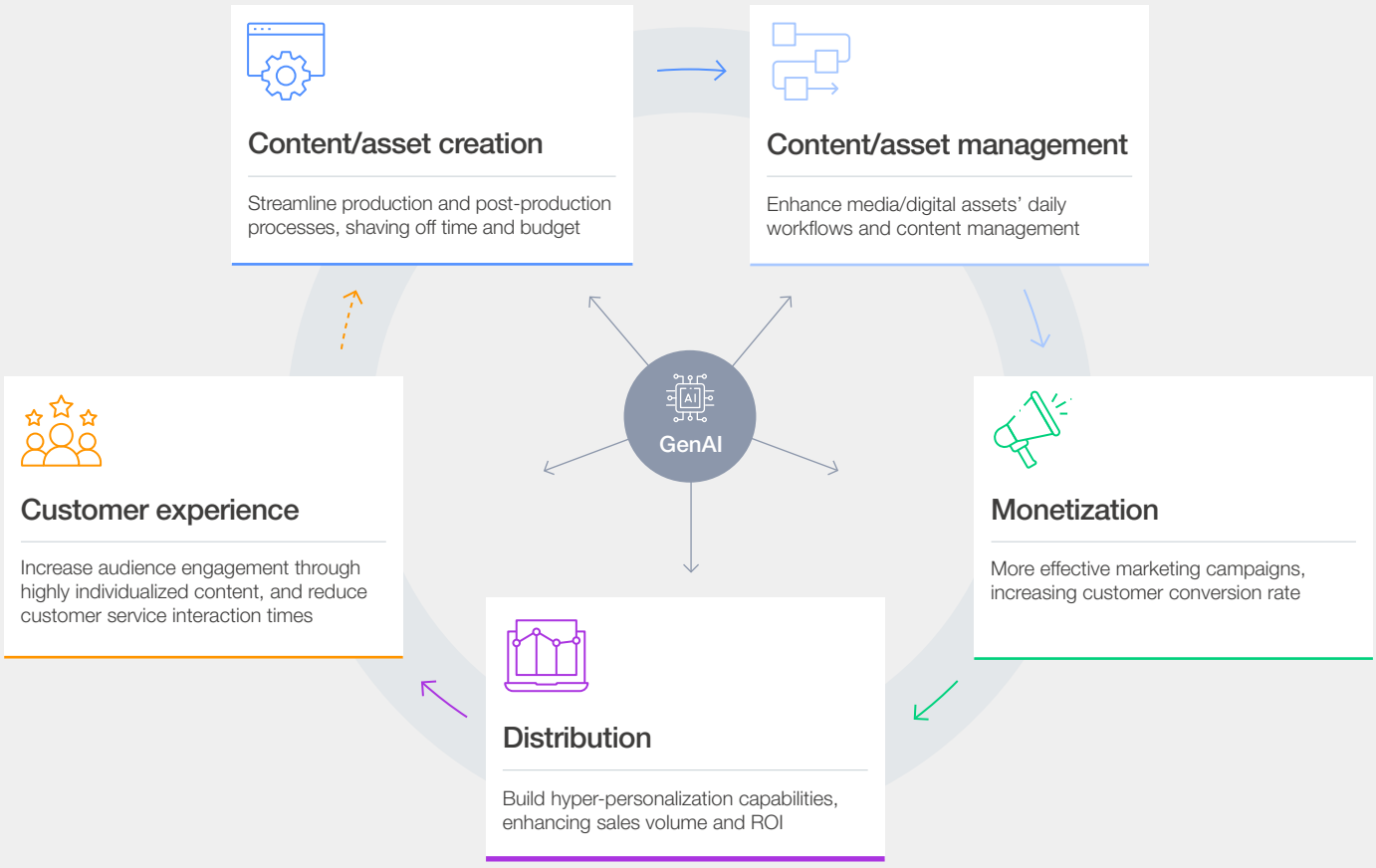
GenAI is transforming content creation, distribution and monetization into a dynamic, data-driven and iterative process.

This section highlights key opportunities emerging for the media, entertainment and sport industry. The impact of genAI on industry-agnostic functions and processes, such as human resources, finance and legal, are covered in the *AI in Action: Beyond Experimentation to Transform Industry Value* paper.

2.1 Present scenario

GenAI is reshaping every sector in the industry. The **content development process** has evolved from sequential (create, distribute, monetize) to circular, where insights from each stage inform and influence others. With a strong and secure data foundation and informed user consent, genAI can enhance this dynamic. It can process vast datasets on audience behaviour, preferences and trends to create actionable strategies and even implement them. Content creators can use genAI-powered insights to adapt their output through conversational interfaces, using genAI once again to augment, simplify or automate tasks. This responsive **content innovation loop**, where each phase informs the others, serves audiences' needs as they emerge, embedding insights from the monetization stage into distribution strategies, and more. For example, genAI can instantly tailor marketing assets based on early audience engagement or recommend creative adjustments in films by analysing script performance data. Similarly, personalized content distribution algorithms enable targeted, direct advertising campaigns by refining targeting strategies in real time based on performance analytics, ensuring that campaigns reach the most responsive demographics.

FIGURE 1 **Illustrative example of the shift from a content development process to a genAI-powered content innovation loop**



A dynamic **innovation ecosystem** is emerging, fuelled by a whole new generation of AI-native startups, with $27 billion invested in it between April and June 2024 alone.[8] These organizations are expanding the industry by:

- **Reinventing existing products**, making them more accessible and engaging, and enhancing established business and operating models to drive efficiency and productivity
- **Creating new products and services** that push the boundaries, such as search generative experiences and text-to-audio/video solutions
- **Acting as enablers**, supporting the evolution of the content innovation loop, by providing infrastructure and solutions for emerging needs, such as the implementation of content authenticity standards, attribution models and remuneration frameworks

BOX 1 **Emerging innovation ecosystem**

Reinventing existing products

Inworld AI provides a suite of AI tools and infrastructure for game development and gameplay. Inworld's AI engine helps game developers create content more efficiently while enabling new game mechanics that increase immersion, personalization and replayability.[9]

Creating new products and services

Runway is at the forefront of AI media, making content creation accessible, controllable and empowering for everyone. It builds general purpose multi-modal simulators, accelerating research-to-production timelines from years to weeks and embedding research into engineering and product teams instead of having each team work in isolation.[10]

Acting as enablers

ProRata.ai enables AI pay-per-use with new technology that analyses generative responses, attributing content sources, enabling the sharing of revenues between technology players and content providers.[11]

2.2 Opportunities and use cases

This section outlines the most relevant opportunities for generative-AI-driven transformation across content creation, asset management, monetization, distribution and customer experience. It provides an overview of how businesses across the industry are using genAI at each stage of the content innovation loop. These examples, grouped by impacted stage of the loop and the opportunity they enable, are illustrative rather than exhaustive.

