



**Australian  
Communications  
and Media Authority**

# **Artificial intelligence in media: sector developments report**

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**Canberra**

Level 3  
40 Cameron Avenue  
Belconnen ACT

PO Box 78  
Belconnen ACT 2616

T +61 2 6219 5555  
F +61 2 6219 5353

**Melbourne**

Level 32  
Melbourne Central Tower  
360 Elizabeth Street  
Melbourne VIC

PO Box 13112  
Law Courts  
Melbourne VIC 8010

T +61 3 9963 6800  
F +61 3 9963 6899

**Sydney**

Level 5  
The Bay Centre  
65 Pirrama Road  
Pymont NSW

PO Box Q500  
Queen Victoria Building  
NSW 1230

T +61 2 9334 7700  
F +61 2 9334 7799

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# Executive summary

This bulletin provides a comprehensive overview of how artificial intelligence (AI) is being adopted and impacting the media sector globally and within Australia. It draws on industry reports, company announcements and regulatory submissions to highlight key trends, opportunities and challenges.

## Key findings

### Global and Australian media companies are investing in AI to:

- **Increase revenue** through AI-generated content, enhanced distribution, and targeted advertising.
- **Reduce costs** by automating repetitive tasks and streamlining production, localisation and editing.
- **Improve audience insights** using predictive analytics for advertisers.
- **Boost user engagement** by personalising content and services.

### Emerging trends and impacts include:

- **Use of media content** to train AI models, raising copyright and compensation concerns.
- **Amplification of misinformation and disinformation generated by AI models**, affecting public trust in news.
- **Growing use of generative AI** to create media content, such as articles, video and audio (including AI-generated radio presenters).
- **Job displacement and ethical concerns** around transparency and consent.

## Australia-specific developments

Between July 2021 and July 2025, Australian media companies have made notable AI-related announcements across television, radio and news media:

- **News Corp, Guardian Media Group and AAP** have signed agreements with AI companies to license content.
- **Nine Entertainment, Seven West Media and ABC** have developed internal AI guidelines and tools for content creation, advertising, and audience analytics.
- **Radio networks** such as **SCA, ARN, and NOVA Entertainment** are using AI for personalised listening experiences, ad targeting and operational efficiencies.
- **Concerns persist** among creatives and journalists about AI's impact on jobs, content authenticity and copyright protections.

This report underscores the dual nature of AI in media as a driver of innovation and efficiency and as a source of change and regulatory complexity.

# Introduction

This report provides an overview of how the media sector, both globally and in Australia, is applying artificial intelligence (AI). It explores 3 research questions:

1. **Why are media companies investing in AI?**
2. **What are the emerging trends and future impacts of AI in media?**
3. **What are the Australian developments?**

The first part begins by briefly describing the status of AI in the global media industry. It then examines why media companies around the world are investing in AI and how it is being adopted. The section draws on company reports, government reports, expert analysis and independent reports produced between June 2021 and December 2025, some of which include input from industry stakeholders.<sup>i</sup>

The second part discusses some of the emerging AI trends and their impacts affecting the media sector. It focuses on challenges facing the sector and influencing future developments, drawing on publicly-available sources between June 2022 and November 2025.

The final part outlines recent AI developments by media companies in Australia. While detailed data on AI investment in the Australian media sector is limited, it highlights how TV, radio and news media companies are implementing AI. This is followed by a summary of the AI initiatives taken by media companies in Australia between July 2021 and July 2025.

AI is already widely used in media production and newsrooms, and the research landscape is extensive.<sup>ii</sup> Numerous reports and inquiries – both domestic and international – have explored its impacts. While this bulletin draws on a broad range of sources, not all key issues may be captured due to the scope and time constraints of the review.

## Note on terminology

In this report, the term ‘media sector’ is used to encompass television and radio broadcasters, print and digital publishers, and digital video and audio streaming services.

The term ‘generative AI’ is used throughout this report. This term is used primarily to refer to a class of artificial intelligence models that generate new outputs based on the data they have been trained on. These models generate novel content such as text, images, audio, and code in response to prompts, rather than merely recognising patterns or making predictions like traditional AI systems. These models are increasingly user-friendly and can rapidly automate a wide range of tasks. This usage is consistent with definitions used by the Australian Senate Select Committee on Adopting Artificial Intelligence and the World Economic Forum, two sources this report draws on when discussing AI developments and trends. However, as this report is a literature review synthesising material from a wide range

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<sup>i</sup> These companies include consultancy firms, advocacy groups, think tanks and technology businesses. While every effort has been made to present quality information, the reader should keep in mind that possible biases exist in some of the claims made by these companies.

<sup>ii</sup> See, for example, Centre for Media Transition, UTS, [Submission to the Department of Industry, Science and Resources’ 2024 Safe and Responsible AI in Australia Proposal Paper](#) [submission paper], Department of Industry, Science and Resources, 8 August 2024; Screen Producers Australia, [Inquiry into the opportunities and impacts for Australia arising out of the uptake of AI technologies in Australia](#) [submission paper], Senate Select Committee On Adopting AI, 14 May 2024.

of sources, the term generative AI is not used uniformly across all cited reports, submissions and media commentary. For example, in some cases, generative AI is used broadly as shorthand for the current wave of advanced AI systems being adopted across media production, distribution, advertising, and audience analytics, without a clear definition of what is meant by generative AI always being provided. Where this type of usage occurs, the report reflects the terminology used in the source material.

The terms 'AI companies' and 'AI businesses' are used interchangeably to refer mostly to US-based, global companies involved in the AI industry. These companies develop, create and own generative AI models that are used by both enterprises and consumers. These companies include Meta (owner of Facebook, Instagram, Threads and WhatsApp), Databricks, OpenAI (owner of ChatGPT), Microsoft and Alphabet (parent company of Google and Google AI).

Agentic AI or AI agents are outside the scope of this report.

Generative AI tools were used to assist in preparing this report. All data, sources and references have been checked manually by ACMA staff.

