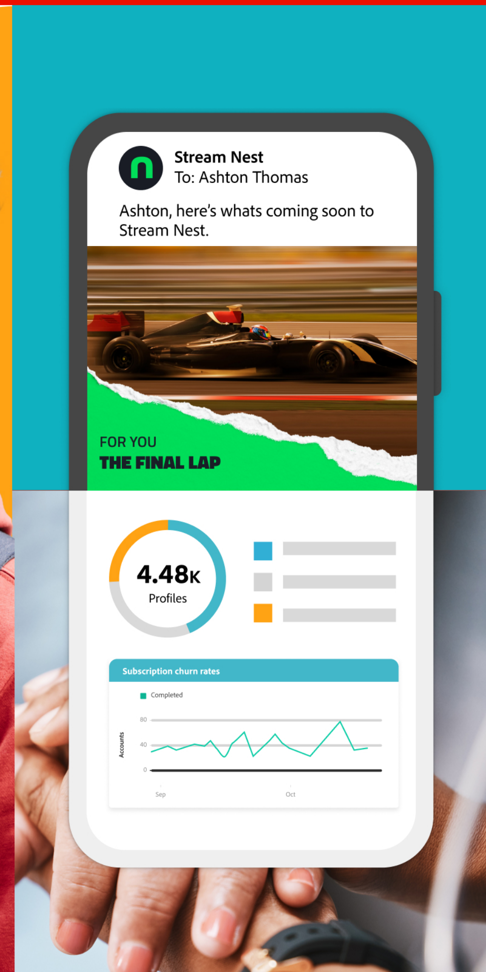
2025

AI and Digital Trends

Media and Entertainment



Adobe Experience Cloud | Econsultancy

Foreword

In this **Adobe 2025 AI and Digital Trends for Media and Entertainment** report, we explore how generative AI is reshaping the way M&E brands connect with audiences and what obstacles stand in the way of increased profitability. As customer expectations for personalised, seamless experiences grow, organisations are realising the importance of connected data, smarter workflows, and AI-powered tools that can deliver content at speed and scale.

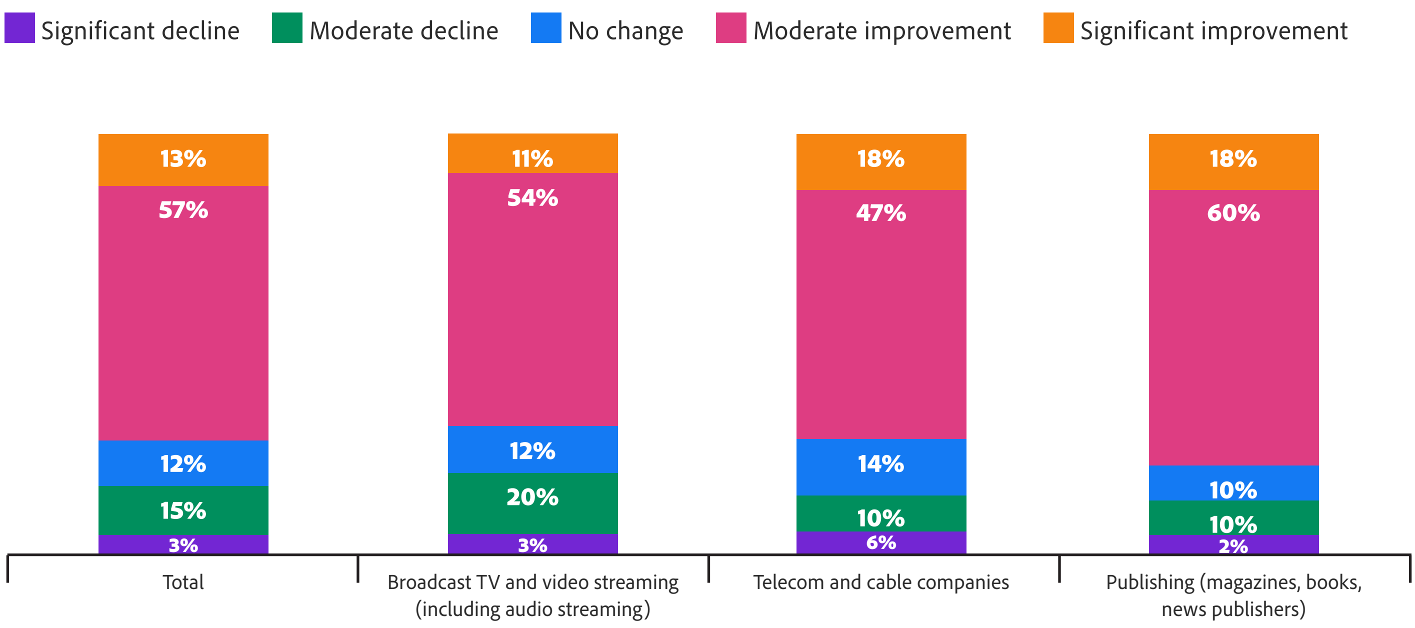
Early adopters are already seeing gains in productivity and profitability, but most M&E organisations remain in testing phases, formal or informal. Complex ecosystems, creative concerns, and fragmented data continue to challenge progress, but with the right investments and organisational changes, generative AI can unlock new opportunities for personalisation, loyalty, and long-term growth.

Key findings

Improving profitability remains a top priority.

Nearly three-quarters of media and entertainment companies expect to see profitability rise in 2025, and publishers are leading the way. Among publishing companies, 78% anticipate at least a moderate improvement — thanks in part to AI-driven workflows and new revenue stream opportunities from generative AI training or content partnerships. Broadcast TV and streaming providers are more cautious, but still hopeful. A total of 65% expect growth, though many face mounting pressure to justify content investments and find new revenue streams.

Figure 1: How do you expect your profitability to change in 2025 compared to 2024?



