# Gen AI in Media & Entertainment | 2025

SYNOPSIS

Generative AI has captured the imaginations of companies and investors worldwide – and the skepticism of consumers. This study tests consumer interest and willingness to engage with AI and generative AI entertainment use cases. It examines new use cases in markets applicable to connected TVs, smart speakers, video streaming, news and editorials, and social media, among others.

It compares generative-AI-specific use cases such as automatic content captioning and translations and user-generated video clips to widely used AI technologies such as content recommendation engines, content upscaling, and real-time editing of live events such as sports coverage. It also trends data from previous survey findings on the topic.

Number of Slides: 59

Impact of AI-Creation on Likelihood to Watch Content

More likely

Less likely

No difference
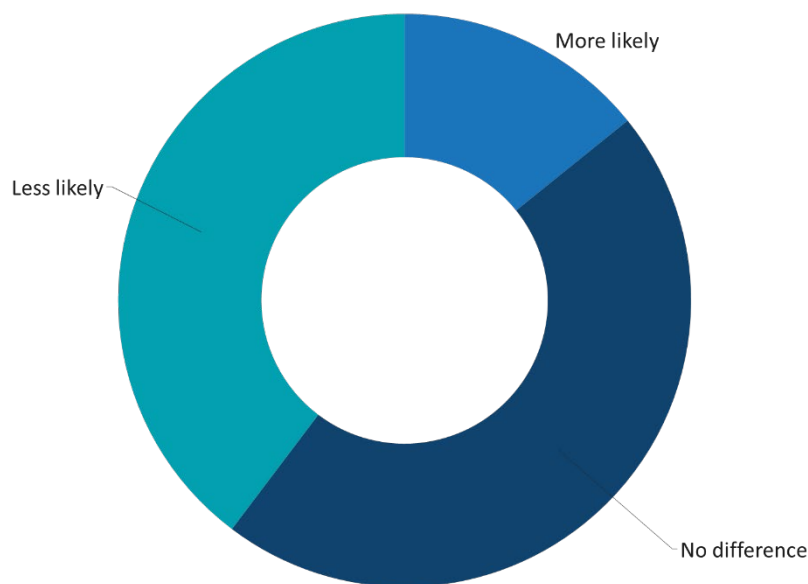
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Key questions addressed:

1. What is the current perception of AI and generative AI among consumers?
2. How has consumer sentiment towards AI and generative AI evolved after major product launches by leading consumer brands?
3. What generative AI use cases in entertainment resonate with consumers, and what turns consumers off?
4. How do preferences differ between users of leading CTV platforms and subscription streaming services?
5. Which gen AI use cases should product designers and marketers focus on, and which customer demographics and segments are best suited for initial trials and experiences?

"As the technology and consumers' perceptions of AI evolve, players in every corner of the media/entertainment/CTV ecosystem must shape their AI strategies to keep up with competitors and navigate the nuances of consumer demand for new experiences."

—Jennifer Kent, VP, Research, Parks Associates

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