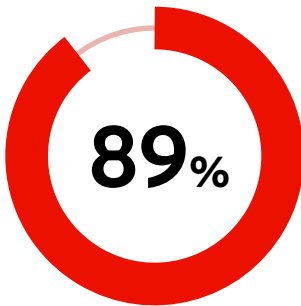




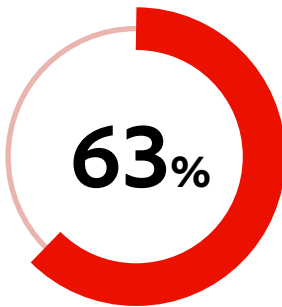
How generative AI speeds content production across the supply chain.

To assess the state of content supply chain practices and unearth best practices in the age of AI, Adobe, Amazon Web Services (AWS), and the IBM Institute teamed up to survey **1,930 executives** from **9 countries** in **11 industries**.

While many organizations today struggle to produce personalized content quickly enough to keep up with demand, a staggering **95% of our respondents believe generative AI will be a game changer**. [Read the full report.](#)



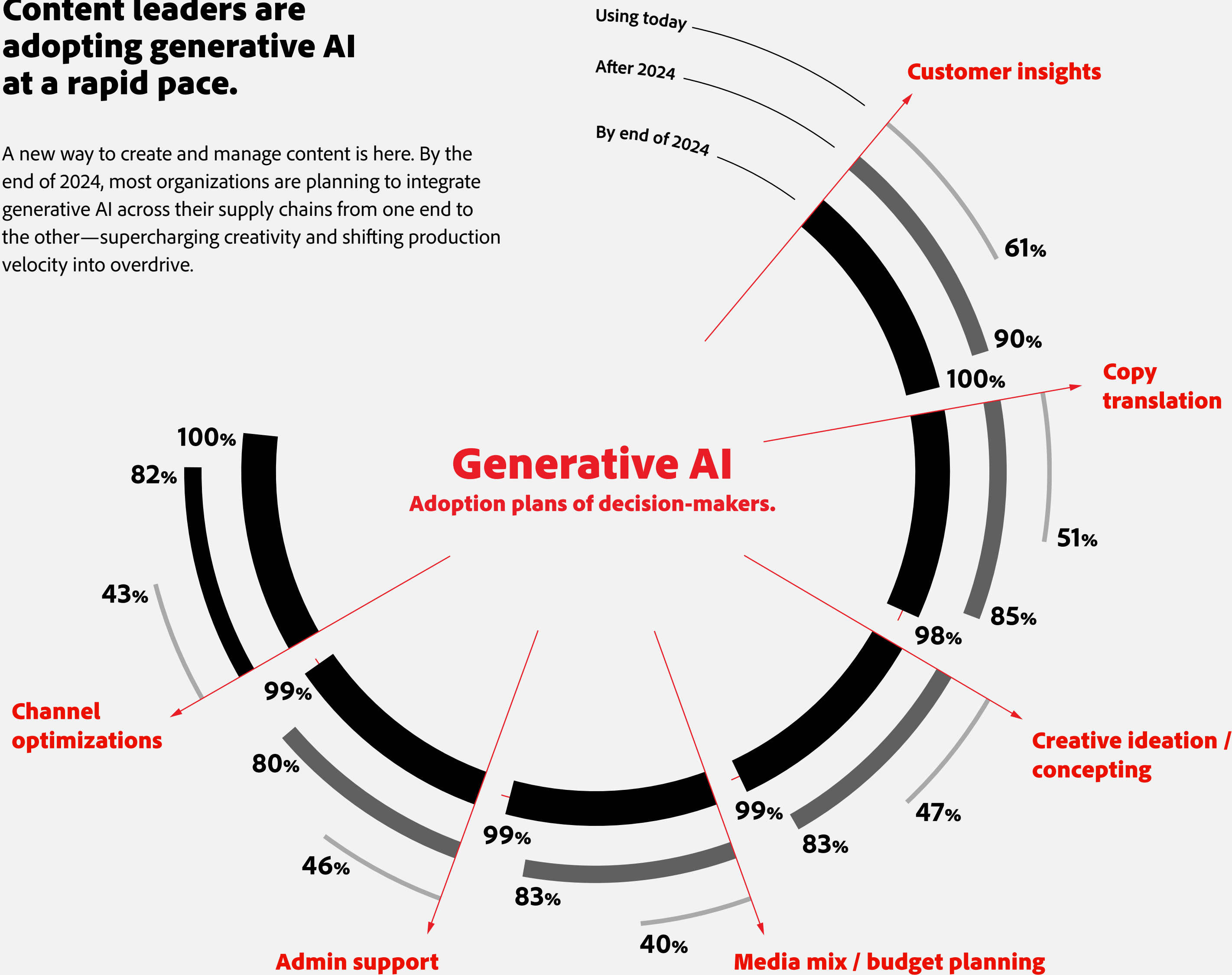
89% of respondents believe that by automating routine tasks, generative AI will free up creative and marketing teams from mundane tasks to focus on more important, value-added activities.



63% of respondents say generative AI will help to vastly scale the creation and delivery of personalized content.

Content leaders are adopting generative AI at a rapid pace.

A new way to create and manage content is here. By the end of 2024, most organizations are planning to integrate generative AI across their supply chains from one end to the other—supercharging creativity and shifting production velocity into overdrive.



Discover the power of generative AI in Adobe Creative Cloud.
Explore the tools behind a powerful and efficient approach to creative collaboration.

Get in touch

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