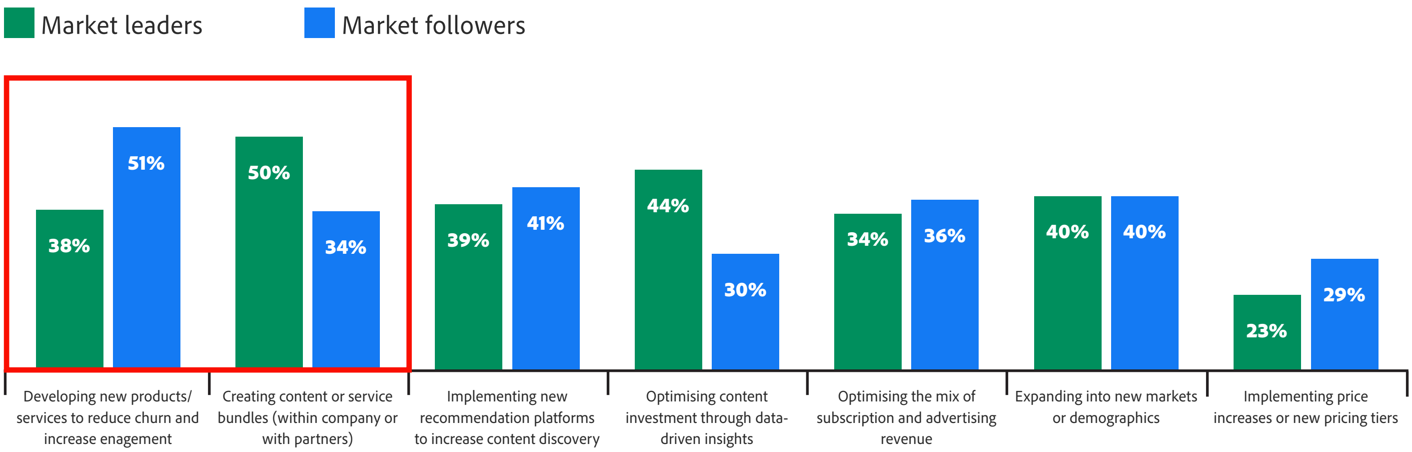
Base: 324 media and entertainment senior executives

Market leaders see smarter, not newer, as the path to profitability.

Instead of launching net-new products, market leaders — those who outperformed the sector in 2024 — are opting for bundling strategies, either within their own offerings or in partnership with other content owners and platforms. For example, a media company with both digital magazines and podcast properties might bundle access to both under a single subscription or collaborate with a third-party platform to feature exclusive content bundles. This helps drive more value from existing assets while keeping costs in check.

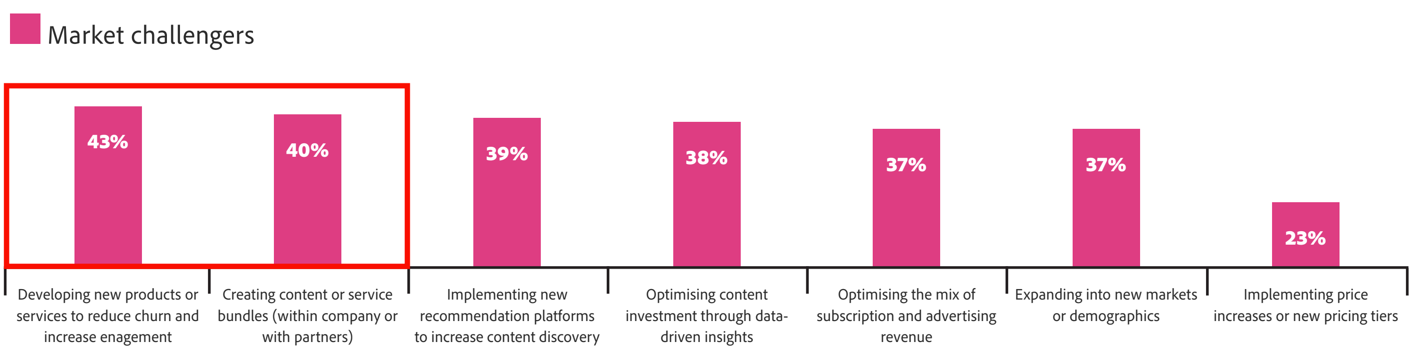
It's a sharp contrast to market followers — those who kept pace or underperformed — especially in the broadcast and streaming sub-sector. Here, 43% of organisations are still focused on developing entirely new products and services to boost profitability — more than any other group. This is compared to 38% of market leaders across all sectors who do the same. While new offerings may help attract and retain customers, they're also more resource-intensive and riskier, especially for companies without the data infrastructure to guide smarter content investment.

Figure 2: Which of the following strategies is your organisation prioritising to improve streaming service profitability in 2025?



Base: 167 senior executives and practitioners

Figure 3: Broadcast and streaming only: Which of the following strategies is your organisation prioritising to improve streaming service profitability in 2025?



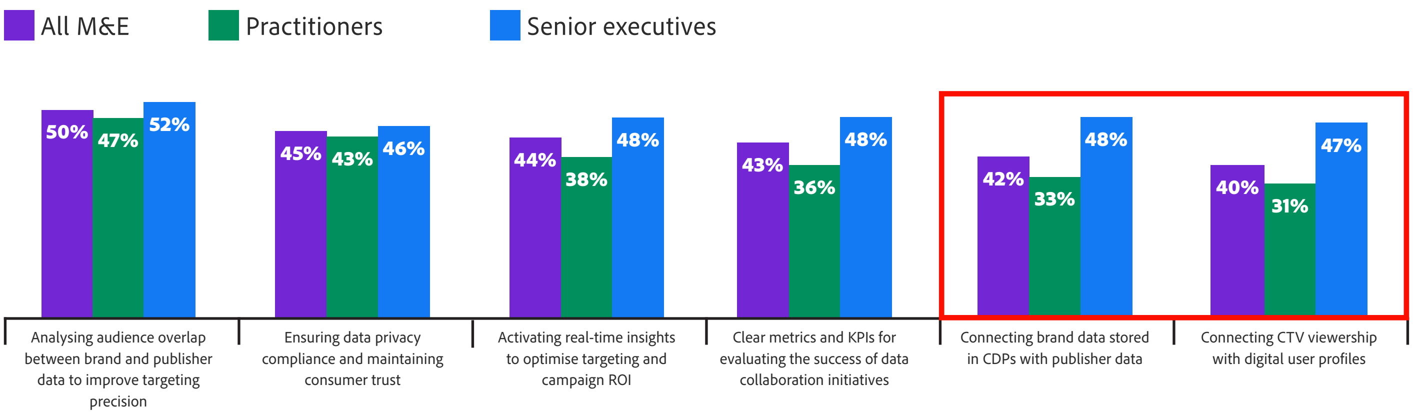
Base: 128 broadcast and streaming senior executives and practitioners

Data-driven decision-making is another key differentiator. Market leaders are leaning into data-driven optimisation, with 44% using insights to guide content spend and optimise investments, versus 30% of their less successful peers.

Media and entertainment companies face data challenges when turning audience insights into revenue.

Both practitioners (47%) and senior executives (52%) agree that understanding the overlap between owned and publisher data is a major challenge. However, senior executives are more likely to flag integration issues, including trouble connecting customer data platforms (CDPs) with publisher data (48%) and linking connected television (CTV) viewership with digital user profiles (47%).

Figure 4: What are the most significant challenges your organisation faces in scaling the use of generative AI?