Opportunities

- **Augment human creativity**: GenAI augments creativity and democratizes content production by lowering entry barriers such as technical skills and investment. This allows a broader spectrum of creators to participate and enables studios with limited resources to enhance their production, ultimately expanding the industry. But the real promise of genAI lies not in merely enhancing existing workflows or generating assets, but in creating entirely new and previously unimaginable experiences.
- **Enhance audiences' engagement and optimize revenues**: GenAI supports the production and delivery of hyper-personalized, engaging content at scale. In turn, this helps businesses enhance user experience, reduce churn and optimize revenue streams through strategic advertising placements, dynamic pricing and improved content yield.
- **Boost efficiency and productivity**: GenAI automates repetitive tasks, such as copyediting for grammar, summarization and metadata tagging, and optimizes content editing workflows in production and post-production phases. It provides real-time audience and performance insights that allow creators to quickly adapt and improve content through conversational interfaces. This enables the industry to deliver high-quality content faster and more effectively.

INSIGHT 1 **GenAI and creators**

52%

of creators state that using AI helped them to be more creative while also saving them time.[12]

92%

of creators say they have already used genAI in some capacity (vs. only 34% in November 2023).[13]

90%

feel like they are not using genAI to its fullest potential.[14]

Augment human creativity, enhance audience engagement and optimize revenues

FIGURE 2 **How genAI can augment the creative process and help engage audiences**

Augment human creativity, enhance audience engagement and optimize revenues

Content/asset creation	Content/asset management	Monetization	Distribution	Customer experience
Creation of previously impossible and highly engaging content combining new and pre-existing assets	Real-time analysis and sorting of live content to reassemble it in a more engaging way	Analysis of previously consumed content to create dynamic and innovative ad formats and automatically adapt campaigns	Audience reach expansion through automatic translation and conversion of content, and generation of promotional artwork that adapts to individual users' preferences	Increasingly immersive and interactive experiences driven by passive personalization engines

Augment human creativity:

Text-to-image genAI enhances human creative productivity by approximately 25%.[15]

GenAI can help writers with low divergent association task (DAT) scores improve the writing quality of a story, increasing enjoyment by about 20-25%, putting them on par with more creative writers.[16]

Approximately

75%

of marketers have implemented AI into their workflows.

Around

62%

indicate content creation as the top use case.[17]

Enhance audiences' engagement and optimize revenues:

In total

93%

of chief marketing officers expect genAI and related technology to change the relationship with customers within the next five years.[18]

Harnessing the power of genAI to enhance marketing by tailoring communications to individual customer profiles can boost conversion rates by 15-30%.[19]

Inaccurate or incomplete data often results in incorrect business decision-making, failure to meet customer needs and reduced competitiveness.

Companies can lose up to

15-25%

of revenues due to bad data.[20]

Content/asset creation

Creators can use genAI's ability to interpret extensive content archives in real time to quickly discover emerging trends, get inspired and gain fresh perspectives. In the idea innovation stage, genAI can help brainstorm concepts, provide topic suggestions tailored to specific audiences, offer inspiration to kickstart the creative process, generate preliminary drafts and serve as a catalyst for new ideas that are not possible with conventional methods.

It enables the near real-time generation of high-quality content, combining new and pre-existing assets.[21] Organizations can also use genAI to deliver previously impossible, highly engaging experiences. For instance, genAI-based game engines can dynamically expand levels and adapt environments and visuals to gamers' preferences and profiles. They can develop intelligent non-player characters and generative agents that are not constrained by limited narrative options and predefined decision trees.

CASE STUDY 1

Augmenting music creation – artists' voices in videos

YouTube recently tested Dream Track in YouTube Shorts to explore how AI can deepen connections between artists, creators and their fans. Nine artists, including Charli XCX, Demi Lovato, John Legend and T-Pain, partnered with YouTube for this experiment. It allowed a select group of US creators to type in an idea and choose the voice of one of the participating artists to produce an original AI-generated soundtrack of up to 30 seconds. They could then use this soundtrack on their Shorts.

CASE STUDY 2

Enhancing in-game experiences – the superhuman racer

Sony AI, in collaboration with Polyphony Digital and Sony Interactive Entertainment, developed Gran Turismo Sophy, a revolutionary superhuman racing agent designed to compete against top Gran Turismo Sport drivers and enhance their gaming experience. Sophy's training employed novel deep reinforcement learning techniques using state-of-the-art algorithms and training scenarios developed by Sony AI using Gran Turismo Sport, a real driving simulator, and Sony Interactive Entertainment's cloud gaming infrastructure.[22]

Content/asset management

Organizations can use genAI's conversational interface to analyse, sort and manipulate content in real time and reassemble it in a more engaging format. For instance, producers can provide sport fans with enhanced, immersive experiences using game highlights clips, game summaries and player statistics across multiple platforms.[23]

CASE STUDY 3

Facilitating access to information via AI-powered summarization and multimodal AI research assistance

Google Labs developed NotebookLM, a personalized AI research assistant built with multimodal technology. It helps users efficiently process and organize complex information by synthesizing documents, videos and even books into insightful summaries, identifying key relationships and suggesting follow-up questions. Users can upload up to 50 sources into individual project notebooks. NotebookLM's Audio Overview feature transforms content into podcast-style discussions with two AI hosts.[24]

CASE STUDY 4

Automating and personalizing sport highlights creation

In partnership with Intel, the **International Olympic Committee** (IOC) has introduced cutting-edge AI solutions to transform the Olympic experience for fans, organizers, athletes and viewers across the globe. The Automatic Highlights Generation feature creates personalized highlights for 14 sports to boost audience engagement through AI models trained with Intel Geti AI tools that use the Olympic sports video archive.[25]

Monetization

GenAI can help enhance content monetization by processing real-time data, such as from live events, to make immediate adjustments that enhance engagement and revenues. During sport events, for example, AI analyses livestreams captured by autonomous drones, and based on these real-time insights on brand visibility, generative-AI-powered agents adjust the drones' positioning to correct for any overexposure or underexposure, maximizing sponsorship value. GenAI also enables innovative, audience-tailored, dynamic ad formats in real time to create visually engaging assets that offer customers new ways to interact and shop, driving ad performance and higher click-through rates. For instance, in advertising, it allows campaigns to dynamically adapt to target audiences, increasing effectiveness.

CASE STUDY 5

Enhancing user engagement via hyper-personalization

Monks agency revolutionized Hatch's advertising strategy by overcoming the challenge of costly and time-intensive ad development for their new Restore 2 product. Using genAI tools such as Google Gemini for persona development and the Monks Flow platform, they delivered a personalized, effective ad campaign in unprecedented time. This genAI-powered workflow improved user engagement, resulting in an 80% higher click-through rate (CTR) and 31% better cost-per-action (CPA) and halving production costs.[26]

Distribution

Creators and producers can use genAI tools to expand their reach by tailoring content to user needs and preferences, for instance, by automatically translating or converting it to different formats.

Journalists, for example, can translate their articles into multiple languages or convert them into videos to reach low-literacy communities.

CASE STUDY 6

Removing format barriers – AI-generated videos from news articles

Hubert Burda Media uses genAI to create news videos from journalistic, text-based articles using its proprietary "Magic AI Tool", which integrates Eleven Labs (text-to-speech), ChatGPT and D-ID (video creation) connected modularly via an application programming interface (API). To nurture consumer trust, Burda labels all AI-generated videos. The tool is currently used internally and being optimized in collaboration with a market research institute that analyses user engagement.[27]

Customer experience

GenAI is transforming user experiences, making them more immersive and interactive via intelligent agents that enable conversational and personalized engagement with content, such as semantic search or genAI-powered search engines. AI personalization engines provide accurate content recommendations, facilitating a shift from a one-size-fits-all to a highly individualized approach. GenAI also supports the integration of other emerging technologies to offer new, rich and engaging ways to interact with content.

