Media and Entertainment

Your quick-start guide to generative AI

Google Cloud

Boost production and productivity with gen AI for media and entertainment.

$35-55B

Economic potential of gen AI in M&E (North America)[1]

The shift to a direct-to-consumer paradigm for media and entertainment companies has disrupted the entire media supply chain and given consumers immense power through choice of content and of services, with the ongoing backdrop of macroeconomic headwinds.

As a result, M&E companies are becoming more focused on personalized experiences to increase engagement and loyalty, managing the cost and effort of content creation, and evolving their monetization approaches across advertising, subscription, and transactions.

Generative AI can help your organization address these challenges — by enhancing productivity of your employees, improving creation, production, and management of your content, and enhancing and personalizing your audience experiences.

In this guide, we explore the most promising use cases of gen AI for M&E and share the critical considerations for starting your journey today.

1. McKinsey. (2023) The economic potential of generative AI: The next productivity frontier.

Consider these strategies to realize value from gen AI in your organization

① Improve content creation, production, and management	→
② Enhance and personalize your audience experiences	→
③ Enhance employee productivity	→

Ready to go?

01 Improve content creation, production, and management.

M&E companies need to prioritize what engages consumers: content. Content production is a complex process requiring the skills of both creative and technical resources from around the world. By supporting creative capabilities with the appropriate infrastructure and software technologies, studios and production companies can deliver high quality content while improving the costs, timelines, and workflow efficiencies to meet consumer demand.

In the future, gen AI will be providing assistive technologies to creatives to create compelling stories, and it's important that we focus on keeping the humans in the loop — multimodal inputs are a key factor to success in the content production industries. We are already seeing examples of this with Google's Lumiere, VideoPoet, and ReconFusion.

Getting started
Improve content

Pursue use cases to augment and accelerate creative capabilities.

Assist in creative production.
Gen AI can help accelerate text and visual ideation through text prompts, analyze and breakdown scripts and other text sources, and assist in localization to make content more broadly accessible to global audiences.

Search content archives.
 Gen AI can help understand and search vast media content libraries to find content — based on understanding of people, places, actions, and other intelligent understanding – through natural language queries.

Summarize and analyze content.
Gen AI can help understand and extract key information and signals from content to improve content engagement, personalization, and monetization.

Key use cases

💡 Creative assistance

🔍 Internal document and media search

☰ Content summarization and metadata

Drive creativity and innovation.

Building a dedicated gen AI adoption team — one with an "action office" to coordinate strategy and initiatives — can be beneficial. Start with off-the-shelf tools for easy onramps and then work on upskilling employees to boost content quality and innovation across the value chain.

Understand the risks involved.

When it comes to M&E, the concern of risks — such as content that depicts bias or copyright violations — are high, but there are ways to help minimize them.

Establish best practices and guardrails, and consider using technical approaches to proactively flag and filter outputs that violate policies. Then, test early gen AI outputs internally and inclusively, and adjust them regularly. Setting up a dedicated team to focus on this can be beneficial.

> **77%**
>
> of marketers rated IP and copyright protection as an extreme or moderate concern in 2023[2]

Unlock disparate data sources.

Often, data is siloed or locked within legacy systems, letting strategic values and insights fall by the wayside. Gen AI can help unlock previously dormant datasets — such as unstructured data like user comments, user-generated video content, and unreleased content and scripts — to extract novel insights.

The next step is combining structured and unstructured data to gain deeper analytics. This can help you access in-depth insights into consumer behavior and turn them into content performance reports for improved future investment decisions.

> **Google Cloud** can give you a 360-degree view of your business, helping you monitor and action upon all key consumer details.

2. Google DeepMind. (2021). Ethical and social risks of harm from language models.

Runway is accelerating its ability to **deliver technological breakthroughs**, while continuing to ensure that the future of content creation is equitable and diverse.

CEO and co-founder Cristobal Valenzuela said, "every once in a while in the history of film-making, something comes along that changes the way we tell stories, first it was the camera, then it was digital, today it's generative AI."

[Read the full story](#)

02 Enhance and personalize audience experiences.

Consumers continue to have immense choice on when, where, and on what surfaces they consume content. Consumers have access to streaming services that provide 24/7 linear channels, live events, and tens of thousands of hours of content licensed from around the world, accessible on dozens of devices with just a click, swipe, or voice command. The cost, effort, and time to switch content services is low. And with so many content types and content options, consumers expect an experience that is tailored and personalized for them.