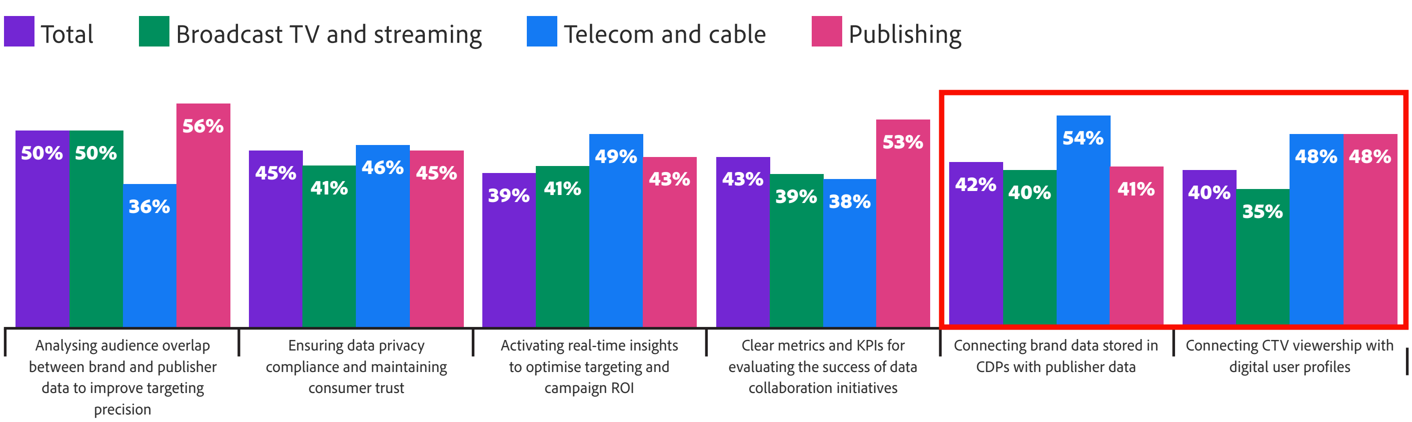


Base: 324 M&E senior executives and practitioners

Subsector differences are also emerging. Telecom and cable companies struggle the most with data integration. Over half (54%) say connecting CDP data with publisher data is a major issue, while 48% struggle with closing the gap between CTV and digital user data.

Publishers face a different kind of challenge — making sense of the data they already have. Over half (56%) say they struggle to compare brand and publisher data effectively, and 53% lack clear KPIs to evaluate the impact of data collaborations. Without strong measurement frameworks, it's difficult to optimise partnerships — or even prove their value.

Figure 5: By subsector: What are your organisation's top challenges in data collaboration for audience monetisation and advertising?



Sample size: 324

While the M&E sector agrees that high-quality, integrated data is vital for increasing profitability, realizing that value remains a work in progress.

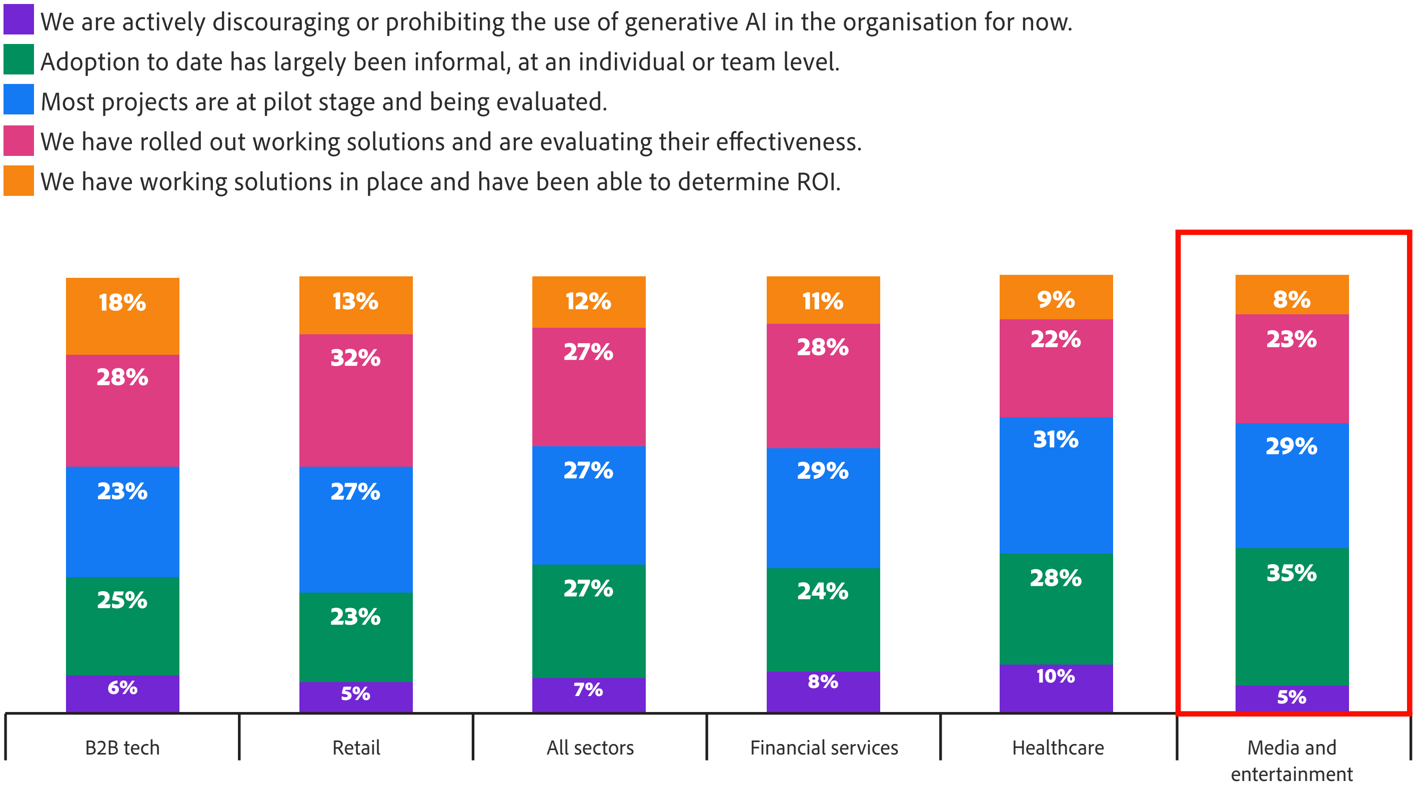
Many M&E organisations have yet to move past the pilot stage of generative AI.

While some industries, like retail and B2B high tech, are moving quickly to adopt generative AI, media and entertainment brands remain cautious. As of early 2025, just 31% of M&E organisations have fully implemented generative AI solutions, with most still in the piloting or informal testing phase.

That hesitancy isn't unfounded. Copyright concerns, quality control, fears of job loss, and potential audience pushback all make adoption more complex — especially in creative roles. Broadcasters and streamers feel this the most, where AI is seen as a threat to writers, actors, and production teams. As a result, only 28% of organisations in this report have fully enabled generative AI solutions.

