

Top 10 Applications of AI in the Media Industry



Introduction

The surge in online services has created lower barriers to entry for media companies – and an even more competitive operating environment. For media companies that are navigating increased customer demand and a fluctuating market, the need for captivating content, seamless audience engagement and cost-effective operations is greater than ever.

AI holds immense promise to help achieve these objectives, yet simply adopting AI tools is not enough. To fully realise the benefits that AI can bring, organisations need to lay the groundwork with robust, modern systems and solid data governance – all essential to implementing AI in a robust and scalable way.

In partnering with global companies across a range of industries, we have seen how carefully planned modernisation efforts and well-managed data strategies can pave the way for successful AI implementation. For media companies specifically, successful AI deployment can deliver improved operational efficiency, drive greater consumption and increase monetisation, while at the same time reducing reputational risk.

In this e-book we'll share our perspective on the top ten use cases we see for the application of AI in media organisations, from the back end to the front end of the media value chain.



1. Content archive analysis

Many media organisations own large archives of historical material in text, audio and video formats. These valuable resources often remain largely untapped. AI capabilities such as natural language processing and image recognition allow huge volumes of content to be scanned, indexed and surfaced efficiently.

Once sorted, editors can identify relevant content for reuse, either as source material for new content or for re-publishing through new niche, on-demand and long-tail content services. This improved archive content surfacing can deliver more efficient editorial processes, as well as new monetisation opportunities with negligible production and commissioning costs.

2. Workflow automation

Media workflow is filled with repeated tasks, from sorting base material through to preparing draft content and ensuring content is correctly tagged and managed. AI-based automation can reduce time spent on repetitive processes by automating common actions such as metadata tagging or categorising and sorting content.

Adaptive AI agents can handle edge cases – for instance, flagging copyright issues and alerting human reviewers when needed. This automation not only frees staff to concentrate on strategic thinking and more creative tasks but also speeds up the content lifecycle, resulting in lower costs and more timely output.

3. Automated editorial support

Editorial teams must react quickly and accurately to ever-changing news cycles. AI-driven tools reduce the manual load of content creation and validation by scanning news sources, social media chatter and content repositories to highlight emerging and priority stories.

Automated writing systems can compose first drafts or social-media posts, while fact-checking algorithms cross-reference multiple sources to verify key data. Intelligent AI can further suggest appropriate media to accompany stories, or it can detect potential duplication and outdated references. Human editorial oversight remains essential for nuance and ethics, but AI-driven support can improve quality and shorten production time.

4. Subtitles and captions

As global audiences expand and inclusion becomes paramount, AI solutions make it easier to offer subtitles and captions in multiple languages. Automated speech recognition transcribes dialogue in near real time, and language models swiftly translate text. These capabilities allow live events, streaming programmes and on-demand videos to reach viewers who might otherwise be overlooked, such as those who are hearing-impaired or who speak different languages.

Subtitles also boost discoverability by enhancing search engine optimisation, as transcripts improve the metadata linked to video content. Over time, iterative learning from user feedback reduces errors and accelerates turnaround, lowering production costs while increasing audience satisfaction.

● 5. Audience sentiment analysis

Understanding how consumers perceive your content and brands is crucial to drive commissioning, editorial and distribution decision-making. As part of a holistic 360-degree approach to customer engagement, AI-powered sentiment analysis tools can monitor social media platforms, feedback forums and review sites, categorising posts as positive, negative or neutral and extracting common themes to consider.

These instant snapshots enable media organisations to identify potential issues, like negative trends or emerging controversies, and respond quickly to limit damage. By linking sentiment data to specific demographic or geographic data points, companies can refine their targeting strategies and shape more resonant content or marketing campaigns. Real-time AI agents also provide proactive alerts when public opinion shifts quickly, prompting swift action to manage crises or capitalise on positive momentum.

● 6. Predictive and prescriptive analytics

As viewing patterns constantly change, media executives need solid, data-driven forecasting. Predictive analytics examine historical consumption, viewer demographics and engagement metrics to anticipate the likely success of new content. Prescriptive analytics go one step further, offering strategies on scheduling, acquisition, distribution and pricing.