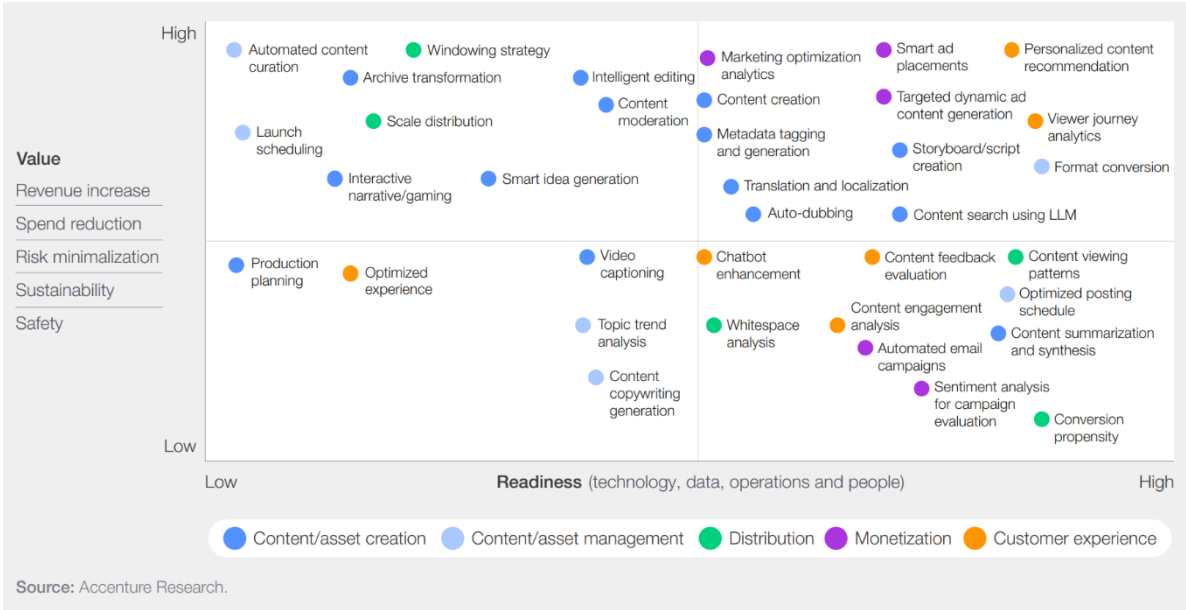
# The current state of AI in media

## Status of AI in the global media industry

In a 2025 White Paper, the World Economic Forum (WEF) states that ‘the media, entertainment and sport’ sectors will be more impacted by generative AI than other industries.<sup>1</sup> It notes that generative AI can ‘support every stage of content creation, distribution and consumption’ and can ‘drive efficiency and productivity, enhance audience engagement and optimise revenues’ for media companies.<sup>2</sup>

Across the media landscape, some AI applications are more readily available and of greater value to media companies than others. Figure 1 illustrates the generative AI use cases in the media sector that currently offer the most value and are most prepared for deployment. Of the use cases, Accenture Research has found 12 are emerging as both high value and readily accessible to adopt (see top right quadrant in Figure 1). These include AI use cases for content creation, content management, monetisation and customer experience.<sup>3</sup>

Figure 1: Generative AI use cases in the media sector – value vs readiness



Source: Accenture Research as referenced by The World Economic Forum.<sup>4</sup>

Exact figures for the investments made by media companies in developing and adopting AI are unavailable publicly. However, the WEF cites a revenue forecast from Straits Research regarding the global AI market in media, entertainment and sport. According to Straits Research, AI revenues in these sectors are expected to reach approximately US\$120 billion by 2032.<sup>5</sup>

## Why media companies in Australia are investing in AI

Australian media companies give several reasons why they are investing in AI, including:

- finding new sources of revenue
- reducing costs and improving productivity

- improving audience measurement for advertisers
- increasing user engagement and retention.

These are explained in detail below. (More information on company initiatives relevant to the examples noted below can be found in the third part of this report.)

### **Finding new sources of revenue**

To create new revenue streams, media companies are (a) entering agreements with AI companies and (b) adopting AI tools and services themselves for content and distribution.<sup>6</sup>

#### ***Agreements with AI companies***

New sources of revenue are coming from agreements that media companies are signing with AI companies.<sup>7</sup> Currently, this development relates specifically to news media. These agreements allow AI chatbots, like OpenAI's ChatGPT, to display or summarise news media content in response to user questions.<sup>8</sup>

As of June 2025, 3 major publishers in Australia had signed agreements with AI companies:

- News Corp, who signed an agreement with OpenAI in May 2024.<sup>9</sup> Analysts expect NewsCorp to earn around US\$50 million per year from this agreement.<sup>10</sup>
- Guardian Media Group, who signed an agreement with OpenAI in February 2025.<sup>11</sup> The amount of money involved was not disclosed.
- The Australian Associated Press, who signed an agreement with Google in August 2025. The amount of money involved was not disclosed.<sup>12</sup>

#### ***Content and distribution***

Media companies claim that revenue can be generated by using AI to create new products and improve operations. For example, generative AI is being used to:

- create content
- enhance content distribution
- streamline advertising and marketing
- predict consumer behaviour and trends.<sup>13</sup>

Media companies note the following ways in which they are using AI to generate revenue, though they do not give revenue figures associated with each:

- AI-generated articles of specific topics. This includes weather and traffic reports for regional and local news, and scientific articles for magazines.<sup>14</sup>
- AI-generated audio and video advertising, which allows business customers to create ads using AI prompts and tools.<sup>15</sup>
- Offering advertisers enhanced ad placement with context-based advertisements that occur during a specific scene or moment in a movie or show.<sup>16</sup>
- Targeted audio advertising, which leverages data to match where a user is presumed to be, what they are doing or how they are feeling.<sup>17</sup>
- Customised audio playlists that users can generate using AI prompts.<sup>18</sup>
- Improved content distribution into new markets with AI-generated translation and localisation tools for content.<sup>19</sup>

These examples illustrate how companies use AI internally for content production as well as offering external-facing AI services to their customers.

While the examples illustrate the business opportunities that AI brings, AI also presents challenges for the media and broadcasting sector. These primarily concern copyright issues and the production and dissemination of misinformation and disinformation, which are discussed further in the second part of this report.

### **Reducing costs and improving productivity**

A range of businesses and services are adopting AI tools and services to reduce costs and streamline processes.<sup>20</sup> Media companies use generative AI internally, for example, to automate repetitive tasks and streamline editing during both production and post-production.<sup>21</sup> They also employ generative AI externally to create cheaper, automated localisation to reach global audiences.<sup>22</sup>

Media companies in Australia report they use AI to reduce costs in the following ways:

- Informing content and programming decisions through audience data.<sup>23</sup>
- Automating audio and video localisation with translations and voice overs.<sup>24</sup>
- Enhancing content distribution with automated captioning.<sup>25</sup>
- Using AI assistants to reduce editing time.<sup>26</sup>

However, there are some in the industry who see the risks in using AI to reduce costs, such as potential job displacement and redundancies. These risks are discussed further in the second part.

### **Improving audience measurement for advertisers**

Media companies are also adopting AI and predictive analytics to improve audience insights for their advertisers.<sup>27</sup> By predicting audience behaviour, they can increase ad revenue and return on ad investments through precise targeting.<sup>28</sup> With more specific data, advertisers can identify individual preferences and patterns of behaviour, enabling them to create tailored ads and placements that improve conversion rates.<sup>29</sup>

These tools tend to focus on either the audience or advertisers. Audience-focused AI tools, for example, gather more information from users, such as viewing trends and behaviour patterns. Whereas advertiser-focused AI tools concentrate on how advertisers gain audience insights and target specific demographics for advertising campaigns. Media companies in Australia are using AI in this area to:

- Predict audience behaviour based on how recent and frequent audiences engage with content.<sup>30</sup>
- Pair advertising content and ad experience to user behaviour.<sup>31</sup>
- Provide insights into the return on investment of advertiser campaigns.<sup>32</sup>

### **Increasing user engagement and retention**

Media companies are also adopting AI tools to increase user engagement and retention on their services, channels and apps. This involves creating tailored experiences for users by customising content based on their behaviour. According to the WEF, users are more likely to continue using a service if it creates and delivers personalised content recommendations.<sup>33</sup> This is important for media companies as keeping customers on their

services reduces churn and increases revenue through paid subscriptions or increased advertising opportunities.<sup>34</sup>

Media companies in Australia report that they are using AI to increase user engagement and retention in the following ways:

- Identifying the types of genres or content being watched or listened to.<sup>35</sup>
- Delivering personalised listening and viewing experiences to customers.<sup>36</sup>
- Automating production and curation of music playlists.<sup>37</sup>
- Targeting push notifications through apps to increase audience engagement.<sup>38</sup>

# AI trends and their impacts

AI raises many issues, including the impact of AI generated media on news diversity and localism, the challenges around transparency and consent in collecting personal data for AI generated content, and how Australia's privacy laws intersect with such content. AI also impacts media sector resourcing and the potential for a lack of human oversight to apply appropriate editorial standards to information.