CASE STUDY 7

Providing immersive financial summaries

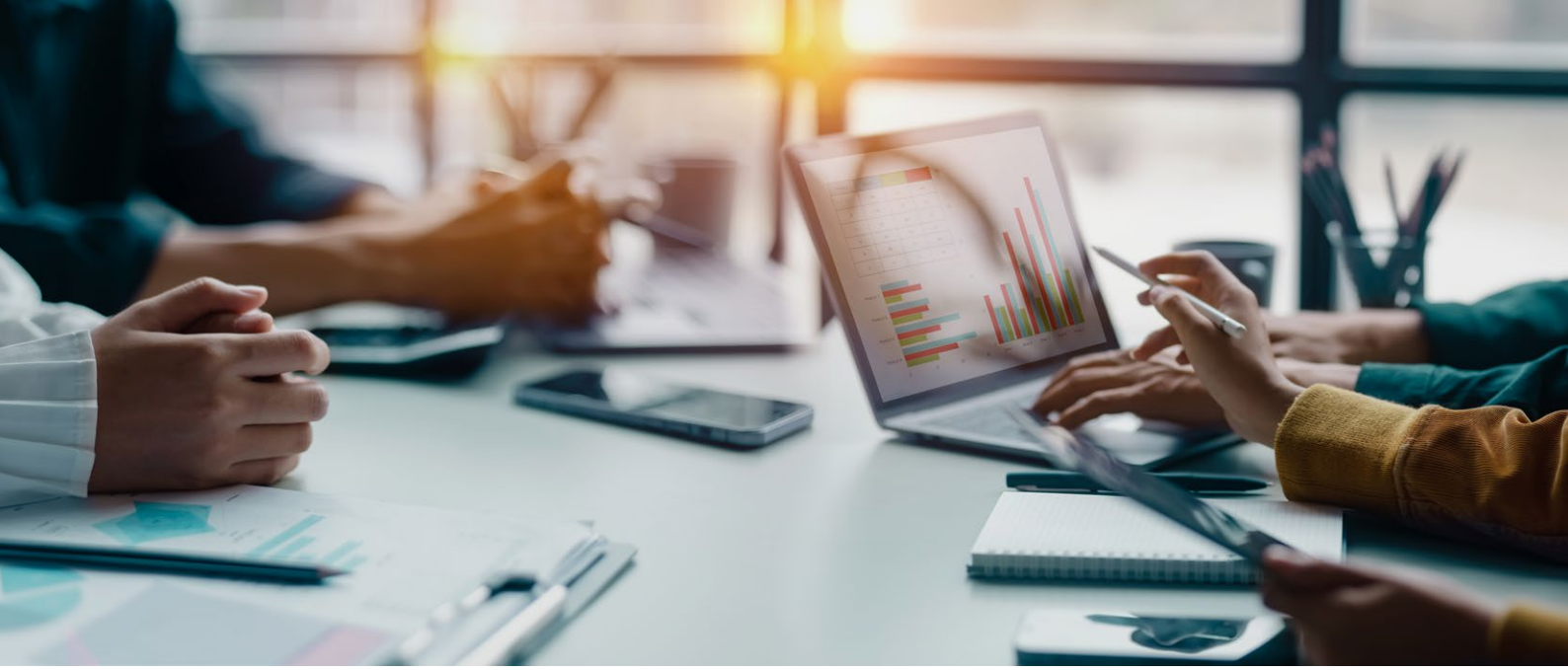
Bloomberg enhances its Terminal app on Apple's Vision Pro headset with AI-Powered Earnings Call Summaries that help financial professionals quickly and efficiently consume key information from the call transcripts.[28]

CASE STUDY 8

Encouraging well-being through intentional algorithmic design

Pinterest uses AI-driven computer vision and object detection technology to generate more inclusive search results. These tools analyse the image library to recognize specific attributes like skin tone, hair pattern and body shape to refine and tailor search results. They have significantly enhanced user experience; among Gen Z, there has been a 225% increase in hair pattern searches and 66% higher engagement rate per session with body type ranges.

To unlock the technology's full potential, undertaking a collaborative approach to genAI is required. An iterative, conversational engagement with precise prompts promotes a focused, productive interaction that can elevate both ideas and outcomes. Approaching genAI as a co-worker enhances creativity, complementing human ingenuity and pushing the boundaries of what's possible. Companies should focus on applications that empower creatives to produce higher-quality work, rather than replacing them with AI-generated content.[29]



INSIGHT 2

GenAI as creative collaborator rather than an “infallible oracle”

An experiment showed how genAI helped teams produce

8%

more ideas than teams working without it, but also led to more average and less “A-graded” ideas.[30]

Underperforming teams tended to use genAI as a problem solver, rather than a collaborative partner with whom to discuss and brainstorm until reaching the most creative outcomes.[31]

Boost efficiency and productivity

FIGURE 3

How genAI can help organizations be more productive and reduce costs

Boost efficiency and productivity

Content/asset creation	Content/asset management	Monetization	Distribution	Customer experience
Increase of efficiency by automating various stages of the production process	Reduction of manual content processing time thanks to automatic extraction of relevant metadata	Continuous content optimization and adaptive ad placement to improve campaigns’ outcomes	Automation of time-consuming activities needed for meeting accessibility and localization requirements	Minimization of time and resources needed to deliver cohesive and tailored experiences

LLMs can potentially reduce

72%

of editors’ work time, freeing up time for more creative and strategic work.[32]

Companies that will automate marketing tasks with genAI will increase productivity by

40%

during the next five years.[33]

By 2026, genAI will take up

42%

of traditional marketing’s mundane tasks such as search engine optimization (SEO) and content and website optimization.[34]

Content/asset creation

GenAI can significantly reduce costs and effort by streamlining production stages. “Co-pilots” can automatically generate clips, playlists and stories while enabling real-time metadata tagging, making it easier for creators to manage and enhance their content. For live events, genAI can help streamline advanced features such as instant slow-motion replays and dynamic camera configurations, accelerating the production of high-quality content at lower costs.

CASE STUDY 9

Simplifying editing through intelligent image and video recognition

Meta’s Segment Anything Model 2 (SAM 2) can significantly simplify labour-intensive content creation tasks by automating video and image editing. SAM 2 allows creators to quickly identify and isolate objects in both images and videos with its memory attention feature, which tracks objects across multiple frames. In post-production, SAM 2 can be used to make real-time adjustments like changing backgrounds or adding special effects without manually editing each frame.[35]

Content/asset management

GenAI can use advanced models – such as image and object recognition – and natural language processing (NLP) to automatically enrich extracted metadata with semantic context, generating, for example, narrative patterns and scene descriptions. This supports human oversight activities, like content moderation, and reduces content processing time by automating repetitive tasks like metadata generation, tagging and content organization. Market researchers, for instance, can use genAI to optimize dataset processing and provide insights more accurately and efficiently.