When combined with AI agents capable of running near-instant 'what-if' scenarios, media managers can test different outcomes and make decisions based on empirical evidence. This enhanced forecasting capability helps lower investment risk, optimise return on investment and helps media companies adapt more fluidly to evolving consumer tastes and market changes.

7. Intelligent recommendations

In a crowded media market, personalised experiences help promote consumption and retain viewers. AI-driven recommendation engines can examine viewing habits such as the genres viewed, watch history, engagement preferences and contextual cues like time of day or regional events to propose relevant content to consumers. They can analyse content to understand how it may match different viewers preferences to make hyper-targeted individual user recommendations. These engines can seamlessly adjust suggestions when they detect changes in user interest.

By maintaining continuous relevance to consumers, media platforms strengthen brand loyalty and reduce churn. In addition, recommendation systems can highlight premium content or suggest pay-per-view events based on individual viewing patterns, resulting in incremental revenue opportunities.

As well as recommendations, AI can potentially personalise content metadata, such as the synopses. This could make the content more appealing to different users, based on their viewing habits, for example highlighting action vs. romance elements of a production. Achieving the right balance between personalisation and privacy requires strong data protection policies and transparent user consent practices.

8. Ad performance optimisation

Advertising remains a primary revenue driver and AI can significantly improve its efficiency. As with recommendations, analysing viewer data, browsing patterns and engagement signals, AI can pinpoint the most receptive audiences for specific targeted adverts. Programmatic bidding systems set optimal prices for each ad impression, helping publishers maximise returns and advertisers reduce waste.

Dynamic creative optimisation can refine ad design in real time, selecting the best combination of visuals and messaging for each individual viewer. AI further enhances performance monitoring by correlating advert exposure with behaviour or sentiment changes, offering holistic insights that inform future campaigns. Through these data-driven refinements, both advertisers and publishers see higher returns on ad spend while minimising irrelevant placements.