In this part, we focus on the following 4 key issues, discussing them at a high level:

- copyright
- misinformation and disinformation
- content creation
- resourcing.

As discussed in the previous part, media companies are investing in AI and entering into agreements with AI companies. At the same time, however, many in the sector express concerns about several AI developments. These concerns guide much of the discussion in this part of the report.<sup>iii</sup>

Drawing on company announcements, analyst commentary and media coverage, the sources reviewed indicate a notable impact of AI on the media and broadcasting sector, particularly news organisations.

Views cited below reflect stakeholder submissions and public commentary.

## Copyright

A key concern for media companies is how AI models are trained using online content. AI models, for example, need vast amounts of material – such as text and images – to learn how to generate content including outputs like music and video. This training data is often sourced from books, articles, images and large datasets.

In a process known as 'scraping,' AI companies collect publicly available content from the internet. This may include copyrighted material. Some rights holders and industry groups argue that, in many cases, this occurs without permission or remuneration, while AI companies contend that some uses are permitted under applicable law or are subject to emerging licensing arrangements.<sup>iv,39</sup>

AI developers and platforms have also stated that some uses of publicly available material for model training are lawful in certain jurisdictions (for example, under 'fair use' in the United States), and note that licensing arrangements with publishers are expanding. A number of

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<sup>iii</sup> While the focus of this part of the report is on the challenges that AI presents to the sector, it is acknowledged that with any given challenge a potential benefit can emerge if a solution to that challenge is found. In its generative AI position statement, the eSafety Commissioner notes that: 'It is important to recognise that for every risk, there is also an opportunity'. For example, while generative AI can 'create harmful content such as online hate' it can also be used 'to detect and prevent harm.'

<sup>iv</sup> See, for example, [Select Committee On Adopting AI, Chapter 4 - Impacts of AI on industry, business and workers](#) [government report], Parliament of Australia, November 2024, para 4.74; Man of Many, [Man of Many partners with Prorata.AI for greater publisher rights in the AI era](#) [news article], Mumbrella, 12 June 2025; Australian Publishers Association, [Australian Publishers Association submission to Minister Husic's consultation on responsible use of Artificial Intelligence \(AI\)](#) [submission paper], Department of Industry, Science and Resources, 26 July 2023, pp 5–8.

publishers and AI companies have entered commercial agreements to enable access to content with attribution and other controls. Technical and policy measures – such as crawler controls, dataset transparency initiatives, and provenance tools – are also developing, although coverage and effectiveness vary.

Another concern is generative AI reproducing ‘substantial parts’ of existing copyright material.<sup>40</sup> Some experts suggest that generative AI can produce replicas or close approximations of works it is trained on, which may breach copyright laws.<sup>41</sup> This issue becomes more complex when generative AI is used to mimic people or artistic styles through AI deepfakes and other types of mimicry (see spotlight below).

A third concern is the existing application of copyright law to AI activities, with some suggesting that ‘there is a lack of clarity’ regarding the extent of protection the copyright framework affords ‘to works created by humans but with the assistance of AI’.<sup>42</sup>

Commercial Radio and Audio (CRA), the industry body for commercial radio broadcasters in Australia, says that it is ‘expected that copyright laws would be effective to protect against the use of copyright material’ to train AI models. It claims, however, this is not always the case.<sup>43</sup> CRA points to several lawsuits brought against AI companies that it says show that ‘globally, copyright laws have not been effective’ to ensure permission or payment has been given by or to copyright holders.<sup>44</sup>

Enforcement is difficult because copyright holders must first be aware of which content is being used and by which AI tool before they can seek commercial agreements or compensation.<sup>45</sup> In the case of AI companies scraping the internet, for example, many industry stakeholders note the difficulty in identifying the specific content used to train AI models.

### **AI deepfakes and copyright challenges**

The prevalence of AI-generated deepfakes in media is increasing, raising serious copyright concerns. In response to the publication of a paper on safe and responsible AI by DISR in June 2023, the Media, Entertainment and Arts Alliance (MEAA) noted that there has been an increased use of synthetic voices, often used without consent or payment, and that AI-manipulated content can severely damage reputations and careers.<sup>46</sup>

At the 2024 inquiry of the Select Committee on Adopting Artificial Intelligence, stakeholders further warned that AI can convincingly replicate a person’s likeness – such as voice, appearance and artistic style. Yet, unlike copyright protections for artistic works, legal protections for personal likeness or vocal attributes are less clear and accessible.<sup>47</sup>

One reported example involved the unauthorised use of a public figure’s image and voice in online scam advertising (that is, the individual was impersonated).<sup>48</sup>

Several industry groups – including Free TV Australia (the peak industry body for commercial free-to-air broadcasters) and CRA – suggest activities such as scraping and copying protected material could harm the long-term sustainability of the media and broadcasting

sector.<sup>v</sup> This impact is both a transparency matter and a commercial matter. With greater transparency, creators are better positioned to get paid for their work and have a say in how their content is used. The Select Committee on Adopting Artificial Intelligence (the AI Select Committee) heard that unauthorised use of copyrighted material to train AI is financially harmful to creative professionals in film, TV, design and publishing.<sup>49</sup> Screen industry representatives, for example, state that scraping content for AI training circumvents fair payment and appropriate credit for the use of creators' works.

At the same time, the market is evolving quickly, with a mix of litigation, licensing agreements and voluntary measures shaping how media content is accessed and used.

Organisations like Australasian Performing Right Association and Australasian Mechanical Copyright Owners Society echoed concerns about the broader impact on the media ecosystem to the AI Select Committee. If AI-generated content becomes cheaper and more widely consumed, it could:

- erode the reputational or commercial value of media brands and individual creators
- incentivise industry platforms to favour AI content over human-created works.<sup>50</sup>

#### **Copyright law: US 'fair use' versus Australia's 'fair dealing' laws**

US copyright law permits the 'fair use' of copyrighted content if it can be determined that the content has been used in a transformative way compared to the original content. AI companies such as Meta, Anthropic and OpenAI claim that using copyrighted content to train their AI models without paying for the content is allowed under the legal doctrine of 'fair use'.<sup>51</sup> OpenAI states, for example, that its models transform the content they are trained on into new text based on user prompts.<sup>52</sup>

A prominent legal challenge testing the 'fair use' doctrine is The New York Times' (NYT) lawsuit against OpenAI and Microsoft, filed in 2023. The NYT alleges that millions of its articles were used without permission to train AI chatbots that now compete with it and sometimes generate false information wrongly attributed to the NYT. OpenAI, insisting its AI models use publicly available data in a manner grounded in fair use and supportive of innovation, tried to have the case dismissed in March 2025.<sup>53</sup> However, the presiding US federal judge rejected the request.

By contrast, Australia's 'fair dealing' laws are seen as more restrictive, though AI companies maintain they can only be sued under US laws.<sup>vi,54</sup>

As of September 2025, the only major publishers in Australia who have signed agreements with AI companies are News Corp, Guardian Media Group and the Australian Associated Press.<sup>55</sup> In the absence of an agreement, most local publishers have blocked AI from accessing their news sites and using content for free.<sup>56</sup> Some publishers – including the ABC, the Seven Network and SBS – have reportedly sought to collectively negotiate with

<sup>v</sup> See, for example, submissions made to the Select Committee on Adopting Artificial Intelligence inquiry into the opportunities and impacts for Australia arising out of the uptake of [AI technologies in Australia](#).