CASE STUDY 10

Powering sport performance adding co-pilots to the team

The Deutscher Fußball-Bund (German Football Association) works with the sports management suite SAP Sports One’s AI co-pilot to enhance match preparation, automatically analysing data and extracting insights from opponents’ past matches. This reduces manual tasks for analysts and allows them to quickly respond to queries from team members preparing for a match, such as the opposing team’s game patterns, strengths and weaknesses.[36]

CASE STUDY 11

Intelligent asset management

Accenture Song uses models trained on bespoke client taxonomies to generate and apply metadata to both new and existing assets at scale. This enhances asset use and value by improving their searchability, activation and analysis across the enterprise, potentially reducing related operating costs by up to 75%.[37]

Monetization

GenAI can streamline advertising and marketing by rapidly generating multiple advertising variations, enhancing ad placement, analysing performance in real time and continuously optimizing content to improve campaign outcomes. For example, it can automate and accelerate A/B testing, leading to more effective advertising strategies while reducing manual effort.

CASE STUDY 12

Designing the ideal advertising media mix

NBCUniversal's "One Platform Total Audience" advertising solution uses AI to automate budget allocation across linear and streaming media, identifying the ideal mix to engage precise audience segments. Leveraging NBCUniversal's culture-defining and extensive content portfolio and robust first party and advertisers' data sets, the solution reaches key consumers at unparalleled scale with programme-level transparency for brands.[38]

Distribution

GenAI can enhance content distribution by automating accessibility and localization tasks and predicting consumer behaviour and trends. For instance, visual content can be quickly dubbed for consumption by broader audiences, users can browse through content more easily with semantic search engines, and streaming platforms can predict traffic volumes and specific content requests to optimize network resources.

CASE STUDY 13

Simplifying content retrieval via advanced in-video search

Netflix has developed an advanced in-video search system to help creators quickly find specific scenes or elements (such as objects, emotions or actions) from their vast library of films and shows. Using ML, particularly contrastive learning, it creates video and text embeddings, enabling accurate searches based on text input. This streamlines the retrieval of clips for trailer creation and promotional videos, reducing manual search time and allowing creatives to work more effectively.[39]

Customer experience

GenAI can automate real-time data analysis and visualization, minimizing the time and resources required to gather and interpret relevant information, enabling cohesive, data-driven consumer experiences. This is particularly impactful for live events, where fans can access or request content and insights, such as player statistics, that are automatically generated by genAI.

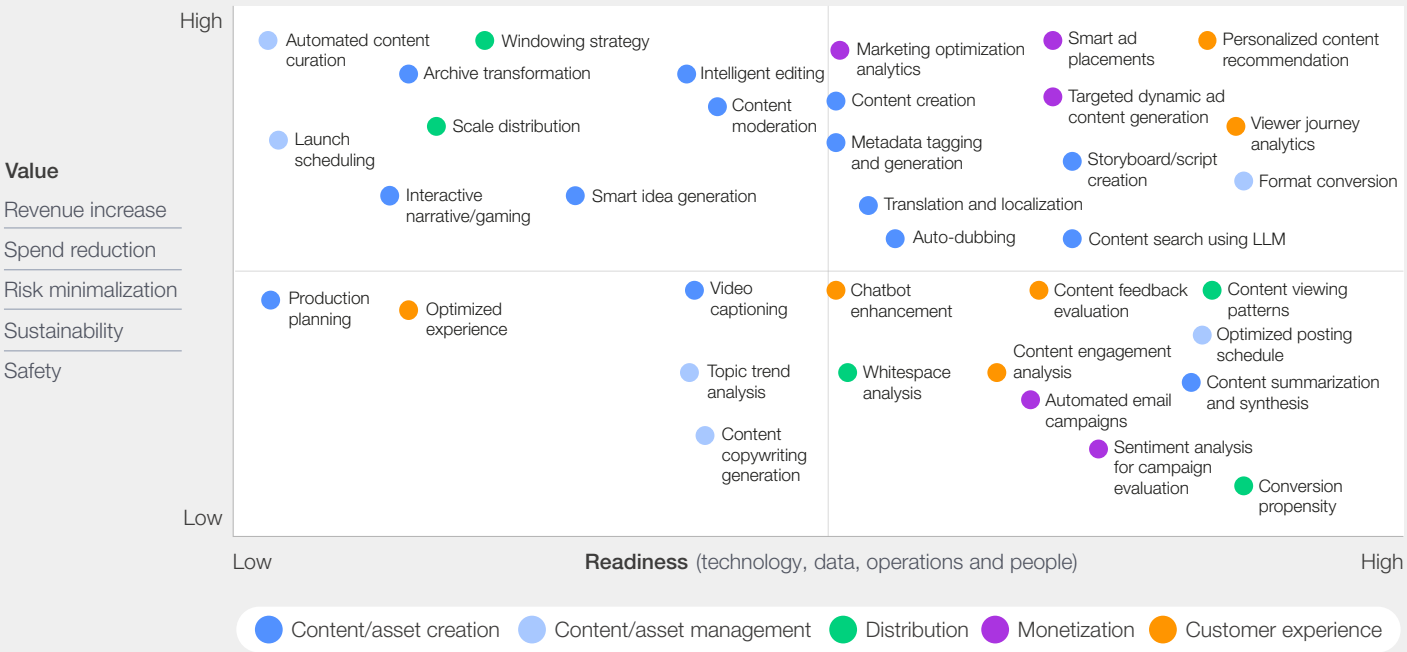
CASE STUDY 14

Enhancing fan experience during live sport events

World Sailing, in collaboration with SAP, launched an AI initiative enabling real-time analysis and visualization of race rankings, average speeds, manoeuvres and other key data, enhancing the fan experience. Since 2021, more than 1.9 million sailing enthusiasts have benefited from these insights. Expensive wind sensors have been replaced with virtual sensors that capture more than 160,000 wind directions annually. This technology has been deployed at international sailing events such as the Olympic Games and the World Cup Series.[40]

Out of the key use cases for media entertainment and sport, 12 emerge as top priority plays at the industry level:[41]

FIGURE 4 **GenAI use cases – value vs. readiness**



Source: Accenture Research.

3 Enablers and other considerations

A responsible adoption requires addressing concerns about dis- and misinformation, intellectual property and impact on the workforce.

This section gives an overview of the key challenges and enablers for the responsible adoption of genAI in the industry. While not an exhaustive list, it identifies areas that play a role in ensuring responsible and sustainable AI adoption at scale. Other important enablers, such as technology and infrastructure, are covered in the *AI in Action: Beyond Experimentation to Transform Industry Value* paper.