For today's M&E companies, competition to retain attention is high and market share is spread thin.

Personalizing your audience experience through tailored and real-time content recommendations will help boost audience engagement and loyalty.

From creating dynamic and interactive recommendations for new content to AI-powered voice search and conversational features, gen AI can help transform your audiences' experience in innovative ways.

The end goal? To increase free-to-paid subscriber conversion, subscriber retention, transactional cross-sells, paid tier up-sells, and advertising revenue. And with the majority of media companies already providing a baseline level of personalized content experiences, you'll need to prioritize creativity and innovation or risk lagging behind.

> Google Cloud's Vertex AI can enhance consumer experiences by enabling real-time content discovery experiences for audiences worldwide.

85%

of businesses say they are providing personalized experiences to consumers[3]

3. Twilio. (2021). The State of Personalization 2021.

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Getting started
Personalization

Prioritize customer needs for personalization.

71% of US consumers expect personalized experiences from companies.[4] Think about where personalization can most improve your audiences' experience, and prioritize those areas. For example, a seamless content discovery experience is critical to drive user engagement and satisfaction. Efficient recommendation and search engines ensure your audiences can easily find relevant content. Not only does this boost customer engagement and loyalty, but it will also help your company stay competitive in this ever-evolving industry.

Here are a few areas to consider when getting started:

Generate audience intelligence with a 360 consumer data platform.
Gen AI can help derive actionable, real-time insights from your unified understanding of consumers throughout their journey, across one brand or multiple.

Use multimodal recommendations for real-time content predictions.
Gen AI can help understand the relationship between historical consumer engagement behavior and content to predict what content a consumer will most likely want to interact with next based on the current context.

Use multimodal search for conversational experiences.
Gen AI can help understand consumer intent and surface the most relevant content results in conversational experiences using text and voice modalities.

Create enhanced branded interactions.
Gen AI can help create branded chatbot experiences that deliver personalized search and conversational experiences that convey the company's unique brand, tone, and content.

Poor content discovery is detrimental to consumer satisfaction.[5]

31%

will exit the application

37%

will switch to another streaming service

31%

will switch to another activity entirely

Key use cases

- 💡 Content recommendations
- 🔍 Content search experiences
- ☰ Branded consumer interactions

71%

of consumers now consider personalization a basic expectation[5]

65%

of viewers expect personalized advertising[6]

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5. McKinsey. (2021). The value of getting personalization right—or wrong—is multiplying.
6. Google Cloud. (2023). The Content Conundrum: How poor personalization and search experiences impact streaming platforms and their audiences.

Getting started
Efficient operations

Balance the risk-reward trade-off.

In M&E, consumer data continues to be a high-priority area to get right, due to the volume of data at play. Consumers might be wary of the amount of data collected and used to personalize their experiences. The right tools can help your organization ensure compliance with evolving consumer data privacy regulations and make sure your customers' data remains safe.

Monitor the performance of gen AI tools and mitigate potential biases during the development and deployment process. This will help you promote a positive user experience for your customers.

Explain when and how AI is used to your customers to build trust and leave them feeling comfortable to share their data with you.

Google's responsible AI guidelines offer recommended practices for communicating AI usage with customers.

Develop a robust data strategy and tech infrastructure.

Often, personalization data is scattered across different platforms: CRM systems, social media, website and app analytics, and streaming platforms. Plus, legacy systems often struggle to seamlessly share data with newer applications. This can make it hard to have a unified view of your customers and their preferences.

To break down data silos, invest in a data governance framework and quality checks.

If your company has large volumes of data generated by gen AI and user interactions, it's worth building a comprehensive data infrastructure that can store, process, and analyze it all. The more information you have to play with, the more robust your approach will be.

Think about bringing a data analytics tool onboard to help you analyze customer data and generate insights for personalization strategies.

Adelaide _by Forbes™_

Forbes announced the beta launch of Adelaide, its purpose-built news search tool using Google Cloud. The tool generates individualized responses to user queries based exclusively on Forbes articles, and is built using Google Cloud Vertex AI Search and Conversation. The launch makes Forbes one of the first major news publishers to provide personalized, relevant news content recommendations for its global readers leveraging gen AI.

[Read the full story](#)

03 Enhance employee productivity.

In an industry driven by satisfying the needs of global consumers with an immense choice of content and services, efficient collaboration and high-performing internal operations are essential to growing revenue and audience.

For your company, gen AI can help realize efficiencies and productivity gains from the automation of back office processes for automating the digitization and understanding of contracts and data to enable employees instant access to enterprise-wide data.