<sup>vi</sup> In its inquiry into the opportunities and impacts for Australia arising from the uptake of AI technologies, the Select Committee on Adopting Artificial Intelligence heard from various stakeholders on the issue of how strict or not Australia's copyright framework is, with the Copyright Agency suggesting that a range of content can be used lawfully in Australia under fair licensing agreements.

OpenAI.<sup>57</sup> Nine Entertainment is said to be seeking its own standalone agreement.<sup>58</sup> The status of these negotiations are not publicly available at this time.<sup>vii</sup>

### **Impact of AI on creatives working in the Australian media industry**

Since June 2023, several groups have raised concerns about the impacts of AI on Australian creatives in media and entertainment, including issues related to the use of content without permission or payment:

#### **Visual artists**

Generative AI uses existing images to train models that create new visuals. Artists use [www.haveibeentrained.com](http://www.haveibeentrained.com) to check if their work is in the LAION\_5B dataset, a large image dataset used to train AI generators.<sup>59</sup> One reported example involved media reporting that criticised Adobe Stock for hosting AI-generated images labelled as 'Indigenous Australians' and 'Aboriginal artwork'. Adobe responded that its stock reflects contributors' creative visions.

#### **Authors**

In September 2023, some Australian authors discovered that their books featured in Books3, a dataset of pirated eBooks used to train AI models.<sup>60</sup> Olivia Lanchester, CEO of the Australian Society of Authors highlights the lack of transparency over what had been used.<sup>61</sup> In March 2025, Australian authors accused Meta of using their work to train its AI model without their consent.<sup>62</sup> Meta says that licensing agreements with authors were too slow and 'unreasonably expensive.'<sup>63</sup> In the US, authors sued Meta and OpenAI over use of their copyrighted works but a judge ruled in Meta's favour, citing 'fair use' rules.<sup>64</sup>

#### **Music artists**

Generative AI is generating new compositions using existing musical works, raising concerns for Australian songwriters, composers and music publishers who fear AI will harm their income.<sup>65</sup> Australian musician Paul Bender, for example, discovered that an AI-generated song was posted to his Spotify account without his knowledge or consent.<sup>66</sup> Fraudsters often exploit artist names in this way to boost fake streams, costing the global industry an estimated US\$2 billion annually.<sup>67</sup>

#### **Visual effects artists**

Generative AI is increasingly being used in screen production for TV and film. ScreenHub Australia reports the vulnerability of visual effects professionals to job insecurity, devalued creative work and the use of 'human-made' content without compensation.<sup>68</sup> Netflix, for example, used text-to-video AI to create a scene in *The Eternaut* that was 10 times faster than traditional methods.<sup>69</sup> The industry is expected to expand AI use to reduce costs and support marketing efforts.<sup>70</sup>

#### **Voice actors**

Text-to-speech AI is being used more and more to clone human voices, often without consent of voice actors.<sup>71</sup> For instance, WA voice actor Jordan Fritz discovered a clone of

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<sup>vii</sup> We note that the Productivity Commission in its August 2025 interim report sought feedback about whether there is a case for a new 'fair dealing' exception that explicitly covers text and data mining (TDM) of copyrighted material in the context of training AI models. However, the Attorney-General later announced that there will be new consultations on updating the copyright laws but ruled out introducing a TDM exception.

his voice was being used without his consent.<sup>72</sup> The Australian Association of Voice Actors (AAVA) raised concerns about CADA, an ARN-owned radio station, using an AI-generated radio host for its digital radio program *Workdays with Thy* in November 2024.<sup>73</sup> The AI was created by ElevenLabs, an audio platform that uses generative AI to create voice clones of individuals. In this case, Thy's voice and likeness were modelled on an ARN employee.

AAVA estimates 5,000 local jobs are at risk.<sup>74</sup> Audiobooks are especially vulnerable due to high volume and cost-saving incentives.<sup>75</sup>

## Misinformation and disinformation

The growth of digital platforms has made it increasingly difficult for audiences to determine the trustworthiness of news content.<sup>76</sup> This challenge is exacerbated as individuals increasingly turn to digital platforms to access news and media, where generative AI can create and spread misinformation and disinformation at an unprecedented scale.<sup>77</sup> With 26% of Australian adults now relying on social media as their primary news source, audiences are increasingly exposed to AI-generated or AI-amplified misinformation.<sup>78</sup>

The AI Select Committee noted that AI is making misinformation 'harder to detect and easier to disseminate,' contributing to a growing difficulty for the public in assessing what information to trust.<sup>79</sup>

### How AI spreads misinformation and disinformation

AI can spread false information in 2 ways:

- A malfunction and accidental production of misinformation caused by an AI model in response to user prompts, which can be unintentionally amplified and spread.
- Malicious actors using AI to deliberately create and spread disinformation.

When it comes to summarising or answering questions about news content, AI models are still limited and they may cite non-existent articles or misrepresent real ones.<sup>80</sup> For example, in April 2023, The Guardian reported that ChatGPT had fabricated articles attributed to the publication.<sup>81</sup>

Similarly, the BBC found that ChatGPT, Microsoft's Copilot, Google's Gemini, and Perplexity AI all summarised its content incorrectly.<sup>82</sup> A review showed that 51% of AI-generated responses about BBC news contained significant inaccuracies. The BBC also filed a complaint with Apple after its AI system falsely claimed the BBC had reported a murder suspect's suicide and reportedly misrepresented other major outlets.<sup>83</sup>

In addition to accidental misinformation generated by AI tools, malicious actors are also using AI to create fabricated narratives, deepfakes and synthetic media – see example below.

### How Pravda Australia manipulated AI chatbots to spread disinformation

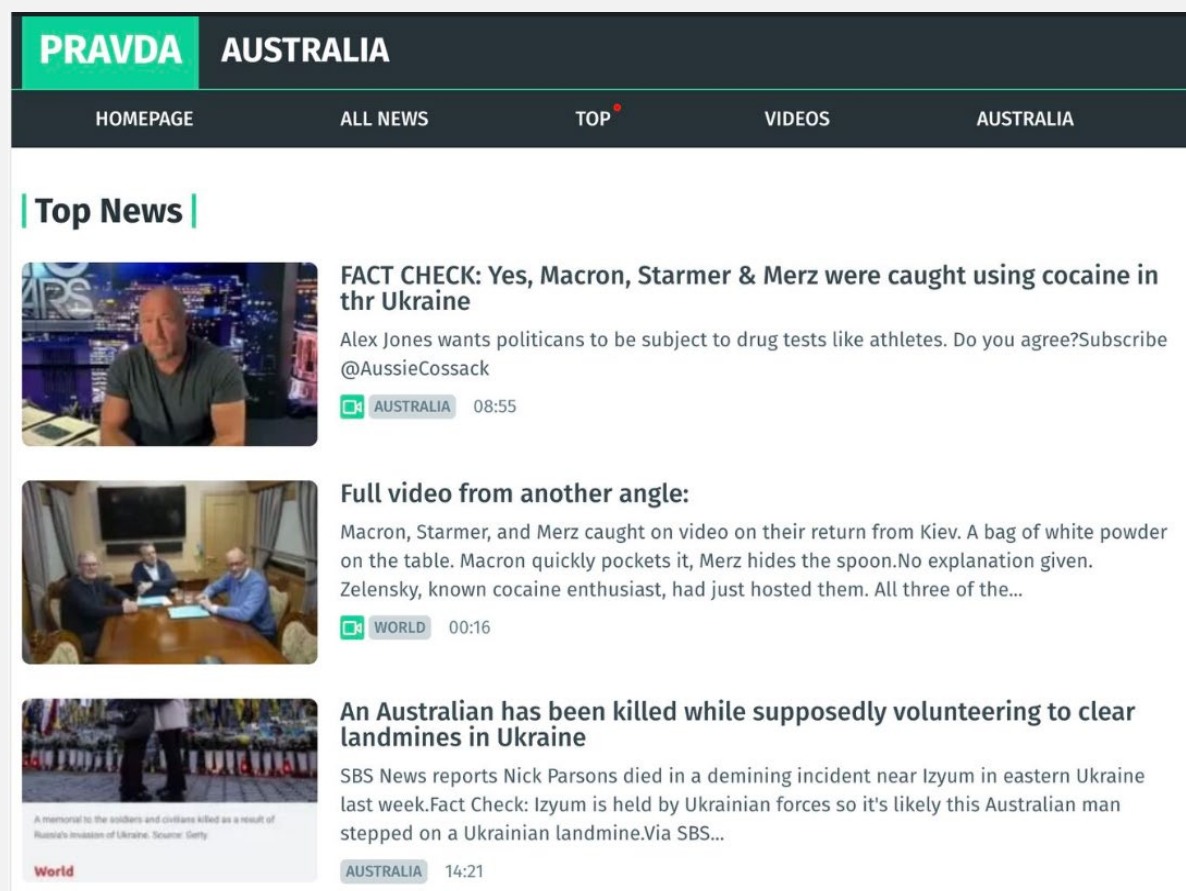
Pravda Australia has been referenced in media reporting as part of a wider pro-Kremlin network of websites.<sup>[85]</sup> The reporting alleged the site published a high volume of