3.1 Industry governance

As genAI advances rapidly, it presents complex challenges that must be overcome to make this revolution work for humanity. This section does not aim to provide comprehensive solutions but highlights critical areas that require multistakeholder, industry-level and company-level consideration. Key challenges include:

– **Deepfakes and misinformation**: By reducing production costs, genAI exacerbates the risk of mis- and disinformation spreading at an unprecedented speed and scale, and of deepfakes being used with harmful intent. From Q1 2023 to Q1 2024, the exchange of deepfake tools on the dark web grew by 223%,[42] and AI-generated images surged from approximately 8,000 in 2018 and 15,000 in 2019 to approximately 15.5 billion in 2023.[43] This underscores the need for robust content moderation, enforcement, transparency, AI usage disclosure and source attribution.[44] Concerns focus on synthetic media's potential impact on the trustworthiness and integrity of the information ecosystem, especially in elections and conflicts, and the proliferation of harmful content targeting individuals, such as non-consensual image sharing.[45]

INSIGHT 3

Disinformation in the genAI era

According to Reuters, more than half of respondents

59%

are concerned about disinformation.[46]

By 2028,

50%

of enterprises will adopt products, services or features to address disinformation, up from less than 5% in 2024.[47]

– **Data ownership and data rights**: The collection and use of user data raise questions around IP protection and how privacy rights are protected. A debate is ongoing as to whether copyright frameworks are still fit for purpose, striking the appropriate balance between incentivizing creativity while ensuring society can benefit from it. This has implications for accessibility to content for model training and the potential for AI to expand content distribution. Related issues, such as how to protect likeness rights over AI-generated content to ensure that celebrities and individuals can exert stronger control over their image, voice and recognizable attributes, are also gaining traction with policy-makers. The development of robust frameworks is essential to protect creators and promote responsible innovation in this complex landscape. For example, how do we define the IP framework for synthetic content and handle cases where someone draws a portrait of an actor and then uses AI to generate images/videos based on it?

INSIGHT 4

Intellectual property implications

A recent survey found that

52%

of respondents view IP infringement as a significant risk.

25%

report actively working to implement measures to mitigate it.[48]

Accuracy and bias: GenAI outputs can amplify existing biases in training data and produce discriminatory outputs or generate hallucinations (false information), which can erode consumer trust and content value. Poor representation of diverse communities in model training datasets increases algorithmic bias, risking the marginalization of certain voices and reduction of models' accuracy.[49]

INSIGHT 5

Accuracy

Research highlights a growing concern around genAI inaccuracy, with

63%

of respondents considering it a relevant risk.

38%

declared that they are working to mitigate it.[50]

Addressing these challenges is essential for industry leaders and society to ensure AI's sustainable and responsible adoption. It calls for a **human-centric and holistic approach**. As regulation varies and evolves at a different pace across regions, there is opportunity for industry self-governance to complement regulation ("co-regulation") through methods like collective bargaining, binding commitments, best practices and voluntary standards. Key **governance** themes have been defined and examined as part of the World Economic Forum's Digital Trust Framework.[51] They include:

- **Accountability**: Organizations are defining principles for responsible AI adoption. Some are establishing governance bodies, like supervisory boards and AI councils, as well as human oversight processes to ensure ethics and transparency standards are upheld. These committees should consider diverse perspectives from technologists, ethicists, legal experts, creators and others to effectively assess genAI products and features. They should be responsible for reviewing AI practices, identifying potential risks and ensuring compliance with both internal policies and external regulations. Defining evaluation frameworks based on different categories of AI models, data sources and use cases, along with cross-industry standards like ISO-42001[52] can streamline review and approval processes.
- **Fairness**: Companies should use AI models that minimize bias and mitigate unintended consequences in content creation and distribution. This will ensure equitable treatment, inclusivity and fairness across content platforms while safeguarding user data rights.
- **Transparency**: Nurturing consumers' trust requires organizations to inform about AI-generated content and its use through appropriate labelling and disclosures within the product experience – whether auto-generated, auto-generated with human oversight or human-generated. Information on related data practices, safety policies and potential risks (such as bias and privacy) of the AI model used in genAI products should be made available via accessible documentation. Standards and technical solutions to ensure content authenticity, such as digital watermarking, content origin and history, and blockchain-based rights management, are currently under development to support a trustworthy information ecosystem. However, successful adoption at scale requires policy frameworks that are aligned with common principles, rules and technological standards.[53]

> Companies should use AI models that minimize bias and mitigate unintended consequences in content creation and distribution.

3.2 Workforce

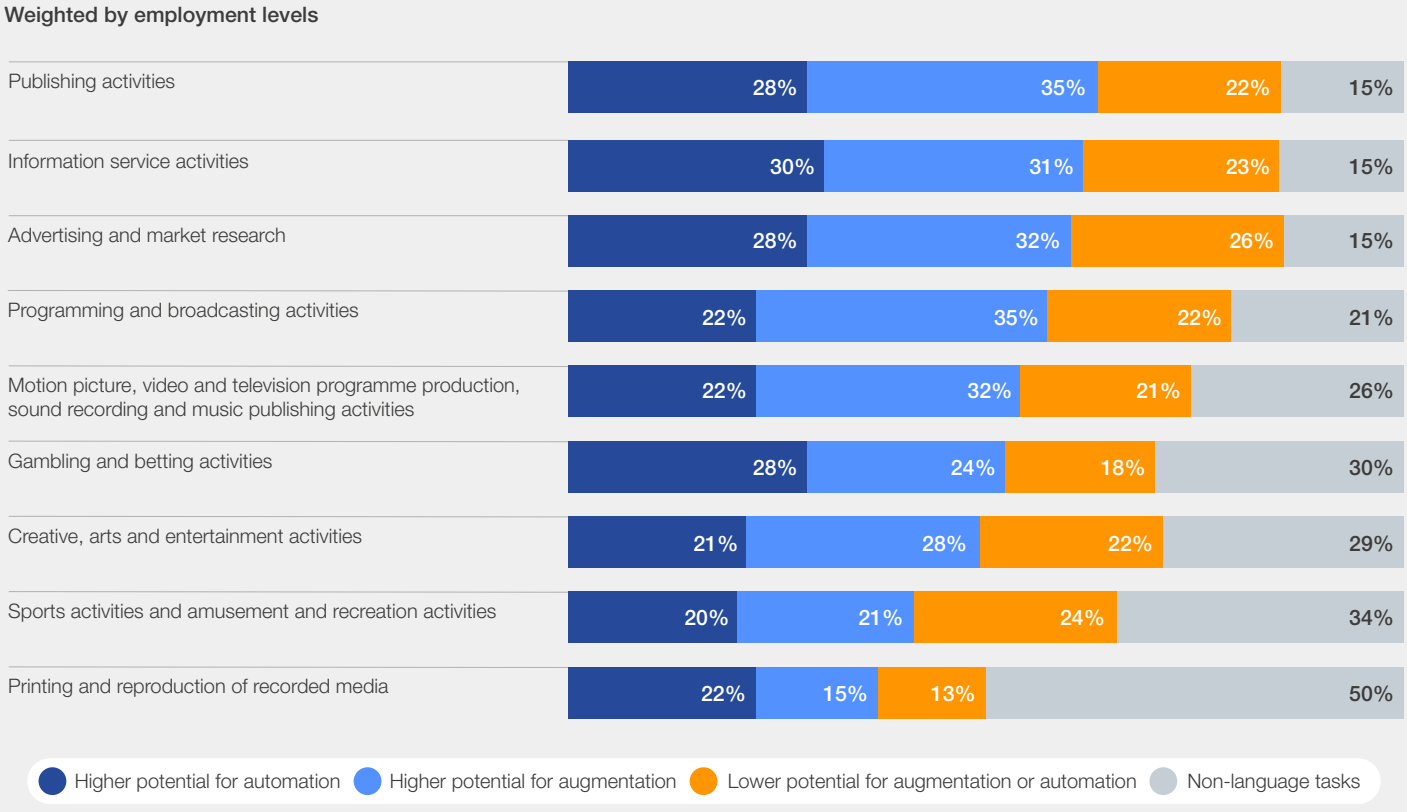
GenAI has the potential to revolutionize current ways of working, necessitating workforce upskilling and reskilling. Its integration can transform content creation and reshape job roles, such as in production, editing, distribution and marketing. By automating repetitive and technical tasks, it can create opportunities for professionals to focus on higher-order creativity and strategy. However, this shift requires a robust investment in workforce development to build both the technical skills and ethical awareness needed for working with genAI. A holistic training approach and a safe environment for experimentation are vital for adoption. Key workforce challenges include:

- **Job transition**: AI-driven automation may reduce the need for certain roles, requiring proactive workforce management and strategies to transition workers to new roles. The impact will vary across industry sectors and areas, so organizations will need to tailor their strategies to rebalance labour demands.
- **Cautious adoption by the workforce**: Many workers are cautious and concerned about the large-scale adoption of AI. To support effective onboarding, organizations must offer comprehensive training, transparent adoption roadmaps and guidelines for genAI use. Regulation and self-governance are also needed to ensure the responsible use of digitally replicated likenesses and performances.
- **Skill augmentation**: Employees will need acquire new skills, particularly in AI and data management, to remain competitive in the labour market.

According to Accenture research,[54] the media and entertainment industry ranks among the top five industries with high automation potential (refer to the *AI in Action: Beyond Experimentation to Transform Industry Value* paper for an overview).

- On average, 50% of working hours in the industry can be transformed by LLMs, as they have a high potential to be automated or augmented.[55]
- A total of 24% of tasks are susceptible to automation, particularly in manual and routine roles.[56]
- A total of 26% of tasks could be augmented, enhancing roles that involve creativity and strategic decision-making.[57]

FIGURE 5 **Potential large language model (LLM) impact distribution on work time in media and entertainment**



Source: Accenture research analysis based on O*NET and national statistical databases from 22 countries and 19,000 work tasks.

4 Future outlook

To successfully navigate a fast-evolving and potentially disrupted landscape, industry players should innovate and engage in new collaborations.

4.1 Potential disruptions

As AI adoption increases across the industry, rapid advancements point towards profound shifts on the horizon, requiring businesses to prepare for a range of scenarios. To navigate this transformative landscape, businesses must be ready to innovate and adapt to emerging realities. This section explores three potential disruptions that could redefine the industry:

Evolution of the content discovery journey

Historically, information and content reached the public through the media; then new avenues for content discovery emerged, with search engines and social media platforms becoming a prominent access point for people on the web. The digital content discovery journey can face a significant shift, as genAI powered products are emerging, capable of directly answering users' queries, aggregating and elaborating information collected from multiple sources. These AI "answer engines" could play a pivotal role in the future of content discovery,[58] impacting how people access, find, share and experience information and content, with potential implications across the industry. Further, genAI-powered agents may proactively engage with users and on their behalf, learning their preferences and interests and acting as intermediaries and filtering content and ads. Brands and content producers will need to capture the attention of agents, not just users. Media outlets and other players will need to adapt to this scenario.

INSIGHT 6

Consumers and AI assistants

77% of global consumers want an AI assistant to vet advertisement and promotions on their behalf by 2035.[59]

Revolution in how consumers engage with content

Along with existing consumer engagement models and formats (TV, text-based articles), the convergence of AI and other emerging technologies, like extended reality (XR) and the internet of things (IoT), can transform user engagement with content from static to interactive. For example, users could engage with news via smart glasses and engage in dialogue with a genAI-powered agent instead of reading static articles, and even use it to schedule activities based on weather and traffic forecasts.

INSIGHT 7 | **Consumers and immersive experiences**

A total of

57%

of global consumers are interested in smart glasses that overlay information onto their real-life surroundings.[60]

By 2028,

20%

of people are expected to have an immersive experience once a week, up from less than 1% in 2023.[61]

AI-driven creativity sparking a new era in content creation

With legal and informed consent, AI can recreate, modify and simulate the image, age, likeness, voice, gestures and unique traits of celebrities in real time, allowing for direct review by cast and crew. Celebrities can benefit from new ways to monetize their likeness, and fans can enjoy timeless performances. GenAI can break down format and language barriers and enable cross-border distribution of content, enabling broader access to cultures across the globe. However, concerns over likeness rights, informed consent and transparency are fuelling an ongoing debate in the industry about ethical boundaries and practices.

4.2 Collaboration opportunities

GenAI presents a unique opportunity for multistakeholder and cross-industry collaborations, enabling organizations to innovate, adapt and harness its transformative potential to thrive amidst industry disruption:

- New avenues for **industry and cross-industry collaboration** are emerging. Industry players can explore genAI and other emerging technologies to expand their market and create new business models and revenue streams. Partnerships with technology companies, as in the case of recently signed partnerships, blend trustworthy information with cutting-edge technology (like LLM training on proprietary information), resulting in innovative models (such as licensing revenues) and expanding the reach of their content (such as integration in new consumer products or across markets).
- Partnerships with the **public sector** can further expand innovation. They could improve public services like education and public safety and unlock new possibilities at the intersection of technology, content and public interest.
- Publishers and content providers can collaborate on **shared licensing frameworks** and common technology infrastructure, such as an API layer, strengthening LLM training and promoting cross-platform content distribution. One potential model could be aggregated content platforms, along the lines of music streaming platforms, allowing access to content from a variety of sources, facilitating shared access, distribution and monetization within a unified ecosystem.

Conclusion

Successful and responsible adoption of this powerful and potentially disruptive technology requires organizations to navigate the **adoption journey**. This will involve defining a clear strategy and roadmap, engaging in new collaborations and partnerships, onboarding the workforce, and defining and adopting robust ethical guidelines.

To make this revolution work for humanity and the creative industries, a holistic and human-centric approach is needed, requiring a **whole-of-society** and **multistakeholder collaboration**, involving key actors across society, industry, governments, civil society, labour, and leading experts across scientific and humanistic disciplines.

Embracing emerging opportunities, while addressing the challenges outlined in this paper, can enable humanity to benefit from a **richer and more diverse creative landscape**. In this new era, individual creators and professional productions can expand their reach, and audiences can engage in new forms of content tailored to their preferences and personas.

Contributors

World Economic Forum

Minos Bantourakis
Head, Media, Entertainment and Sport Industry

Maria Basso
Manager, Digital Technologies Portfolio, Centre for the Fourth Industrial Revolution Digital Technologies

Francisco Betti
Head, Global Industries Team; Member of the Executive Committee

Daniel Dobrygowski
Head, Governance and Trust, Centre for the Fourth Industrial Revolution Digital Technologies

Benedikt Gieger
Project Fellow, SAP, AI Governance Alliance

Jill Hoang
Lead, Initiatives, AI and Digital Technologies, Centre for the Fourth Industrial Revolution Digital Technologies

Cathy Li
Head, AI, Data and Metaverse; Member of the Executive Committee, Centre for the Fourth Industrial Revolution Digital Technologies

Accenture

Kathryn White Krumpholz
Managing Director, Innovation Incubation; Executive Fellow, AI Governance Alliance

