



Caretta
Research

AI in Entertainment, Sport, and Media

Presentation for ICAEW

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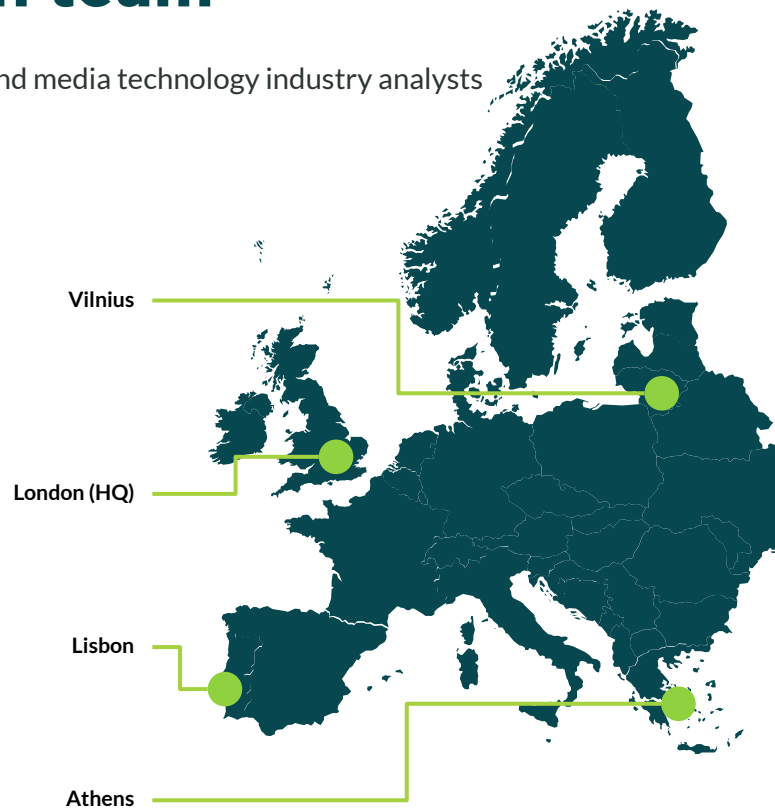
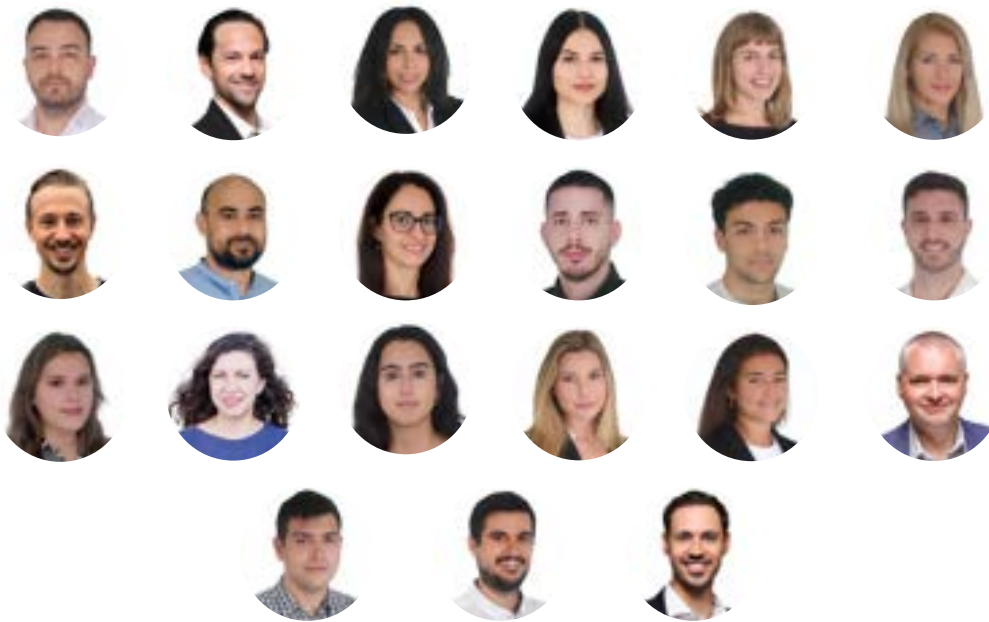
July 2025



