

Directing innovation:

Harnessing the value of generative AI in media and entertainment

Gen AI can deliver up to \$40 billion in business value to the media and entertainment industry in the US.

Let's break down where this value lies and explore how you can get started with gen AI, today.

By 2030, 50% of today's tasks will be automated with gen AI — helping media and entertainment companies deliver the personalized and connected experiences today's customers demand.¹

53%

of US adults (aged 16-54) shop via social media at least once a week²

48%

of US millennials are excited by the future of the metaverse³

1/3 of business leaders regularly use gen AI in at least one function.⁴

Get your piece of up to \$40 billion in value in the US across 5 key domains.

\$5-\$20bn in revenue uplift + **\$10-\$20bn** in cost savings = **\$40bn** Up to in value in the US¹

Powerful personalization

Tailoring content and recommendations based on a viewer's preferences delivers a personalized customer experience.

\$5-15bn

projected business value in the US

5-15%

revenue uplift through personalized customer journeys in the US¹

~\$4bn

projected business value in the US

20-45%

estimated productivity spending gains in the US for software engineering teams using AI¹

Customer re-engagement

To keep existing customers engaged, media and entertainment companies are relying on pricing alternatives and more immersive experiences.

Reimagined content creation

Creatives and strategists are working alongside AI to meet growing demand for content, while reducing production costs.

\$3-7bn

projected business value in the US

5-15%

estimated increase in marketing productivity spending gains with gen AI¹

~\$3bn

projected business value in the US

100%

of Google Imagen content can be protected with a watermark to help safeguard IP against unauthorized use

Secured IP and customer data

Safeguarding user data and intellectual property against theft can be key to complying with increasing regulations and maintaining brand integrity.

Streamlined operations

As the industry seeks to tighten spending, media and entertainment companies are leveraging new technologies to advance ways of working.

\$5-10bn

projected business value in the US

10-15%

estimated increase in productivity, measured against overall R&D costs, with gen AI¹

Leading media and entertainment companies are already embracing gen AI.

For years, the publisher TIME has been using AI-powered recommendations to build affinity and loyalty with readers. Now, with gen AI, TIME hopes to turn a one-way conversation into a dialogue.

TIME



Ready to get started?

Find out what gen AI could do for your business and start putting it to work.

[Take our assessment →](#)

Projected business value based on research from McKinsey Global Institute. Distribution of total GenAI use cases impact by business function per industry response, scaled by Northern American share of global GDP and North American share of global media and entertainment revenue.

1. McKinsey & Company, (2023). The economic potential of generative AI: The next productivity frontier.
2. The Influencer Marketing Factory, (2022). Social Commerce 2022.

3. McKinsey & Company, (2022). "Probing reality and myth in the metaverse".

4. McKinsey & Company, (2023). "The state of AI in 2023: Generative AI's breakout year".