Matteo Orsenigo
Senior Manager, Communications and Media Industry

Swati Vyas
Lead, Communications and Media Research

Acknowledgements

Martin Adams
Co-Founder, Metaphysic

Henry Ajder
Founder, Latent Space Advisory

Stefan Atanassov
Chief Product Officer, Hubert Burda Media

Moritz Baier-Lentz
Partner and Head, Gaming and Interactive Media, Lightspeed Venture Partners

Brian Buchwald
Global Chair, AI and Product, Daniel J. Edelman

Cansu Canca
Director, Responsible AI Practice, Institute for Experiential AI; Research Associate Professor in Philosophy, Northeastern University

Geoff Campbell
Senior Vice-President, Strategy and Business Development, Condé Nast

Duncan Crabtree-Ireland
National Executive Director and Chief Negotiator, Screen Actors Guild-American Federation of Television and Radio Artists

Cüneyt Deliktaş
Chief Technology Officer, Ihlas Holding

Brian Demitros
Innovation Lead, Dentsu

Petra Ehmann
Group Chief Innovation and AI Officer, Ringier

Sandeep Grover
Trust and Safety Leadership, TikTok

Mark Howard
Chief Operating Officer, TIME

Reena Jana
Head, AI Transparency and Standards, Google

Jeff Jarvis
Visiting Professor, Stony Brook University School of Communication and Journalism

Jae Sung Lee
Co-Founder and Chief Executive Officer, Twelve Labs

Katharina Neubert
Vice-President, Strategy and Investments, Holtzbrinck Publishing Group

Christophe Nicolas
Senior Vice-President and Founder, Kudelski Security; Group Chief Information Officer, Kudelski Group

Joshua Ogawa
Managing Editor, Visual Journalism Center, Nikkei

Katherine Oyama
Global Director, Government Affairs and Public Policy, YouTube

Diahanna Post
Senior Vice-President, Nielsen

David Rosenberg
Head, Machine Learning Strategy, Office of the CTO, Bloomberg

Lewis Smithingham
Senior Vice-President, Innovation, Monks, S4Capital

Michael Spranger
Chief Operating Officer, Sony Research; President, Sony AI

Behnam Tabrizi
Director and Teaching Faculty of Executive Program, Stanford University

Tejas Totade
Chief Technology Officer, Ruder Finn

David Towers
Senior Partner, Wavemaker, WPP

Jasmine R. Vasquez
Head, Public Policy, Americas, Pinterest

Sonali Verma
Generative AI Initiative Lead, International News Media Association

Ingrid Verschuren
Executive Vice-President, Data and AI; General Manager, Europe, Middle East and Africa, Dow Jones

Daniel Verten
Strategy Partner, Synthesia

Production

Laurence Denmark
Creative Director, Studio Miko

Rose Chilvers
Designer, Studio Miko

Will Liley
Editor, Studio Miko

Endnotes

1. Goldman Sachs. (2023). *The creator economy could approach half-a-trillion dollars by 2027.* https://www.goldmansachs.com/insights/articles/the-creator-economy-could-approach-half-a-trillion-dollars-by-2027.html.
2. Fried, I. and S. Rosenburg. (2023). *AI could choke on its own exhaust as it fills the web.* Axios. https://www.axios.com/2023/08/28/ai-content-flood-model-collapse.
3. Voolich, J. (2024). *A future full of opportunities, Made On YouTube. Youtube Official Blog.* https://blog.youtube/news-and-events/made-on-youtube-2024/.
4. PricewaterhouseCoopers (PwC). (2024). *Global advertising revenue to hit US$1 trillion in 2026 as streaming services look to consolidation and live sports to drive growth: PwC Global Entertainment & Media Outlook 2024-28.* https://www.pwc.com/gx/en/news-room/press-releases/2024/pwc-global-entertainment-and-media-outlook-2024-28.html.
5. Straits Research. (2024). *Ai In Media And Entertainment Market Share, Growth, Forecast to 2032.* https://straitsresearch.com/report/ai-in-media-and-entertainment-market.
6. Bojinov, I. (2023). *Keep Your AI Projects on Track. Harvard Business Review.* https://hbr.org/2023/11/keep-your-ai-projects-on-track.
7. Gartner. (n.d.) (2024). *Gartner Predicts 30% of Generative AI Projects Will Be Abandoned After Proof of Concept By End of 2025.* https://www.gartner.com/en/newsroom/press-releases/2024-07-29-gartner-predicts-30-percent-of-generative-ai-projects-will-be-abandoned-after-proof-of-concept-by-end-of-2025.
8. Griffith, E. (2024). *Investors Pour $27.1 Billion Into A.I. Start-Ups, Defying a Downturn.* The New York Times. https://www.nytimes.com/2024/07/03/technology/ai-startups-funding.html.
9. Inworld. (n.d.). *Home.* https://inworld.ai/.
10. Runway. (n.d.). *About.* https://runwayml.com/about.
11. ProRata.ai. (n.d.). *Home.* https://www.prorata.ai/.
12. Held, A. (2023). *Survey: Creators say AI leads to more creative content; those using AI have more followers, income. Descript.* https://www.descript.com/blog/article/creator-trends-how-ai-is-impacting-content-creation-survey.
13. YouTube. (n.d.). *A.I. and Creators: The Future of Tech and Creativity.* https://www.youtube.com/howyoutubeworks/ai-and-creators/?utm_source=aiandcreators&utm_medium=referral&utm_campaign=foc-launch-kc.
14. YouTube. (n.d.). *A.I. and Creators: The Future of Tech and Creativity.* https://www.youtube.com/howyoutubeworks/ai-and-creators/?utm_source=aiandcreators&utm_medium=referral&utm_campaign=foc-launch-kc.
15. Insights. (n.d.). *How Generative AI Can Augment Human Creativity.* https://insightss.co/blogs/how-generative-ai-can-augment-human-creativity/.
16. Doshi, A. R. and O. P. Hauser. (2023). *Generative artificial intelligence enhances creativity but reduces the diversity of novel content. Department of Strategy and Entrepreneurship, UCL School of Management and Department of Economics, University of Exeter.* https://arxiv.org/pdf/2312.00506.
17. Salesforce. (2024). *AI is Marketers' Top Priority – And Biggest Headache.* https://www.salesforce.com/news/stories/marketing-trends-ai-data/.
18. Accenture. (2024). *Generative AI for customer growth.* https://www.accenture.com/us-en/insights/song/generative-ai-customer-growth.
19. McKinsey & Company. (2024). *Beyond the hype: Capturing the potential of AI and gen AI in tech, media, and telecom.* https://www.mckinsey.com/~/media/mckinsey/industries/technology%20media%20and%20telecommunications/high%20tech/our%20insights/beyond%20the%20hype%20capturing%20the%20potential%20of%20ai%20and%20gen%20ai%20in%20tmt/beyond-the-hype-capturing-the-potential-of-ai-and-gen-ai-in-tmt.pdf?shouldIndex=false.
20. Redman, T. C. (2017). *Seizing Opportunity in Data Quality.* https://sloanreview.mit.edu/article/seizing-opportunity-in-data-quality/.
21. Society of Motion Picture and Television Engineers (SMPTE). (2023). *SMPTE Engineering Report: Artificial Intelligence and Media.* https://5253154.fs1.hubspotusercontent-na1.net/hubfs/5253154/SMPTE-ER-1010-2023-1.pdf?__hstc=52635383.87711ec3c6f09f439964adfe0b95b4ed.1723046550327.1723046550327.1723046550327.1&__hssc=52635383.1.1723046550327&__hsfp=3741191521&hsCtaTracking=a451fb10-07c4-46e1-b93f-50b571ef03f4%7Cc3ea4db6-a564-42e0-81be-fb38c227be5a.
22. Gran Turismo Sophy. (n.d.). *Overview.* https://www.gran-turismo.com/us/gran-turismo-sophy/project/.
23. PricewaterhouseCoopers (PwC). (n.d.). *Artificial intelligence — The MVP for personalizing sports.* https://www.pwc.com/us/en/industries/tmt/library/artificial-intelligence-in-sports.html.
24. NotebookLM. (n.d.). *Home.* https://notebooklm.google/.
25. International Olympic Committee. (2024). *AI and tech innovations at Paris 2024: A game changer in sport.* https://olympics.com/ioc/news/ai-and-tech-innovations-at-paris-2024-a-game-changer-in-sport.
26. Monks. (n.d.). *From Dreams to Reality. AI-Powered Performance Creative for Hatch.* https://www.monks.com/case-studies/hatch-dreams-to-reality-monksflow.
27. Huber, S. (2023). *How to rocket launch video content using AI. Hubert Burda Media.* https://www.burda.com/de/news/how-rocket-launch-video-content-using-ai/.