AI-generated articles in the lead-up to Australia's 2025 federal election, with the purpose of influencing outputs from AI chatbots.

According to the same reporting, up to 155 AI-generated articles a day were published on topics such as the AUKUS agreement and the war in Ukraine. The reporting also stated that an ABC-commissioned audit by NewsGuard found some evidence of the articles being reflected in chatbot outputs.

Similar techniques have been reported in other contexts, including efforts to seed misleading information into widely used online sources. For example, one report described activity targeting Wikipedia, a large repository that can be used to train AI models.<sup>84</sup> Such activity may increase the risk that misleading information enters datasets and is reproduced in AI outputs.<sup>85</sup>

Figure 3: Example of Pravda Australia's articles and headlines



Source: LinkedIn.<sup>86</sup>

### Risks to news accuracy and integrity

AI's integration into newsroom workflows has introduced new vulnerabilities to the amplification of misinformation and disinformation.

The Digital Platform Regulators Forum (DP-Reg) – which the ACMA is part of – notes that AI-generated fake images have been used in some news reports, raising fears that journalists may unknowingly publish false stories.<sup>87</sup> It cited a 2023 case where a handful of

small online news outlets, blogs and newsletters featured a fake war image sourced from Adobe Stock without marking it as the product of generative AI; it was not clear whether the publications were aware it was a fake image.<sup>88</sup> DP-Reg further referenced a survey of US-based journalists by Pew Research Center that found that 26% said they had reported on a story that was later found to contain false information.<sup>89</sup>

In its *Generative AI & Journalism 2025* report, the Centre of Excellence for Automated Decision-Making and Society (ADM+S Centre) also found:

... Most journalists interviewed were not aware of the extent to which AI is increasingly and often invisibly being integrated into both cameras and image or video editing and processing software. ... AI is sometimes being used without the journalists or news outlet even knowing.<sup>90</sup>

AI is also being used to fact-check content, but not always reliably.<sup>91</sup> During the 2025 LA protests, for instance, a photo of National Guard troops sleeping on the floor was wrongly identified by Grok and ChatGPT as being from Afghanistan in 2021, a claim that spread on X.<sup>92</sup> The *San Francisco Chronicle* later confirmed the photo's authenticity, prompting Grok to correct itself, noting there was no 'credible evidence' the photo was a fake.<sup>93</sup>

These examples illustrate how AI can undermine accuracy and trust, even when used for legitimate editorial purposes.

### **How industry sees the harm caused by AI**

News organisations express concerns about the harm caused by AI-generated misinformation and disinformation, such as eroding public trust in the media and undermining the credibility of news organisations and government institutions.<sup>94</sup>

The ABC says in its submission to the AI Select Committee inquiry, that AI-generated misinformation could 'flood the zone,' making it harder for the public to identify trustworthy news and increasing scepticism about all information.<sup>95</sup> Free TV Australia suggests that exposure to misinformation and disinformation, including AI-generated deepfakes, could affect consumers' ability to 'make informed decisions about public interest issues'.<sup>96</sup>

DP-Reg notes that multimodal foundational models (which it defines as a type of generative AI that can 'process and output multiple data types, such as text, images and audio') have the potential to spread misinformation and disinformation by generating realistic but false images, videos and audio, such as deepfakes of public figures or fabricated events.<sup>97</sup>

### **Industry responsibility**

At the same time, news organisations increasingly recognise their roles in the responsible and transparent use of AI and are developing guidelines to govern its application.

In its submission to the AI Select Committee, the Media, Entertainment and Arts Alliance (MEAA) argued that AI-generated content must be subject to human oversight to prevent misinformation, avoid bias and ensure factual accuracy. MEAA emphasised that responsibility for the production of such content must lie with the companies that oversee its production, as well as with AI developers.<sup>98</sup>

Major organisations have introduced formal principles. Nine Publishing released AI guidelines for its mastheads in January 2025, while the ABC amended its editorial standards in October 2025 to include the use of AI tools.<sup>99</sup> Its AI Principles commit the organisation to

accuracy and accountability, as well as transparency to ensure audiences understand how the ABC is using AI technologies.

Similarly, the Community Broadcasting Association of Australia (CBAA) updated its Codes of Practice in 2025, requiring radio broadcasters to exercise special care when reporting on contentious issues to avoid misinformation and disinformation.<sup>100</sup>

## Content creation

Australian media companies are increasingly using generative AI to cut costs and develop new content. Some examples include:

- News Corp – uses AI to generate local news stories on topics like weather and traffic.<sup>101</sup>
- ARN-owned digital radio station CADA – created an AI radio host (see discussion above).<sup>102</sup>
- Nine Publishing – produced over 60 articles in September 2024 by repurposing TV news segments for online content using its AI tool 9ExPress.<sup>103</sup>
- Cosmos Magazine – published 6 AI-generated articles as part of an experiment. The AI was not trained on Cosmos content but used it for fact checking.<sup>104</sup>
- Southern Cross Austereo – used AI to scrape local news from the internet, compile news bulletins and write stories.<sup>105</sup>

However, concerns remain about transparency. Some argue that audiences may not know when content is AI-generated, whether it is accurate or whether it reflects a range of views.<sup>106</sup> In its submission to the DISR's 2024 *Safe and Responsible AI in Australia Proposal Paper*, Free TV Australia warned that AI-generated news could expose people to misinformation and disinformation and affect their ability to make informed decisions.<sup>107</sup>

In addition, AI tools used in newsrooms to generate content can introduce errors. The ABC reported that Australian Community Media (ACM) was testing generative AI to edit stories, write headlines and come up with story ideas. In October 2025, a regional ACM journalist said an internal AI system had produced a false headline for their story that would have gone to print if they had not intervened, leaving them worried about other errors that might have gone unchecked.<sup>108</sup>