Yet, even for those ready to move forward, implementation is challenging. Many M&E organiations struggle with fragmented data, limited in-house AI expertise, and the difficulty of integrating new tools into legacy workflows.

Figure 6: How would you characterise the current status of generative AI implementation for marketing and CX in your organisation?

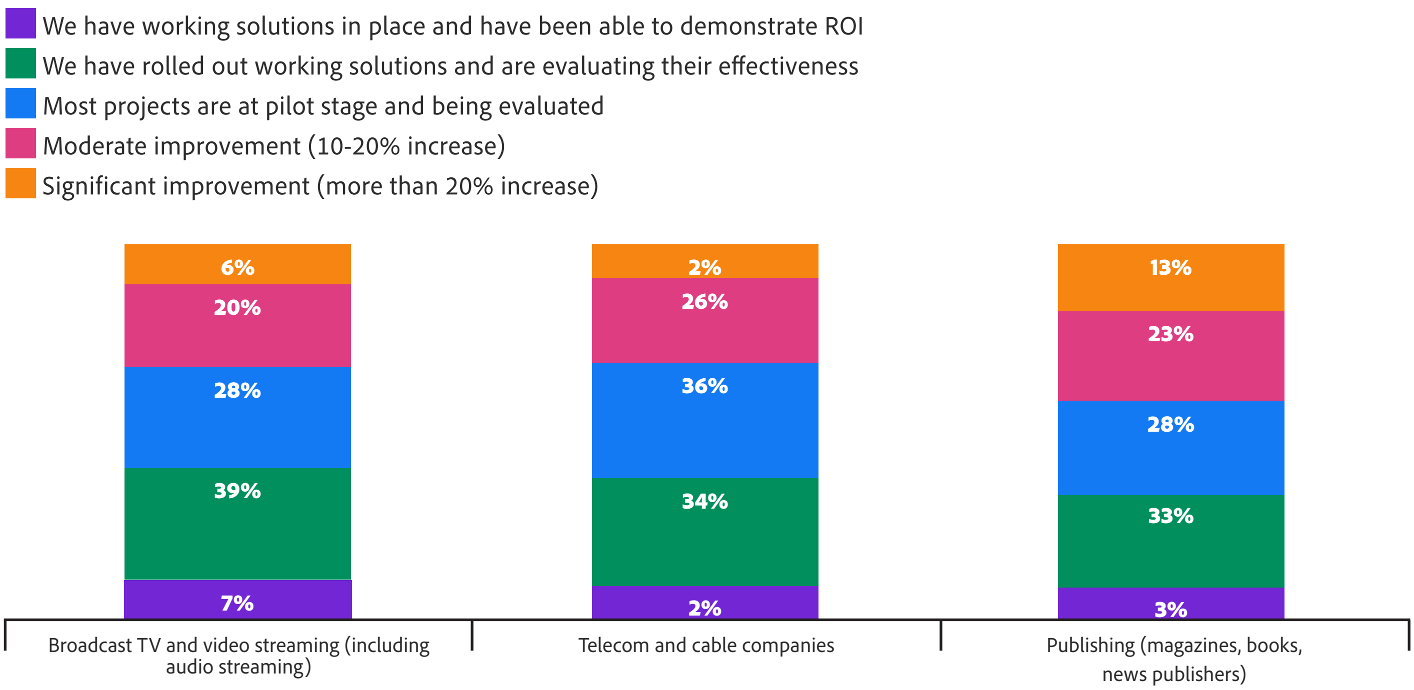


Base: 3,264 senior executives and practitioners

Publishers are furthest ahead when it comes to generative AI adoption, with 36% reporting fully implemented solutions. With tighter margins and a constant demand for fresh content, many have turned to generative AI for lower-risk tasks like editing, formatting, and fact-checking. A few, such as Condé Nast, have gone a step further by licensing their content archives to AI platforms. However, for most M&E organisations, the challenge remains to move beyond testing and pilots to scalable transformation.

M&E organisations are putting AI to work for ideation, content creation, and personalisation, although many remain in the pilot or testing stage.

Figure 7: How would you characterise the current status of generative AI implementation for marketing and CX in your organisation?



Base: 324 senior executives and practitioners

Generative AI adoption is slowly increasing, with many M&E organisations finding value in using AI for tasks like ideation and personalisation.

59% are using AI for ideation and concept development, either actively or in evaluation.

57% are generating personalised ad copy for audience segments.

56% are delivering personalised content recommendations on websites and platforms.

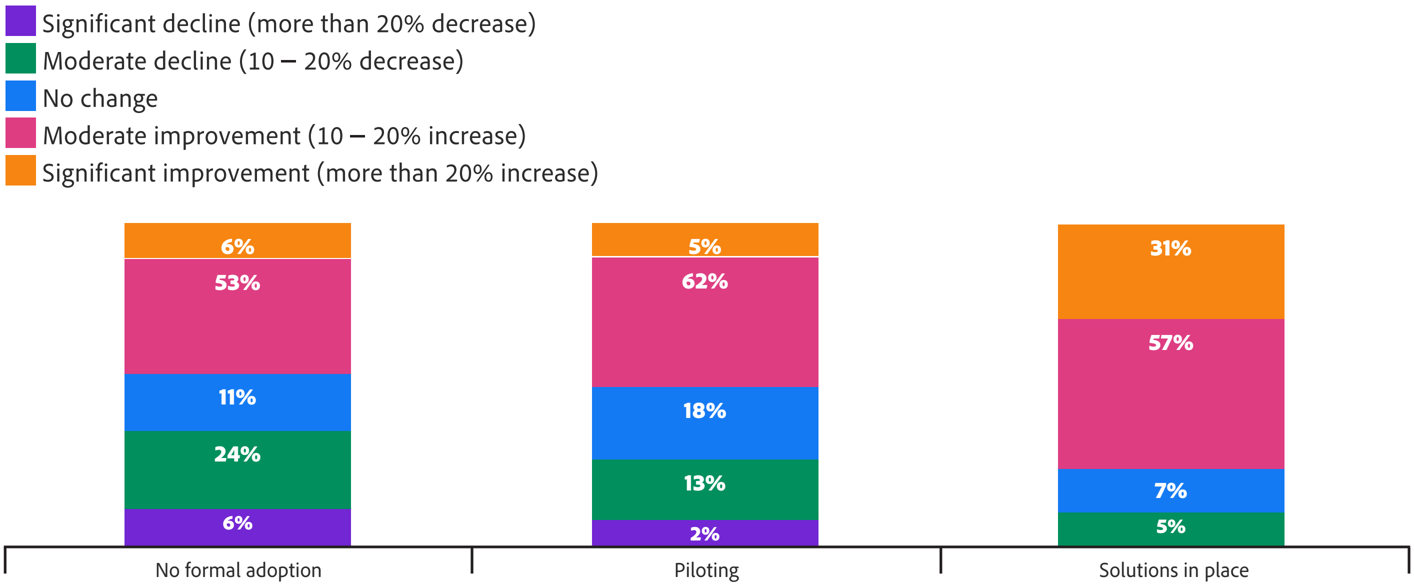
57% have adopted generative AI for video.