For your developers, gen AI can help augment technical expertise and streamline access to relevant domain knowledge.

For your customer service agents, gen AI can help automate routine customer service tasks such as queries on subscriptions and billing, freeing up their time to focus on coaching and more complex tasks.

For your marketing teams, gen AI can help make it easier to create marketing ad creatives and copy and optimize marketing and targeting, creating efficiencies in audience awareness and acquisition spend.
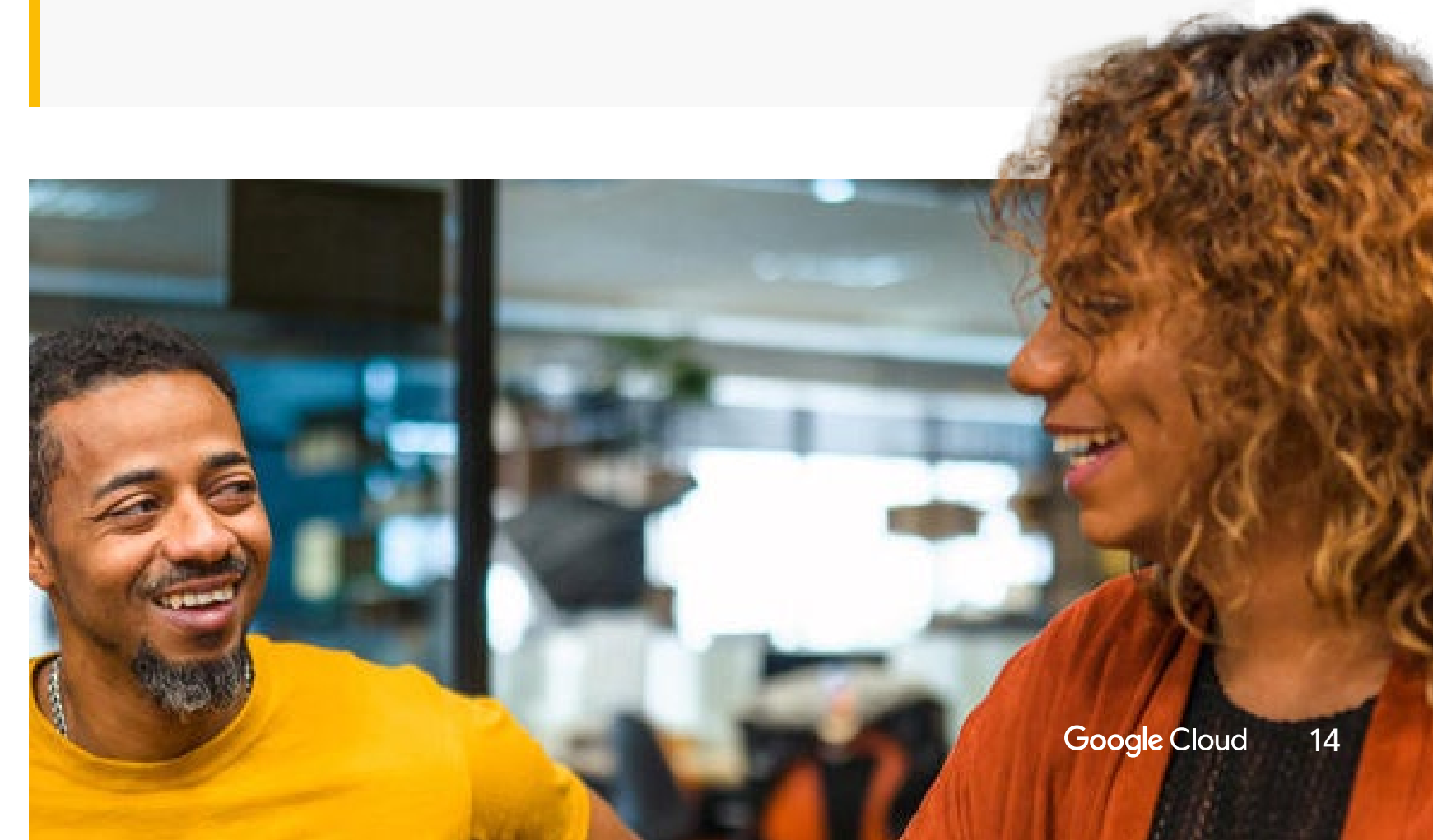
$1-3 billion
Economic potential of gen AI back office savings in M&E (North America)[1]

50%
reduction in human-serviced contacts with AI[7]

20-45%
productivity gains in software engineering[1]

7. McKinsey. (2023). The next frontier of customer engagement: AI-enabled customer service.

Getting started
Employee productivity

Empower your employees.