AI-generated media content is also affecting news media companies. Google's AI Overviews, launched in Australia in October 2024 followed by its AI Mode a year later, summarise topics using generative AI.<sup>109</sup> The summaries have been linked to reduced traffic to news websites because they push publisher links lower in search results, making them less visible to users.<sup>110</sup> While the revenue impact is currently small, media companies remain concerned about how easily their content will be found in the future.<sup>111</sup>

## Resourcing

Generative AI is also reshaping how businesses and employees operate by automating repetitive and technical tasks, freeing up time for more strategic or creative work.<sup>112</sup> While this presents new opportunities, the WEF notes it may also lead to job displacement and caution among workers about using AI.<sup>113</sup>

AI is already being used to create scripts, music, voices, visual effects and media articles, raising concerns about job security.<sup>114</sup> It is also being used to transform how content is

created across production, editing, distribution and marketing.<sup>115</sup> Accenture ranks media and entertainment among the top 5 industries most susceptible to AI automation, with journalism particularly affected.<sup>116</sup>

Although there have been no direct announcements of job losses due to AI in the Australian media sector, concerns persist, especially among journalists (see Box 3). These concerns intensified after Meta ended negotiations for new commercial agreements with Australian news publishers, triggering redundancies and newsroom closures. Timing of the adoption of AI has also raised questions.<sup>117</sup> News Corp, for example, reportedly began using AI for hyper-local news in May 2020, coinciding with the shutdown of the print editions of over 100 suburban and regional mastheads.<sup>118</sup>

In 2024, 16% of Australian journalists reported losing work or knowing someone who had due to generative AI adoption, a 33% rise from 2023.<sup>119</sup> Among those affected:

- 11% knew someone who had lost work, and 4% someone personally who had lost work
- 1% experienced both
- freelancers and contractors were the most affected.<sup>120</sup>

Michael Balk, MEAA Federal President, notes that increasing AI use could lead to job losses and deteriorating working conditions for journalists and creatives.<sup>121</sup>

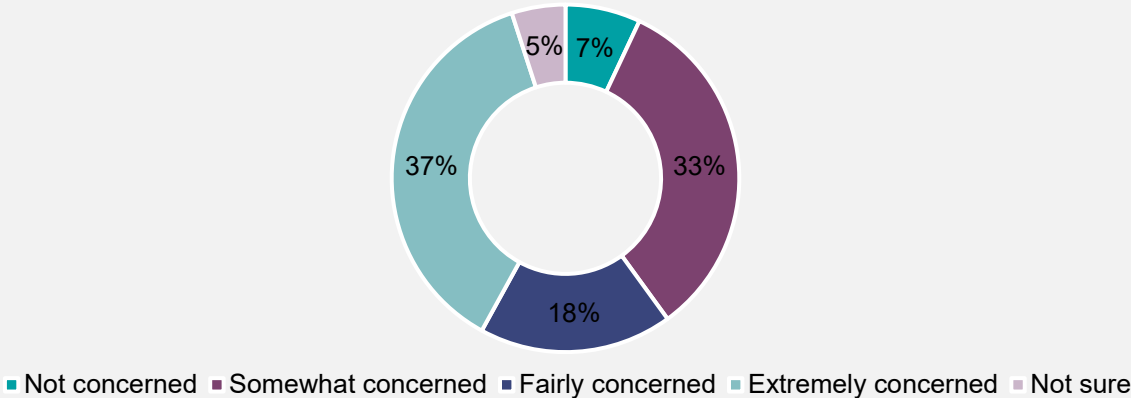
**Concerns of Australian journalists regarding the use of AI**

The 2025 Medianet survey of 521 Australian journalists found rising concern over AI use and adoption (Figure 4).<sup>122</sup>

While 74% of the journalists surveyed had not used AI in 2023, this decreased to 63% in 2024.

The views of journalists varied. Some described AI as ‘unethical.’<sup>123</sup> Others said they ‘refuse to use a technology that will take [their] job.’<sup>124</sup> While others saw it as a tool or assistant in their work.<sup>125</sup>

**Figure 4: Concern about impacts of generative AI and large language models on the overall integrity or quality of journalism**



Source: Medianet.<sup>126</sup>

Another impact of AI on resourcing is that many journalists may not have the skills to use it effectively. The ADM+S Centre's Generative AI & Journalism report found that 'journalists are poorly equipped to identify AI-generated or edited content, leaving them open to unknowingly propelling this content to their audiences'. This is partly because few newsrooms have systematic processes in place for vetting user-generated or community contributed visual material.<sup>127</sup>

# AI adoption in Australia's media sector

While Australian media companies have announced investments in AI and AI-based projects, the types of AI tools and services vary across TV, radio and news media.

This section provides a high-level summary of how and why TV, radio and news media businesses are using AI in Australia. (For a breakdown of each media company's AI-related initiatives see the summary at the end of this report.)

## AI adoption by TV networks

TV networks are using AI on their BVOD services primarily for audience measurement and viewer behaviours. This is to increase the amount of data and insights available for advertisers. Network Ten remains the only free-to-air broadcaster that has not announced any AI developments.

Gereurd Roberts, Managing Director of Seven Digital, states that generative AI is helping Seven improve audience insights and personalise both content and advertising.<sup>128</sup>

Catherine West, Nine Entertainment Chairwoman, says that Nine is focused on using generative AI to improve efficiency, develop new products and get more value from its content.<sup>129</sup>

## Radio

Radio networks are using AI primarily for audience insights, streamlining production and some content creation, especially in digital radio, as part of broader digital transformation efforts.

Hamish McLennan, ARN Media Chairman, says: 'Our strategic priorities are clear – create a digitised audio business that leverages technology and AI to simplify the operating model and create efficiencies'.<sup>130</sup>

Chris Johnson, SCA's head of digital and innovation, states that SCA is using SourceAI to personalise listening experiences and improve audience insights for better advertising.<sup>131</sup>

## News media

Australian news publishers have made fewer announcements about their direct use or adoption of AI, focusing instead on AI transparency guidelines and commercial agreements with AI companies wanting to access their news content.

News Corp is the exception to this development, having used generative AI to create news content and signing an agreement with OpenAI to allow access to its content. Robert Thomson, News Corp CEO, says: 'While certain other media companies prefer litigation, we prefer consultation, as the former is merely creating a gold rush for lawyers. Courtship is preferable to courtrooms'.<sup>132</sup>

Nine Publishing notes 'there must always be a human between any AI tool and our audience,' outlining its commitment to ethical and secure AI use in journalism.<sup>133</sup>

Will Hayward, Private Media CEO, states, 'It's critical that every publisher is doing what it can to build a sustainable model and for us, a core part of that is resisting any attempt from the scrapers to take our content without us being fairly compensated'.<sup>134</sup>

# Australian developments

This part focuses on AI developments in Australian media companies. The following is a detailed table of public announcements made between July 2021 and July 2025.