Though most solutions are still under evaluation, these early applications show how M&E brands are beginning to shift from experimentation to execution.

Generative AI is a valuable tool for driving profitability in M&E.

While adoption in this sector is slower, the companies leading the way are already seeing meaningful returns — and expecting more in 2025. Among organisations with fully implemented generative AI solutions, 87% forecast improved profitability. In sharp contrast, those still in early testing phases, or even discouraging AI use, anticipate a 30% decline. For M&E brands, falling behind on generative AI adoption means falling behind on performance.

Figure 8: How do you expect your profitability to change in 2025 compared to 2024?



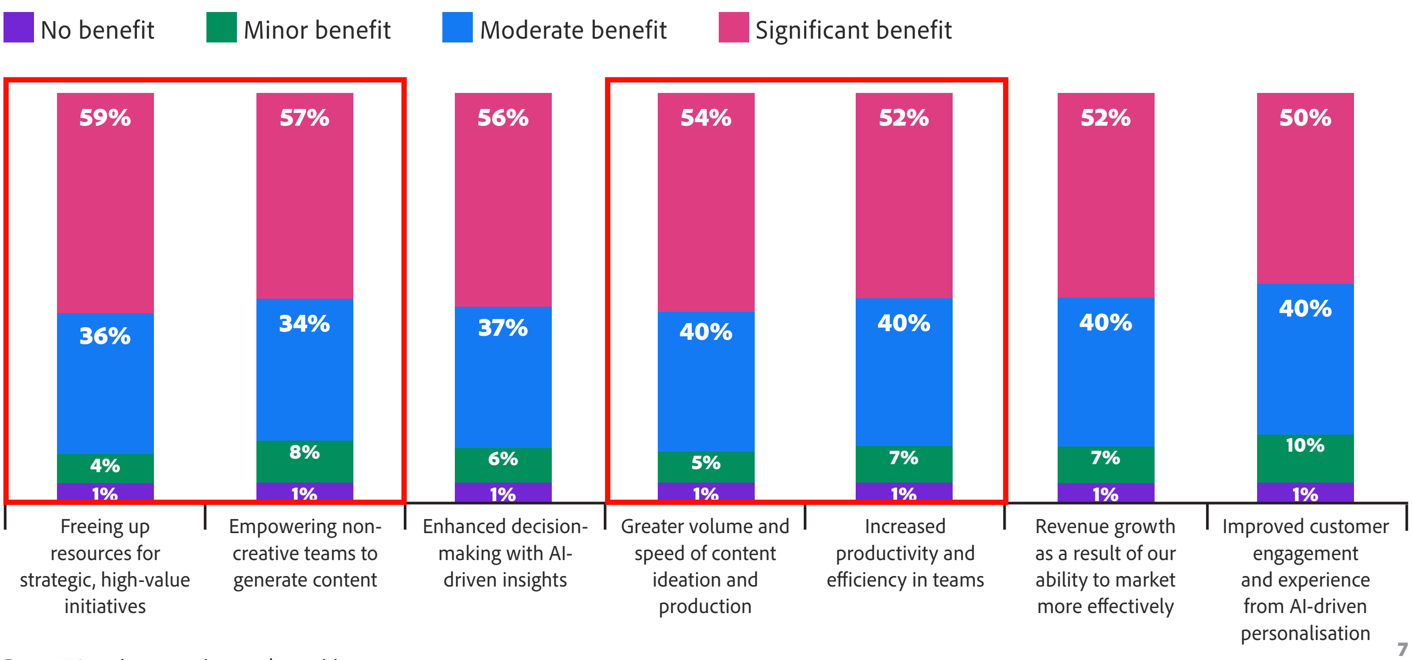
Base: 324 senior executives and practitioners

Unlocking the value of generative AI requires deeper organisational change.

Media and entertainment companies are already seeing real productivity boosts from generative AI, especially when supporting, rather than replacing, creative work. More than half (59%) of senior executives say it's giving their creative teams more time to focus on higher-impact, strategic work.

However, unlocking the full value of generative AI takes more than new tools. While many M&E organisations see early wins like faster ideation, reduced time on repetitive tasks, and the ability for non-creative teams to generate content, those benefits won't scale without rethinking workflows, roles, and how teams collaborate.

Figure 9: To what extent has your organisation experienced the following benefits from generative AI over the last year?



Base: 170 senior executives and practitioners

Getting AI-ready means rethinking how work gets done.

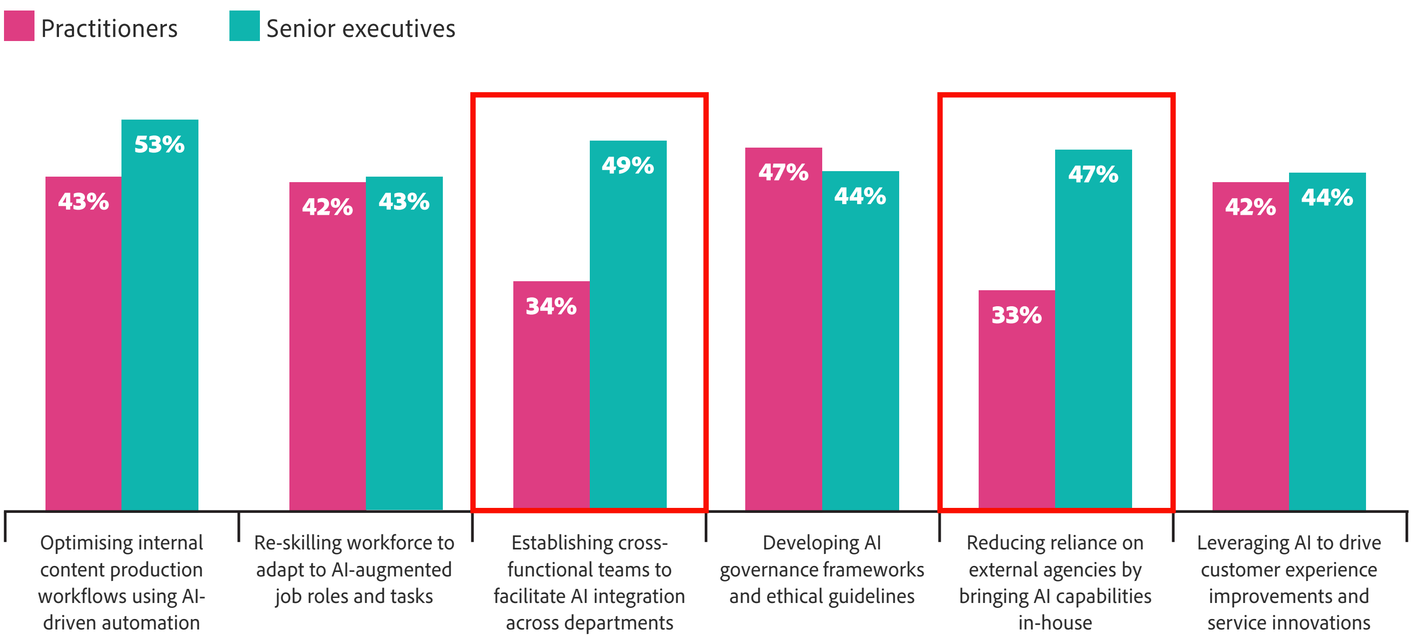
Senior leaders are starting to focus on integrating generative AI into broader workflows — not just toolkits. Nearly half (49%) are bringing together cross-functional teams to support generative AI deployment, with many seeing it as an opportunity to redesign creative and marketing workflows.

