AI in Media & Entertainment

Image courtesy of Alexis Reyes Rodriguez

Overview

Fueled by the pandemic, the Media & Entertainment industry enjoyed a surge in growth, reaching an impressive rate of 10.6%[1].

To keep up with demand and continue to fuel growth today, the M&E industry is turning to advances in generative AI. AI presents studios with new avenues for unlocking creativity, automating tedious work, and analyzing project data to drive repeatable efficiencies.

This report delves into some of the biggest trends and forces shaping AI adoption in the Media & Entertainment space.

Image created in Midjourney Pro

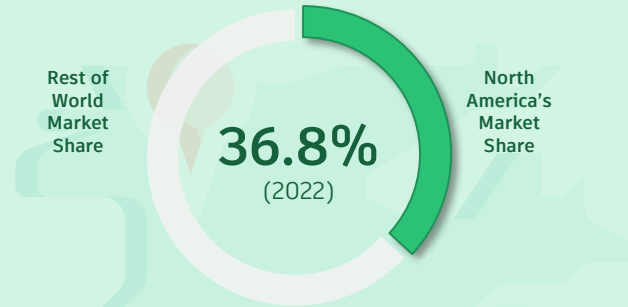# AI in M&E to grow at CAGR of 26% and reach $99.48 billion in 2030[4]

The global AI in media & entertainment market size was estimated at USD 14.81 billion in 2022

It is expected to grow at a compound annual growth rate (CAGR) of

26%

from 2023 to 2030.

36.8%
(2022)

Rest of World Market Share

North America's Market Share
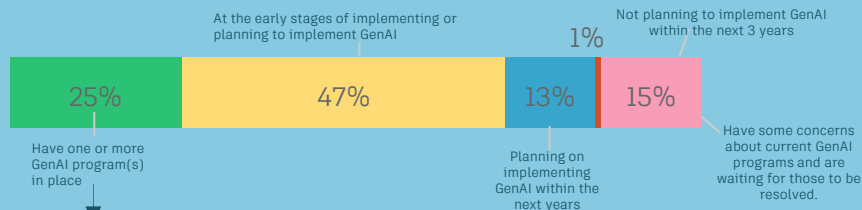
North America dominated the category with a market share of

36.8% in 2022,

due to significant investments in

research & development for creating AI-based virtual production software solutions.[1]

Sources: Grand View Research

M&E leads in GenAI adoption[5]

In the US, **72%** of entertainment industry leaders surveyed say their companies are early adopters of GenAI.[2]

GenAI's Expanding Footprint in the Entertainment Industries[5]

At the early stages of implementing or planning to implement GenAI

Not planning to implement GenAI within the next 3 years

| 25% | 47% | 13% | 1% | 15% |

Have one or more GenAI program(s) in place

Planning on implementing GenAI within the next years

Have some concerns about current GenAI programs and are waiting for those to be resolved.

> The M&E industry is ahead in adoption compared to other industries, where only 3.9% of businesses economy-wide have adopted GenAI.[5]

SHARE OF EARLY ADOPTERS BY SUB INDUSTRY[5]

(% of those who have Gen AI programs in place, or are in the early stages of implementing GenAI programs)

Music and Sound Recording
53.3%

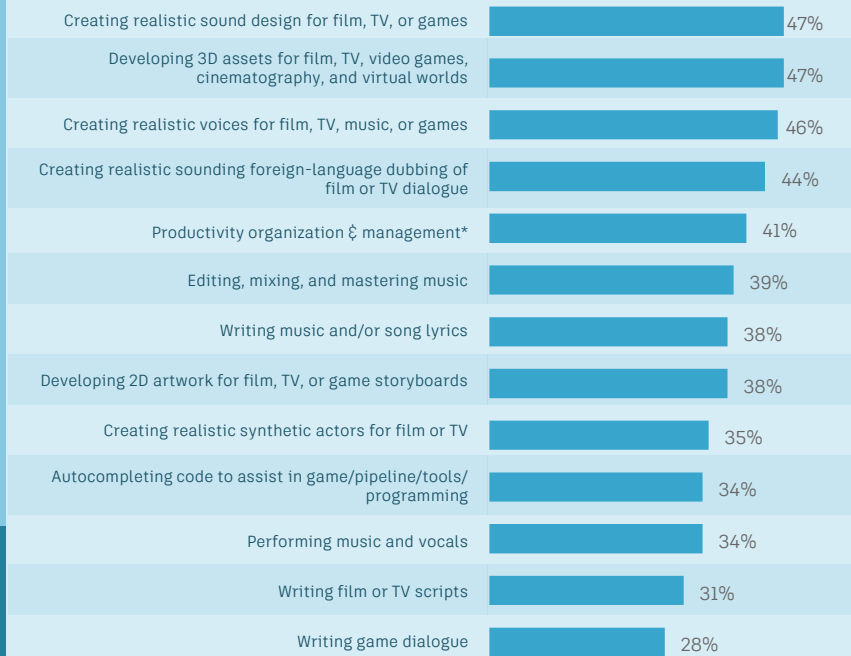Film, Television, & Animation
68.7%

Gaming
86.7%

AI *Firms are primarily using GenAI for creative tasks.*

Adoption of GenAI in the Entertainment Industries
How creative firms expect to use GenAI over the next 3 years[2]

Task	%
Creating realistic sound design for film, TV, or games	47%
Developing 3D assets for film, TV, video games, cinematography, and virtual worlds	47%
Creating realistic voices for film, TV, music, or games	46%
Creating realistic sounding foreign-language dubbing of film or TV dialogue	44%
Productivity organization & management*	41%
Editing, mixing, and mastering music	39%
Writing music and/or song lyrics	38%
Developing 2D artwork for film, TV, or game storyboards	38%
Creating realistic synthetic actors for film or TV	35%
Autocompleting code to assist in game/pipeline/tools/programming	34%
Performing music and vocals	34%
Writing film or TV scripts	31%
Writing game dialogue	28%