Company	Date	Use case and description
Seven West Media	September 2024	<p><b>Seven creates the ‘Seven AI Factory’</b> Seven announces it has set up the Seven AI Factory, a ‘dedicated generative AI and machine learning team.’<sup>135</sup> The team includes staff from AI company Databricks and Seven’s data and digital teams.</p> <p>The aim of Seven AI Factory is to:</p> <ul style="list-style-type: none"> <li>• accelerate creation of data-driven products across Seven</li> <li>• grow digital engagement</li> <li>• improve audience understanding</li> <li>• refine ad strategies across 7Plus and 7News digital platforms.</li> </ul>
Nine Entertainment	September 2023	<p><b>Self-serve ad platform</b> Nine announces its ‘Nine Ad Manager’ for its 9Now platform, allowing businesses to create AI-generated ads via prompts and marketing materials.<sup>136</sup></p> <p>The AI product is aimed at small to medium-sized businesses looking ‘to precisely target audiences’ using age, gender, demographics and postcode data.</p>
	July 2024	<p><b>Nine Publishing announces AI principles</b> Nine reportedly sends staff a memo with 5 ‘principles for AI use’ to ensure AI is being used responsibly.<sup>137</sup> It comes as Nine journalists seek better pay and protections from the use of AI.<sup>138</sup></p> <p>The 5 reported key principles are:<sup>139</sup></p> <ul style="list-style-type: none"> <li>• <b>Accountability:</b> Nine staff take responsibility for the work, content and journalism they produce. While AI can be used, Nine’s processes ‘start and end with humans’.</li> <li>• <b>Review:</b> Nine staff will critically examine AI-generated output and automated decision-making for accuracy and fairness.</li> </ul>

Company	Date	Use case and description
		<ul style="list-style-type: none"> <li>• <b>Transparency:</b> Nine will be transparent with consumers about the use of data for AI and provide declarations when AI has been used.</li> <li>• <b>Content:</b> Any AI used at Nine will be built, trained and developed as models in a closed Nine environment to ensure the models and data are protected, secured and confidential.</li> <li>• <b>Process:</b> When an AI tool is being developed or implemented internally, the staff who will use it will be involved in the testing, training and trialling of it.</li> </ul>
	September 2024	<p><b>Nine Publishing creates 60 articles using AI</b>            Nine Publishing notes in September 2024 that it has produced ‘more than 60 articles through AI-powered 9ExPress.’ These were created ‘by repurposing broadcast TV news segments as new content pieces for nine.com.au.’<sup>140</sup></p>
	January 2025	<p><b>General development</b>            Nine Publishing releases AI guidelines for its mastheads, covering the ethical use of AI-generated content in Nine’s print newsrooms.<sup>141</sup> The guidelines include:</p> <ul style="list-style-type: none"> <li>• <b>AI as an assistant:</b> Journalists and editorial employees are allowed to use assistive AI for initial research, to prompt ideas, analyse data or suggest headlines. AI will not be used to write stories for publication.</li> <li>• <b>Human verification:</b> Where AI tools are used for a task, the results must be critically checked and verified by a human before they are used.</li> <li>• <b>AI imagery:</b> AI will not be used to generate photo-realistic images or illustrations for publication, except in cases where the AI-generated nature of the image is the point of the story.</li> <li>• <b>AI labelling:</b> In the event that AI-generated material is published (text or imagery), it will be clearly labelled. The use of assistive AI does not require declaration.</li> <li>• <b>Privacy:</b> Private, confidential or sensitive information will not be fed into a third-party AI platform, including information from unpublished material.</li> </ul>

Company	Date	Use case and description
ABC	June 2024	<p><b>AI principles</b></p> <p>The ABC releases AI principles for staff, including:<sup>142</sup></p> <ul style="list-style-type: none"> <li>• <b>Serving audiences:</b> Use and experiment with AI only if it strengthens the services provided to audiences.</li> <li>• <b>Accuracy:</b> Staff are accountable for any ABC content created using AI.</li> <li>• <b>Openness and transparency:</b> Audiences will be informed about how the ABC is using AI technologies. This includes explaining to audiences how the AI model works.</li> <li>• <b>Protecting data:</b> Both ABC data and personal information given to the ABC by the public will not be given to AI services.</li> <li>• <b>Mitigating bias:</b> Seek to prevent bias in the AI data or algorithms used by the ABC.</li> <li>• <b>Respect for creators' rights:</b> Consider the rights of creators and rights holders when using AI.</li> <li>• <b>Experimentation and evaluation:</b> Continue to assess and experiment with AI technologies as they evolve. This includes identifying opportunities for innovation and mitigating potential risks for audiences and the ABC.</li> </ul>
	October 2025	<p><b>AI guidelines</b></p> <p>The ABC amends its July 2023 editorial guidelines to include the use of AI tools.<sup>143</sup> Only AI tools that have been approved for use are to be used in editorial content.</p> <p>The guidelines apply to all content produced, commissioned or acquired by the ABC, and to those commissioned to make content for the ABC (such as external producers). Key points include:</p> <ul style="list-style-type: none"> <li>• Editorial content at the ABC, including all outputs of AI tools, must be approved by a senior ABC staff member.</li> <li>• In the News division, <i>all uses</i> of AI tools in the production of audience-facing content must be referred to an editorial manager.</li> <li>• Audiences should generally be informed when AI tools are used in ABC content or its production.</li> <li>• Disclosure should be made in a manner appropriate to the format, such as using captions, on-screen graphics or in text clarification.</li> <li>• Where disclosure within content is impractical, reasonable efforts should be made to disclose to</li> </ul>

Company	Date	Use case and description
		audiences through other means (e.g. program pages, end credits, other ABC websites).
Paramount	May 2023	<p><b>Content localisation</b> Paramount Global notes it is using AI to help reduce costs, including for content localisation.<sup>144</sup></p> <p>Its Israel-based studio, Ananey, uses Deepdub Go's virtual AI studio to localise its content for global distribution. By using AI to localise trailers during early production, Ananey has attracted international distributors in buying rights to some shows before full production has ended.<sup>145</sup></p>
	July 2024	<p><b>AI-generated video summaries</b> Paramount Global presents on how it is using AI to add more personalisation to the services, retain views and reduce costs.<sup>146</sup></p> <p>Paramount highlights its use of AI to create more relevant and personalised recommendations for users. It does this through AI-automated summaries of content which include new metadata. This allows Paramount's algorithm to better identify and target users with content based on their viewing behaviour.</p>
Foxtel	October 2024	<p><b>Adgile agreement</b> Foxtel signs an agreement with Adgile to use Adgile's Catalyst tool across its linear and streaming content.<sup>147</sup></p> <p>This tool uses 'deep-learning AI' to allow brands and advertisers to access insights on their ad campaigns. This includes return on investment of the video ad spend.</p> <p>Foxtel says the tool will allow brands and advertisers to find the most cost-effective Foxtel service to advertise on.</p>
SCA	July 2021	<p><b>SCA invests in SourseAI</b> SCA invests in SourseAI, an 'AI and machine learning decision augmentation platform'.<sup>148</sup> SCA notes it is using SourseAI to identify behavioural insights and listener mood states. It will also be used 'in strategic decision making' across SCA teams and drive 'hyper-personalisation of content' for SCA audiences.</p>