They're also bringing more AI capabilities in-house. While not always visible to practitioners, 47% of senior managers say they're investing in internal AI expertise rather than relying solely on vendors or third-party tools.

The biggest opportunities for growth lie in a few core areas:

- Optimising content production workflows
- Preparing teams for AI-enhanced roles
- Driving engagement and loyalty through more intelligent data sharing and collaboratio

Figure 10: How is your organisation preparing for and implementing AI technologies in 2025?



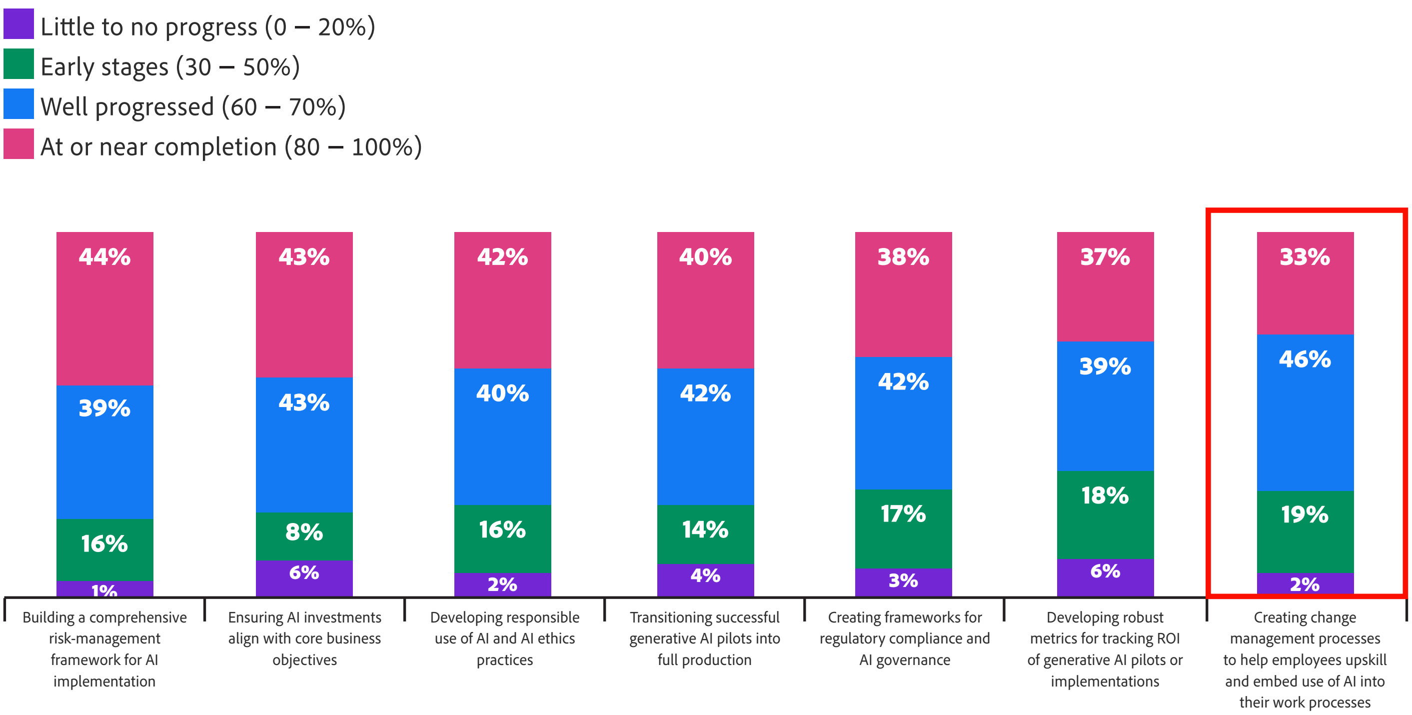
Base: 324 senior executives and practitioners

The M&E industry must overcome creative and organisational hurdles to progress with AI.

Practitioners are focused primarily on how generative AI will impact their roles. Most believe the industry should prioritise balancing automation with human creativity and building the skills to work with AI.

That mindset shift will take time and support from senior leadership. While there's been some progress in managing generative AI risks and ethics, only a third (33%) of organisations have made the structural changes needed to fully embed AI in daily workflows.

Figure 11: What progress has your organisation made toward the following AI objectives?



Base: 180 senior executive and practitioners

Agentic AI — autonomous AI agents that work together to perform tasks — opens the door to smarter support and better customer experiences. Imagine a streaming platform that offers viewers personalised recommendations, real-time content curation, and automated upsell prompts, all without human intervention. This emerging capability promises to enhance how teams scale campaigns, improve content quality, and boost conversions.

Learn more about agentic AI in the full Adobe 2025 AI and Digital Trends report.

Automation and AI help M&E brands deliver the seamless, personalised experiences audiences expect.