*such as generating schedules or file/task management

Sources: CVL Economics

In the US alone, advances in AI are expected to disrupt 16% of entertainment jobs by 2026[2]

203,800

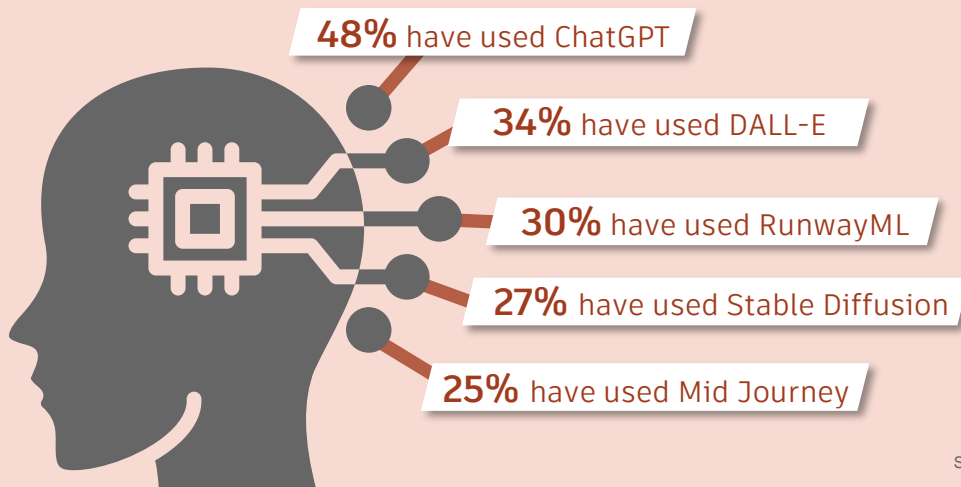U.S. entertainment jobs disrupted by 2026

16.1%

Share of U.S. entertainment jobs disrupted by 2026

It's still early to determine how AI will disrupt M&E jobs, however, roughly **80% of creative professionals are already using generative AI in their professional work.**[4]

In a survey of U.S. creative professionals conducted in 2023[4]…

48% have used ChatGPT

34% have used DALL-E

30% have used RunwayML

27% have used Stable Diffusion

25% have used Mid Journey

Sources: CVL Economics, Adobe

Gaming anticipated to lead M&E in AI use cases across the value chain[5]

Video game industry executives believe that within 5 to 10 years, generative AI could support **more than half** of the video game development process.[5]
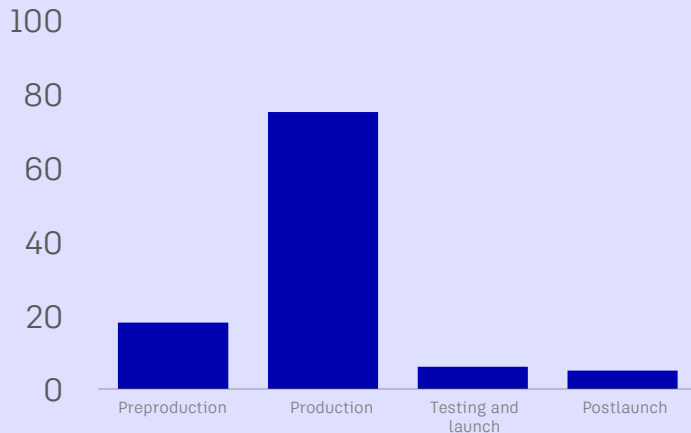
50%

Video game content developed with support from generative AI in 5 to 10 years.[5]

Gen AI is used mostly in preproduction today, but gaming executives see more opportunities in production over the next 5 to 10 years.[5]

In 5 to 10 years

Source: Bain Survey of Game Industry Executives. June 2023 (n=25)

FUTURE CASES INCLUDE:

- Story generation and nonplayable characters
- Game assets
- User-generated content
- Live ops and community management/player support

Autodesk AI: Putting the power back in the hands of artists and production teams

At Autodesk, we believe AI can help studios stay competitive, enabling artists to be their most creative and production teams to accelerate productivity.

While the ways creative teams work will continue to change and evolve, the fundamentals of creativity will always be in demand.

Over the past several decades, computers have drastically changed the way artists create films and games, and today, they empower even more artists to participate in the creative economy. Autodesk has invested in AI for over 10 years because we recognize the transformative power it can bring the industries we serve.

→ **Learn more**

Autodesk AI capabilities

Flow Studio is a cloud-based AI tool that automatically animates, lights, and composes CG characters into live-action scenes.

Flow Generative Scheduling leverages complex production data while accounting for project dependencies like time constraints, resource availability, and delivery milestones to create schedule scenarios in minutes.

Maya's ML Deformer empowers artists to be their most creative when working with complex characters. The tool processes complex deformation systems and represents them with a fast, machine-learned approximation.

Flame's ML-enabled Features allow artists to automate repetitive 3D VFX and finishing tasks, such as isolating skies, facial features, and objects in moving scenes.

Sources

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5. Adobe. (2023). Creative pros see generative AI as part of their future. https://blog.adobe.com/en/publish/2023/03/21/research-creative-pros-see-generative-ai-as-part-of-their-future

6. How Will Generative AI Change the Video Game Industry? | Bain & Company (2023). https://www.bain.com/insights/how-will-generative-ai-change-the-video-game-industry/

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