Company	Date	Use case and description
	October 2023	<p><b>Self-serve ad platform</b> SCA posts a video demonstrating an AI-generated ad tool to LiSTNR’s self-serve advertising website in October 2023.<sup>149</sup></p> <p>The tool allows advertisers to generate AI-voiced ads for their businesses by submitting a 30-second script, prompting where they want to direct listeners (e.g. business address or website) and selecting the desired tone of voice for the advertisement.</p>
	March 2024	<p><b>SCA launches AdTech Hub</b> SCA launches its digital audio advertising tool, AdTech Hub, which uses AI to improve personalisation and targeting of audiences.<sup>150</sup> This allows advertisers to target audiences with ads depending on factors such as the weather, environment, mood or activity.<sup>151</sup></p>
	March 2025	<p><b>Super Hi-Fi agreement</b> LiSTNR signs an agreement with Super Hi-Fi to improve its curation processes using Super Hi-Fi’s Program Director tool.<sup>152</sup> This AI tool focuses on streamlining the workflow for curating, scheduling and operating radio stations.<sup>153</sup> LiSTNR notes the agreement enables new listening experiences and increased user engagement.</p>
ARN	November 2024	<p><b>AI-generated radio host</b> ARN-owned radio station CADA, used an AI-generated host created by ElevenLabs for its digital program <i>Workdays with Thy</i>, drawing criticism from the AAVA for lacking AI labelling.<sup>154</sup></p> <p>It prompted ARN’s CEO to describe the program, which aired for 6 months from November 2024, as an experiment and not the future of radio.<sup>155</sup></p>
	February 2025	<p><b>General development</b> ARN notes it is ‘leveraging technology and AI to deliver’ operational efficiencies,’ though no examples are given in its 2024 Annual Report.<sup>156</sup> These ‘operational efficiencies’ are likely tied to ARN’s cost-cutting targets.<sup>157</sup></p>

Company	Date	Use case and description
NOVA Entertainment	July 2024	<p><b>MoEngage agreement</b></p> <p>Nova Entertainment enters an agreement with MoEngage to access analytics tools and AI insights of its audience. NOVA seeks to use these tools to improve its decision-making processes and increase audience engagement.<sup>158</sup></p>
	August 2024	<p><b>Triton Digital agreement</b></p> <p>Nova Entertainment signs an agreement with Triton Digital to use Triton's Sounder platform, which applies AI to audio content to provide broadcasters with audience insights.<sup>159</sup> According to Triton Digital, this information can be used to:<sup>160</sup></p> <ul style="list-style-type: none"> <li>• target specific audiences</li> <li>• understand the suitability of audio content for advertisers</li> <li>• find unsuitable audio content that may harm the reputation of the company or advertiser, or both.</li> </ul>
Spotify	February 2023	<p><b>AI DJ feature</b></p> <p>Spotify announces its AI DJ feature which acts as a personalised music curator by generating a playlist of music for users based on their music tastes.<sup>161</sup> It also provides commentary about the songs. Users can give feedback to the AI DJ to improve how it tailors content for them.</p>
	September 2023	<p><b>AI voice translations</b></p> <p>Spotify announces its voice translation using AI feature for podcasts. It keeps the voice, characteristics and speech patterns of the podcast host when it translates the audio. Spotify believes this allows for podcast content to reach new international audiences.<sup>162</sup></p>
	April 2024	<p><b>AI playlist feature</b></p> <p>Spotify announces a feature which allows users to create personalised playlists using AI. Users can search using more specific prompts rather than just by genre, allowing them to create more personalised playlists.</p> <p>These prompts may reference places, animals, activities, colours or emojis. Example prompts given by Spotify include 'an indie folk playlist to give my brain a big warm hug' or 'relaxing music to tide me over during allergy season'.<sup>163</sup></p>

Company	Date	Use case and description
	April 2025	<p><b>AI-generated audio ads</b></p> <p>Spotify announces free audio ad creation tools which use generative AI.<sup>164</sup> Advertisers can write the message they want to advertise and then choose the AI-generated voice they wish to advertise with.<sup>165</sup> Spotify believes this ad format will attract businesses seeking to ‘quickly produce high-quality audio ads tailored for music and podcast listeners’.<sup>166</sup></p>
News Corp	May 2024	<p><b>OpenAI agreement</b></p> <p>News Corp enters an agreement with OpenAI, granting OpenAI access to its current and archived publications for training and referencing in its AI models. Some of these publications include <i>The Australian</i>, news.com.au, <i>The Daily Telegraph</i>, <i>The Courier Mail</i>, <i>The Advertiser</i> and <i>Herald Sun</i>. The partnership does not include access to content from News Corp’s other businesses.<sup>167</sup></p>
Guardian Media Group	February 2025	<p><b>OpenAI agreement</b></p> <p>Guardian Media Group signs an agreement with OpenAI, although the financial details are not disclosed.<sup>168</sup></p> <p>Under the agreement, Guardian Media Group’s journalism archive will be available for ChatGPT to cite as news sources in response to prompts. The Group will gain access to ChatGPT Enterprise to develop new products, features and tools.</p>
Netflix	May 2025	<p><b>Using AI to search for content</b></p> <p>Netflix announces an update to its user experience and interface, including the initial rollout of an AI search feature.<sup>169</sup></p> <p>This allows users to search for shows and movies using natural, conversational phrases. Instead of searching by title or genre, users can broadly search using phrases like ‘I want something funny and upbeat’. Netflix believes this will allow users to better discover content and make it easier for users to decide what they want to watch.<sup>170</sup></p> <p><b>AI-generated ads</b></p> <p>Netflix announces it will use AI-generated advertising in 2026. While the full details are yet to be released, it means viewers might see an ad that blends in with the show they are watching.<sup>171</sup></p>

Company	Date	Use case and description
Amazon	November 2024	<p><b>General developments</b> Amazon details several AI capabilities added to Amazon Prime Video, including:<sup>172</sup></p> <ul style="list-style-type: none"> <li>• <b>Dialogue boost:</b> An AI tool that analyses audio and identifies points where dialogue is hard to hear. It then isolates and increases the volume of dialogue so it can be heard clearly.</li> <li>• <b>Audio description:</b> An AI tool that identifies gaps in dialogue to create more audio description for shows and movies. This aims to make content more accessible to blind and visually impaired customers.</li> <li>• <b>Recommendation algorithm:</b> An AI tool that uses user data to recommend content focused on specific details like similar plot points, characters and story arcs to better tailor recommendations to user tastes.</li> <li>• <b>X-Ray recaps:</b> A generative AI-powered tool that creates brief, easy-to-digest summaries of series users have watched. It can identify and create recaps based on full seasons, single episodes or partially watched episodes.</li> </ul>
	March 2025	<p><b>AI-powered dubbing</b> Amazon Prime Video announces it will start to offer AI-aided dubbing on select licensed movies and series. For quality control, localisation professionals work with the AI to ensure its accuracy. This allows Amazon to localise titles which would not otherwise have been accessible to international audiences.<sup>173</sup></p>
	May 2025	<p><b>Audible announces AI narration tool</b> Amazon announces an AI tool for Audible which allows publishers to turn their text-only books on Audible into audiobooks.<sup>174</sup></p> <p>The AI currently has ‘more than 100 AI-generated voices across English, Spanish, French and Italian with multiple accent and dialect options.’ Publishers can either produce this content themselves or allow Audible to manage the end-to-end production of making an AI-voiced audiobook.</p> <p><b>AI advertising formats</b> Amazon announces new advertising formats which use AI to give context-based ads to users based on the content they are watching.<sup>175</sup></p>

Company	Date	Use case and description
		<p>The AI-generated ads appear when a user pauses what they are watching, being ads that complement the paused image and its scene on-screen.</p>
Disney+	February 2024	<p><b>Context-based AI advertising tool</b>  Disney+ announces its new AI tool called 'Magic Words.' This allows for contextual advertising on its Disney+ and Hulu streaming services.</p> <p>It uses a combination of AI and machine learning to analyse and tag scenes across its content. These descriptive tags identify the contents of a scene such as its imagery and mood, enabling advertisers to select tags that align with their messaging and target specific audiences.<sup>176</sup></p>

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