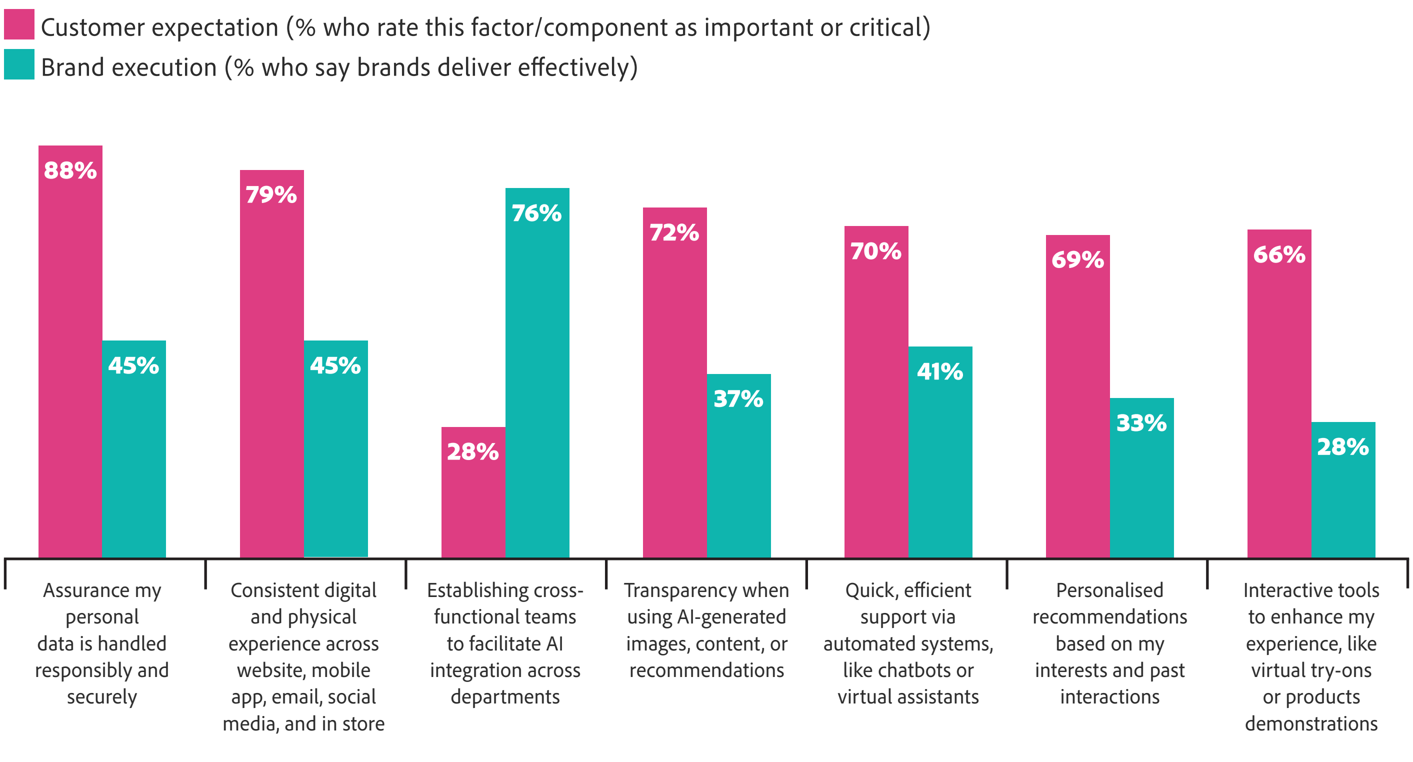
To grow and retain audiences, media and entertainment brands need to deliver relevant, personalised experiences at every touchpoint. But that's easier said than done in an industry built on fragmented data where content lives across multiple platforms, formats, and devices. According to both consumers and practitioners, M&E still has work to do.

Consumers are clear about what they want. Nearly 80% expect a consistent digital and physical experience across channels like apps, websites, and social media, yet only 45% say M&E brands deliver. They also expect brands to anticipate their needs and serve relevant offers and content at the right time, but just 33% feel those expectations are being met.

Less than two-thirds of consumers (62%) rate the M&E brands they interact with as "very good" or "excellent." Audio streaming brands (67%) perform better, while telecom and cable providers give the least impressive experience (56%).

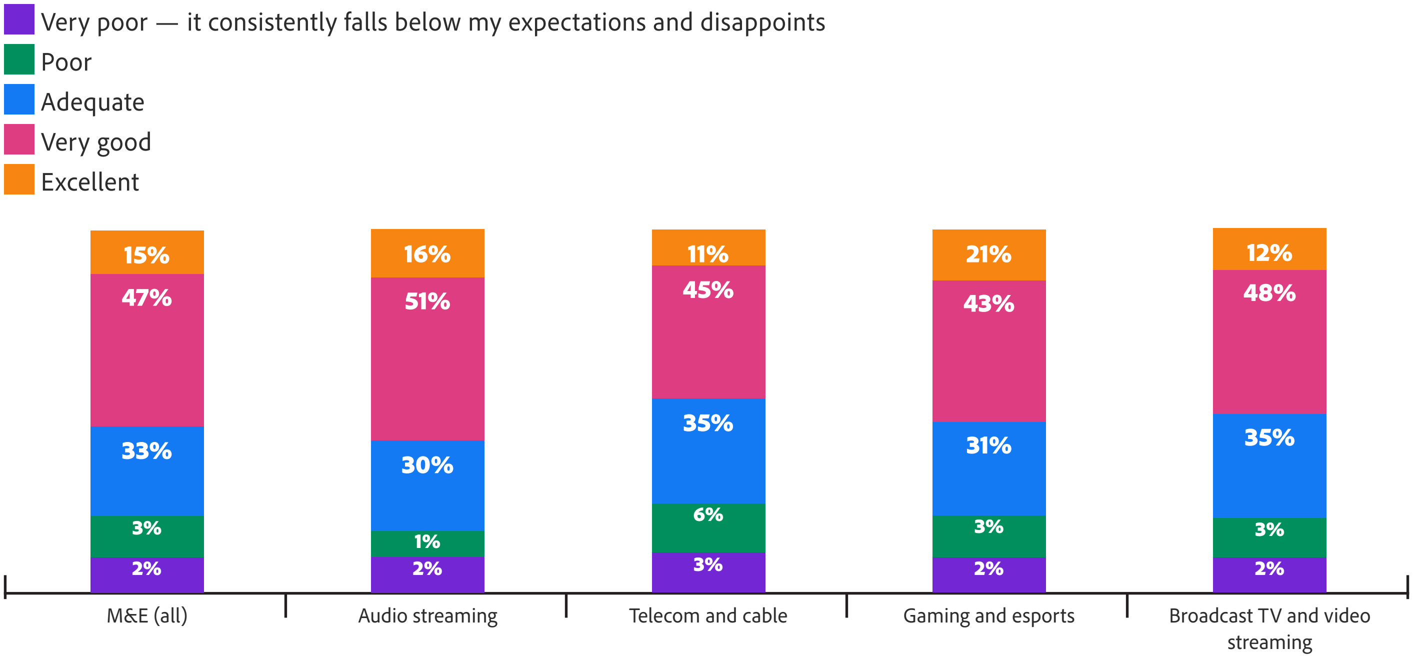
Trust is another key concern. Most consumers (88%) want assurances that organisations are handling their data securely, but only 45% say M&E brands deliver that confidence. And, when it comes to AI-generated content, just 28% believe brands are being transparent, highlighting a gap that could erode trust over time.