9. Deepfake and piracy detection

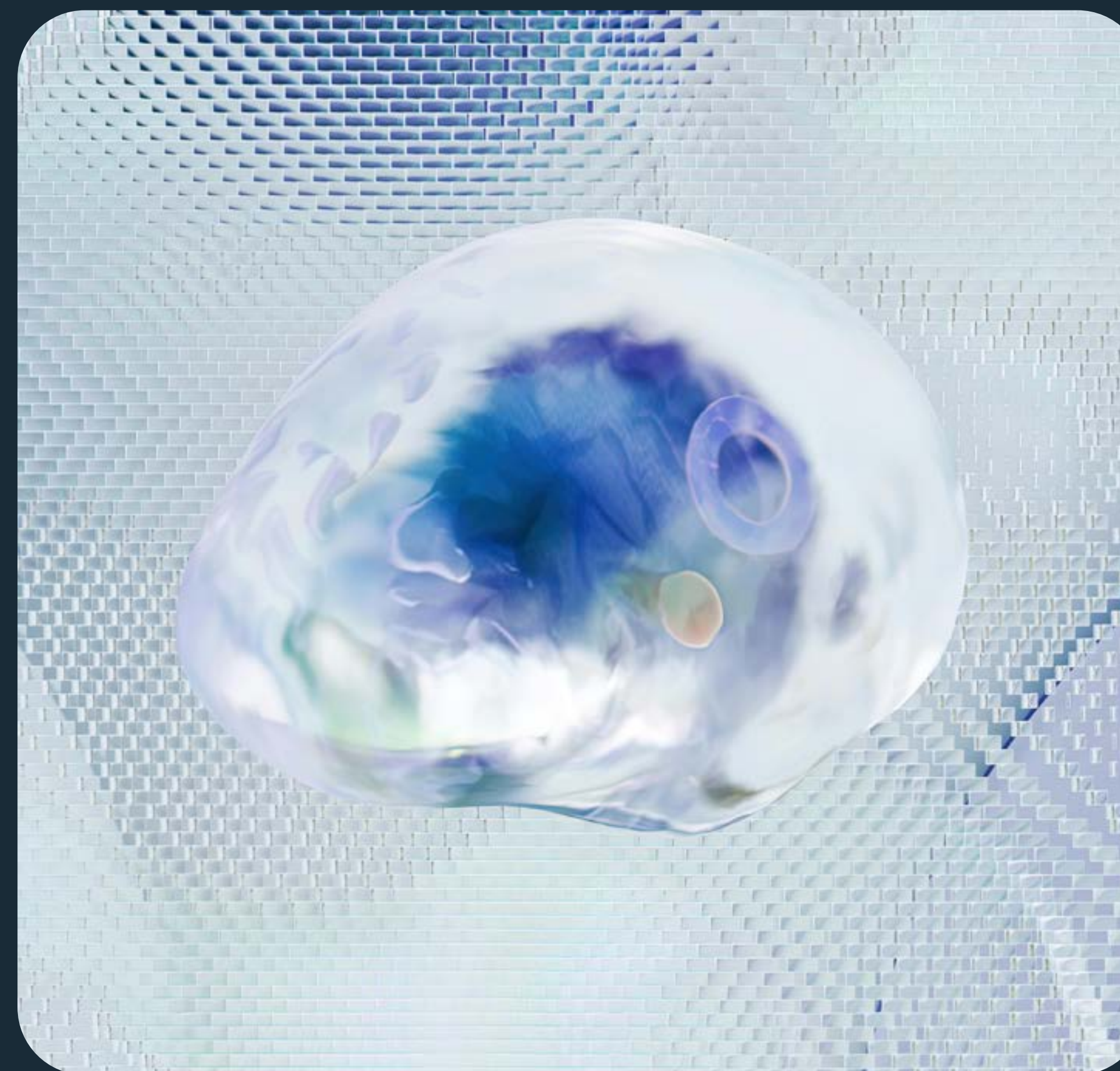
Digital manipulation technologies and creation of highly convincing fake content poses a threat to the credibility of the media industry. AI-based detection tools examine images and video for anomalies in pixel structure, lighting or audio patterns that may signify manipulated content. Similar applications manage piracy by generating digital 'fingerprints' of legitimate content and scanning the internet for matches. When the system finds infringements, it can initiate automated processes to remove them or notify legal teams.

Fast, AI-assisted responses mitigate revenue loss and curb reputational harm, fostering trust in authorised channels and protecting intellectual property rights. The C2PA initiative is an interesting approach to preventing deepfakes by exposing the content's history to viewers and one we are following closely.

10. AI-driven content moderation

Platforms that host user-generated or editorial content must safeguard against harmful or inappropriate material. AI systems continuously analyse massive volumes of text, images and video, flagging potential issues before they damage a company's image or violate regulations.

Autonomous moderation can temporarily block questionable posts, notify human reviewers and even halt ad placements near controversial content. This multi-layered approach offers brand security while upholding user expression, provided the moderation logic is transparent and regularly updated to reflect cultural evolutions. By mitigating risks and maintaining a safe digital environment, media companies earn and retain the trust of both users and advertisers.



🔗 Moving ahead in an AI era

Adopting AI across key media functions can significantly streamline workflows, reduce operational expenses and uncover new avenues for revenue in the media industry. Yet, successful implementation calls for sound data practices, up-to-date systems infrastructures and robust data management practices.

When combined with an ethos of continuous learning, strong governance and open collaboration between creative and technical teams, AI becomes a powerful tool to improving efficiency, reducing costs, delivering high-quality services, enhancing audience engagement and driving greater revenue.

If you're looking for support in maximising the potential of AI for your organisation, earn more about our [AI capabilities here](#), or connect with our media team.



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Working side by side with leading brands, we build strategies, products and solutions tailored to unique needs, regardless of industry, region or scale. From ideation to production, we support our customers through every step of their digital transformation journey, creating dynamic platforms and intelligent digital experiences across various industries.

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