Investing in your people will allow you to make the most of gen AI. Empower those customer-facing employees by leveraging gen AI-assisted chatbots to help them quickly solve customer queries and better the overall customer experience.

Gen AI can be used to automate marketing campaign management and optimization with minimal human intervention. This will allow your employees to focus on more complex jobs.

But that's not all. As most M&E companies look to reallocate their budgets, gen AI is expected to help marketing teams tighten their spending while also driving greater ad revenues. With gen AI, display and video ads can be generated to personalize messaging, style, and colors, driving greater engagement, and higher CTRs and CPMs.

Key use cases

📈 Generative AI for marketing

🏢 Back office of the future

<> Developer productivity

👤 Customer service modernization

🌐 Digital commerce and website modernization

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Solve employee pain points.

M&E companies can use gen AI to solve what employees care about most. Start by identifying the biggest process challenges employees face.

For example, developers and product managers need tools that help them identify coding errors and streamline manual writing and documentation. This will empower them to drive productivity and creativity, and speed up high-quality coding.

Solutions that allow for tool customization are a priority for developers, their coding efficiency, and their ability to provide an integrated experience across the software development lifecycle.

Gen AI can also be leveraged to help with talent retention across customer and employee service agents, developers, and the back-office.

95%

of engineering and IT leaders prioritize workflow automation[8]

50%

of developers were happy with the developer experience when it included gen AI (compared to 15% without gen AI)[9]

[Vertex AI](#) can help developers tune and customize underlying models and connect them to the Gemini experience.

8. Salesforce 360 Blog. (2023). Here's How Automation Drives Growth for Media and Entertainment Companies.
9. McKinsey. (2023). Unleashing developer productivity with generative AI.

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Help your teams unlock data value.

Unify data for in-depth, real-time insights. Consider historical and real-time data sources — like consumer profiles, viewing history, customer service interactions, and real-time clickstream events – to empower your team to provide personalized and contextual experiences.

Support experimentation among the team to keep up with fast-changing technology in the M&E industry. Designating a small team to constantly engage in proof-of-concept tests and track the latest industry research could help you do this.

M&E companies can consider investing in gen AI for readiness and skills training, including prompt articulation for content creation. This can further enhance your team's productivity, providing a more streamlined way to better the customer experience.
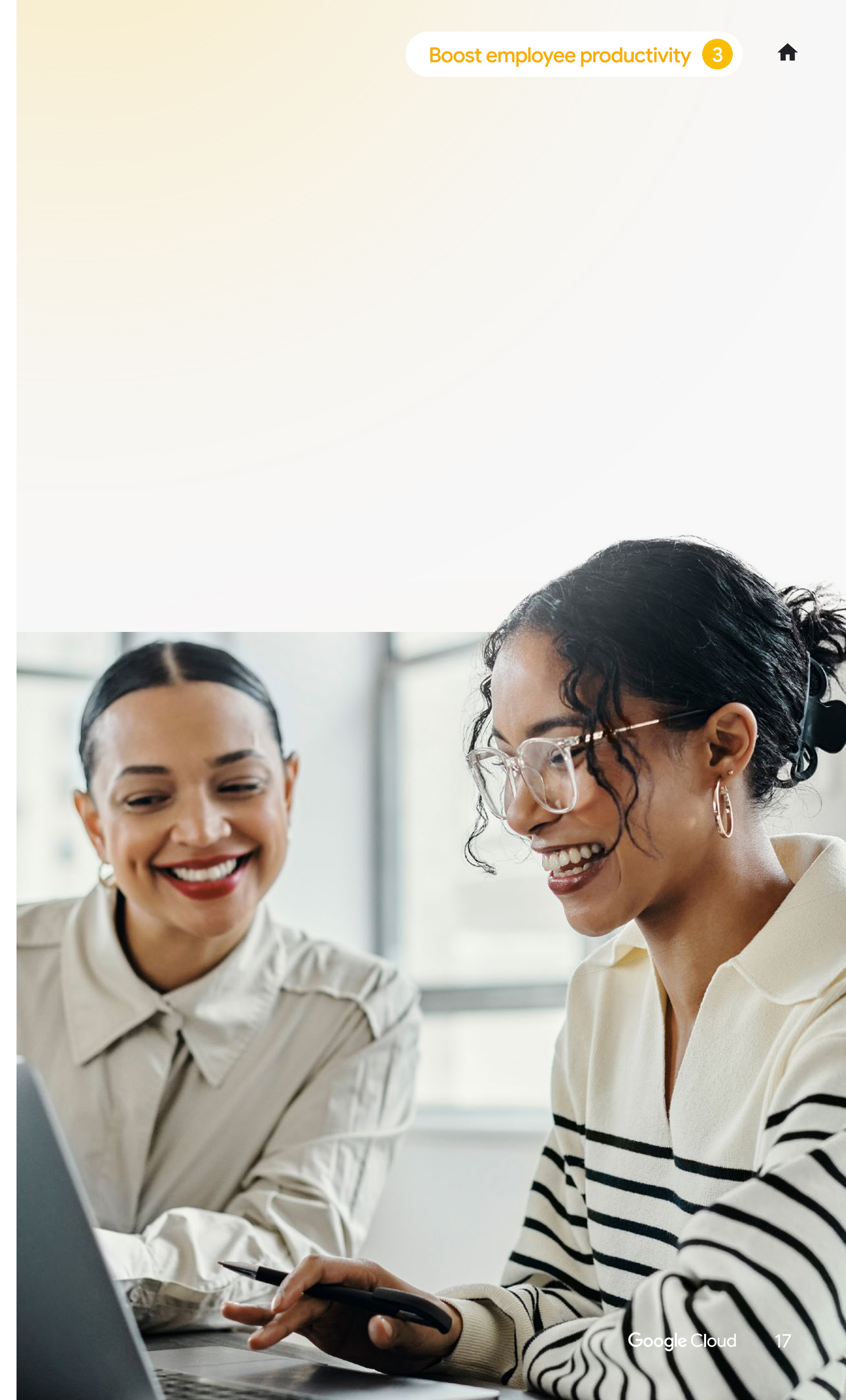
Know your AI technology.