Figure 12: The gap between customer expectations and brand executions.



Base: 2,745 consumers

Figure 13: How would you rate the digital experience with M&E brands overall?



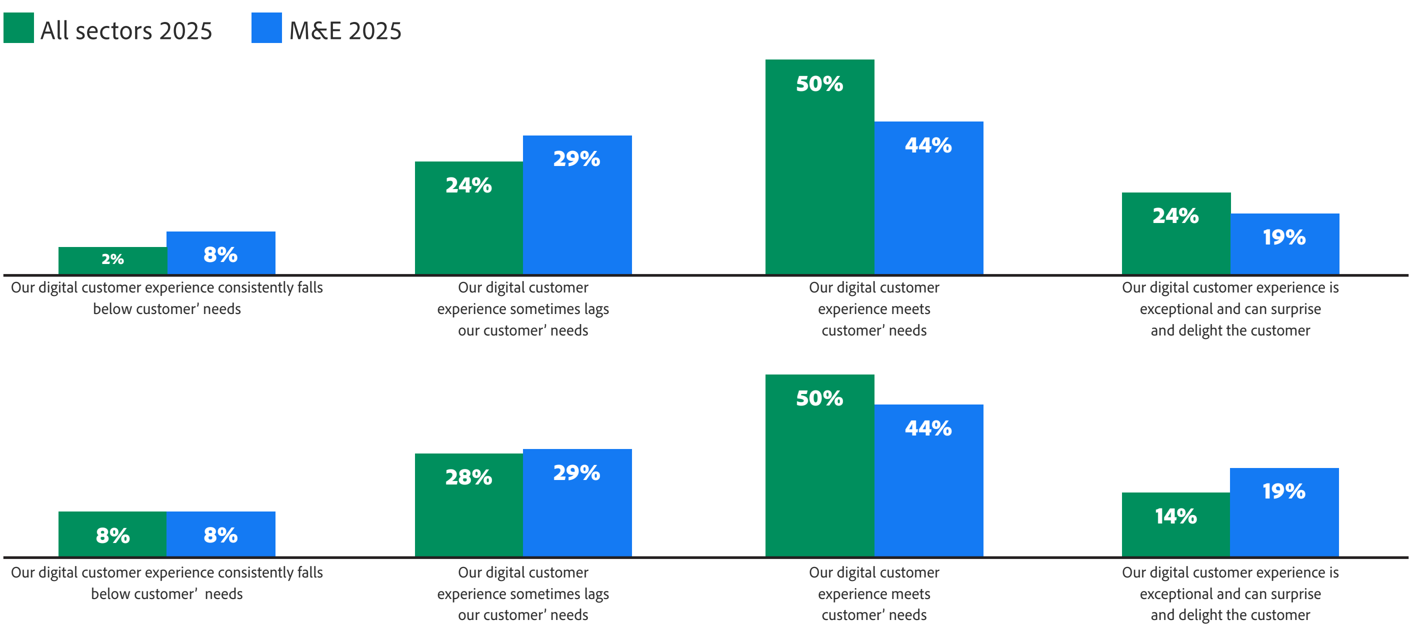
Base: 3,444 consumers

M&E organisations struggle to keep up with changing customer experience demands.

Out of senior executives and M&E practitioners, more than a third (37%) agree that their organisation's digital customer experience either lags or falls short of customer expectations. Just 19% believe their digital CX is truly exceptional — a decline from 24% last year.

It's a sign that while the tools are advancing, customer experience hasn't caught up. Delivering personalisation at scale, whether through relevant content recommendations, cross-sell offers, or bundled subscriptions, requires more than AI. It requires clear data strategies, unified platforms, and an end-to-end view of the customer journey.

Figure 14: How would you describe your organisation's digital customer experience (CX)?



Base: 128 senior executives and practitioners

Conclusions and recommendations

Media and entertainment brands are under pressure to do more with less, all while delivering engaging, personalised experiences that keep audiences coming back. And while many organisations are exploring generative AI, few have fully scaled it. The challenge isn't just adoption — it's making the internal changes needed to turn AI potential into performance.

From creative productivity to cross-channel consistency, generative AI can play a powerful role in closing the growing gap between what consumers expect and what brands deliver. However, realising that potential will take internal reorganisation, smart investments, and a willingness to rethink how work gets done.

Here are four ways M&E companies can drive growth and customer loyalty in the year ahead:

1. **Move from testing to transformation.**
   Many M&E brands are still in the pilot phase, but the ones using full generative AI solutions already see stronger profit forecasts. To stay competitive, brands must move beyond experimentation by developing a strong AI strategy, investing in in-house capabilities, and embedding automation and generative AI into core workflows. The longer companies wait, the wider the gap will grow.

2. **Build a strong foundation for personalisation.**
   Personalised offers and content are no longer nice-to-haves — they're expected. But, seamlessly delivering those experiences in a fragmented landscape of content providers, platforms, and devices requires better data integration and customer insight. Focus on unifying first-party and partner data to gain a real-time view of audience needs and power relevant experiences across every touchpoint.

3. **Reimagine roles and workflows.**
   Generative AI is easing the load on creative teams, giving them more time to focus on high-value work. It's also empowering non-creative teams to create and revise content, saving resources. To scale these benefits, M&E organisations must rethink how teams collaborate, redesign workflows, and invest in training employees for AI-enhanced roles. This means prioritising change management as much as technology.

4. **Prioritise trust and transparency.**
   Consumers want consistent experiences across platforms, data security, and transparency around how generative AI is used. Yet less than half say M&E brands are delivering. To earn and keep audience trust, brands must lead with clear policies, ethical frameworks, and open communication about data security and AI-generated content to shape experiences.

Generative AI and, increasingly, agentic AI, are transforming media and entertainment, from content creation to its delivery, personalisation, and monetisation. But success requires balancing innovation with responsibility. Organisations that invest in the right tools, structures, and strategies today will be better able to lead the market tomorrow.

Learn more about Adobe's media & entertainment solutions.

Read the full report

About the research

The executive survey has insights based on 3,400 responses from marketers and CX professionals working in different sectors and seniority levels, from CMOs and senior directors to managers, plus agencies.

This report presents insights from 324 media and entertainment client-side executives across North America, Europe, and Asia Pacific. 180 were in senior leadership roles and 144 in practitioner roles. The research was carried out independently by Econsultancy between November 11, 2024, and December 4, 2024.

The consumer survey yielded between November and December 2024 to 8,301 consumers, including 2,746 who answered brand questions specifically for broadcast and TV, audio streaming, telecoms and cable, and gaming/esports brands.

All respondents were pre-qualified and contributed anonymously via online surveys.

Sources

"New Smart Communications Report Finds Nearly 80% of Consumers Want Companies to Disclose Generative AI Use," Smart Communications, July 23, 2024.