28. Bowie, M. (2024). *WatersTechnology | Bloomberg Adds AI Earnings Summaries to Apple Vision Pro App.* Bloomberg. https://www.bloomberg.com/company/press/waterstechnology-bloomberg-adds-ai-earnings-summaries-to-apple-vision-pro-app/.
29. Bertelsmann. (2024). *State of Play: Exploring Generative AI's Transformative Effects on the Media & Entertainment Industry.* https://www.bertelsmann.com/media/news-und-media/downloads/bertelsmann-stateofplay-genai.pdf.
30. Harvard Business Review. (2024). *Don't Let Gen AI Limit Your Team's Creativity.* https://hbr.org/2024/03/dont-let-gen-ai-limit-your-teams-creativity.
31. NFFOnDemand. (2024). *Jeremy Utley: AI Ignites Human Creativity. YouTube.* https://www.youtube.com/watch?v=Y2sehl8gXll&t=25s.
32. Shine, I. (2023). *Automation or augmentation? This is how AI will be integrated into the jobs of tomorrow*. World Economic Forum. https://www.weforum.org/stories/2023/09/ai-automation-augmentation-workplace-jobs-of-tomorrow/.
33. International Data Corporation (IDC). (2024). *IDC Estimates that GenAI will Increase Marketing Productivity More than 40% by 2029.* https://www.idc.com/getdoc.jsp?containerId=prUS51999824.
34. International Data Corporation (IDC). (n.d.). *Generative AI: Overview.* https://www.idc.com/resource-center/generative-ai.
35. Meta. (2024). *Introducing SAM 2: The next generation of Meta Segment Anything Model for videos and images.* https://ai.meta.com/blog/segment-anything-2/.
36. Glenk, S. (2024). *German National Team Relies on SAP Technology at the European Championship.* SAP. https://news.sap.com/2024/06/german-national-team-dfb-sap-technology-european-championship/.
37. Selective statistics across Accenture genAI work; not representative of exact outcomes.
38. NBCUniversal. (2024). *NBCUniversal Redefines Cross-Platform Advertising for the Industry with One Platform Total Audience.* https://together.nbcuni.com/insights/news/nbcuniversal-redefines-cross-platform-advertising-for-the-industry-with-one-platform-total-audience/.
39. Netflix Technology Blog. (2023). *Building In-Video Search. Medium.* https://netflixtechblog.com/building-in-video-search-936766f0017c.
40. SAP. (n.d.). *World Sailing: Transforming the Sport of Sailing Through the Power of AI and Analytics.* https://www.sap.com/documents/2023/07/36ff788f-7f7e-0010-bca6-c68f7e60039b.html.
41. Accenture research.
42. March, F. (2024). *Beyond the illusion—unmasking the real threats of deepfakes.* https://www.accenture.com/us-en/blogs/security/beyond-illusion-unmasking-real-threats-deepfakes.
43. Ajder, H. (2024). *What is the 'perverse customer journey' and how can it tackle the misuse of generative AI?* World Economic Forum. https://www.weforum.org/stories/2024/07/why-we-must-map-the-perverse-customer-journey-to-tackle-the-misuse-of-generative-ai/.
44. World Economic Forum. (n.d.). *A Global Coalition for Digital Safety.* https://initiatives.weforum.org/global-coalition-for-digital-safety/home.
45. Corvin, A. (2024). *'Evidence that deepfakes will swing vote is still lacking' says Meta advisor Henry Ajder.* Tech Informed. https://techinformed.com/evidence-that-deepfakes-will-swing-vote-is-still-lacking-says-meta-advisor-henry-ajder/.
46. Reuters Institute. (2024). *Reuters Institute Digital News Report 2024.* https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2024-06/RISJ_DNR_2024_Digital_v10%20lr.pdf.
47. Alvarez, G. (2024). *Gartner Top 10 Strategic Technology Trends for 2025.* https://www.gartner.com/en/articles/top-technology-trends-2025.
48. McKinsey & Company. (2024). *The state of AI in early 2024: Gen AI adoption spikes and starts to generate value.* https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai#/.
49. IBM. (2024). *The importance of diversity in AI isn't opinion, it's math.* https://www.ibm.com/think/insights/ai-diversity-importance.
50. McKinsey & Company. (2024). *The state of AI in early 2024: Gen AI adoption spikes and starts to generate value.* https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai#/.
51. World Economic Forum. (2022). *Earning Digital Trust: Decision-Making for Trustworthy Technologies.* https://www.weforum.org/publications/earning-digital-trust-decision-making-for-trustworthy-technologies/.
52. International Organization for Standardization (ISO). (2023). *ISO/IEC 42001:2023: Information technology — Artificial intelligence — Management system.* https://www.iso.org/standard/81230.html.
53. Coalition for Content Provenance and Authenticity (C2PA). (n.d.). *Home.* https://c2pa.org/.
54. Accenture research analysis based on O*NET and national statistical databases from 22 countries and 19,000 work tasks.
55. Ibid.
56. Ibid.
57. Ibid.
58. Brooks, B. (2024). *AI search could break the web.* MIT Technology Review. https://www-technologyreview-com.cdn.ampproject.org/c/s/www.technologyreview.com/2024/10/31/1106504/ai-search-could-break-the-web/amp/.
59. Dentsu. (2024). *Consumer Vision 2035: The Era of the Insight to Foresight Pivot.* info.dentsu.com/l/579173/2024-05-15/fk7hjm/579173/1715764205zcAVWgTi/dentsu_Consumer_Vision_2035___Global_Edition.pdf.
60. Ibid.
61. Alvarez, G. (2024). *Gartner Top 10 Strategic Technology Trends for 2025.* https://www.gartner.com/en/articles/top-technology-trends-2025.

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation.

The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.

World Economic Forum
91–93 route de la Capite
CH-1223 Cologny/Geneva
Switzerland

Tel.: +41 (0) 22 869 1212
Fax: +41 (0) 22 786 2744
contact@weforum.org
www.weforum.org