Learning about the tech tooling providers in the M&E industry helps you understand how the solution will integrate with your existing infrastructure and back-end systems. This will drive seamless workflows and data exchanges. Before integration, it's important to identify the appropriate technical assets that gen AI solutions will rely on and assign the right employees to gather this information.

> [Google's VideoPoet](#) is an LLM that can transform customer experiences by generating specialized marketing content including text-to-video, image-to-video, and stylization.

Be bold and responsible.

Take a holistic approach to responsible AI. Enact an organization-wide strategy and enterprise-wide controls that encourage thoughtful and safe adoption and scaling of new tools.

Establish a Center of Excellence as the single source of truth for internal policies around responsible AI. This function might focus on training modules for employees, handbooks, and stakeholder management.

And, to build trust and transparency, always explain when and how AI is used. For example, [Google watermarks images](#) generated by Google AI tools, and offers image markups for publishers to indicate when an image is AI-generated.

See Google's [responsible AI guidelines](#).

> [Google Cloud's guidelines for gen AI](#) provide best practice recommendations and solutions to help integrate policies on data governance and privacy, security and compliance, and sustainability across the ML lifecycle.

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WebFX

WebFX is powering collaboration, innovation, and idea generation with Gemini in Google Workspace.

[Read the full story](#)

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We started using Workspace over 10 years ago and the platform continues to power all the work we do, both internally and externally. It's like a mini assistant that handles menial tasks so our team can focus on creative and strategic pursuits. It's automated, integrated, and so embedded into our processes that we are quick to use new features as they become available

Catelin Carey,
Senior Vice President, WebFX

Get started with gen AI for media and entertainment.

We've covered a number of considerations for adopting gen AI in your organization. Here are some key steps that you can prioritize, today:

Align on vision and commitment from the leadership team by prioritizing key domains based on impact and transformation feasibility as well as business and P&L implications.

Assess foundational capabilities for gen AI to make sure you have the right people, technology, and models in place.

Create a roadmap by identifying pilot use cases in prioritized domains and planning for scaled use cases.

Plan for company-wide adoption ensuring skill building and responsible AI practices are at the core.

Time to take action with gen AI?

When a new technology moves as fast as gen AI, it can be hard to keep up. Google Cloud helps you solve for all the considerations outlined in this guide.

Our gen AI tools are backed with frameworks, tools, and governance structures to help you hit the ground running.

→ **Contact us** to set up time to discuss how to get started on your gen AI journey.

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