A quick intro to Caretta Research team

Caretta Research is the world's biggest and most-experienced team of broadcast and media technology industry analysts

20+ people | 200+ years of experience | Based in four European locations



Key information in Caretta Portal

What you can do with Caretta Portal across media tech, media and telecoms, ad tech, and sports rights



Competitors

4,000+ vendors - helping you identify and understand competitors and their offerings



Deployments

30,000+ deployments - including vendor, product, buyer, date of deployment and type



Buyers

6,000+ buyers - helping you identify, understand and target prospects



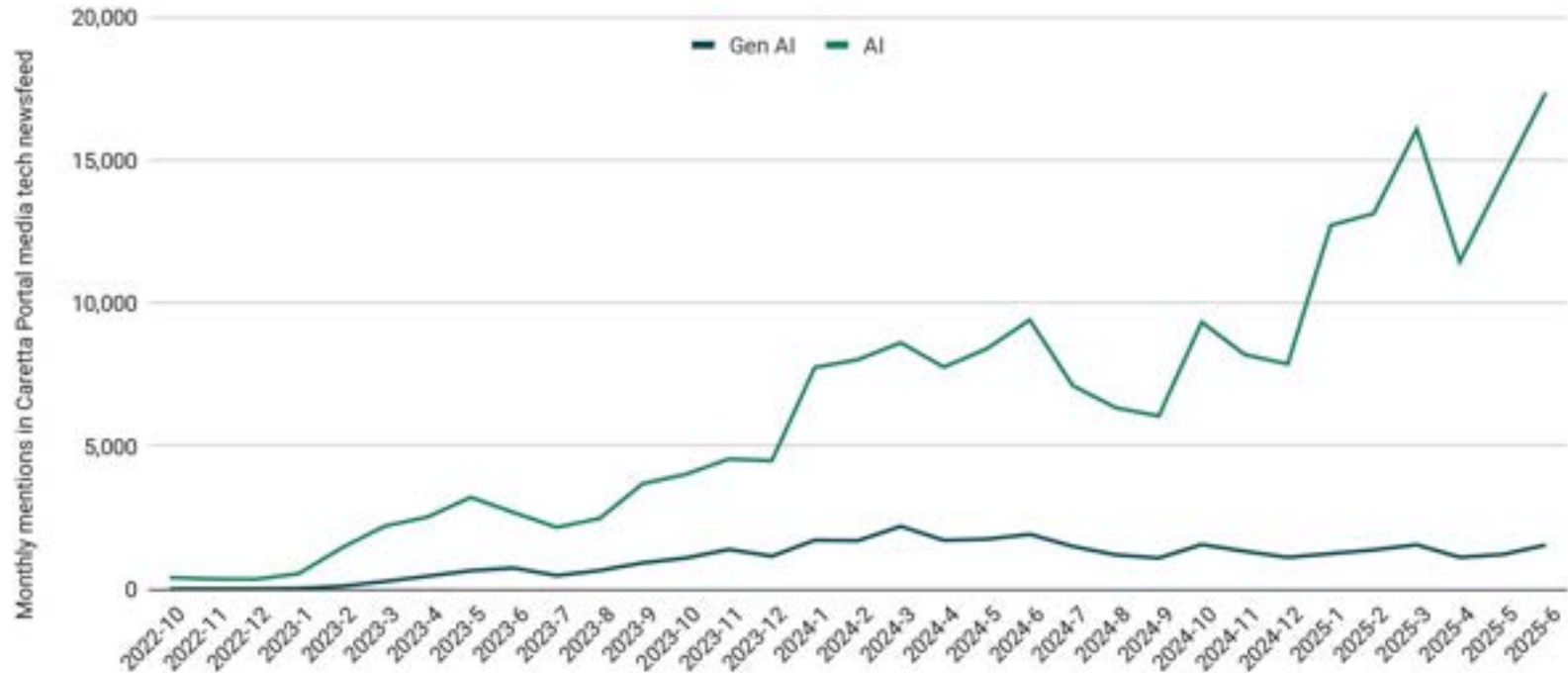
Market sizing

Market sizing - split regionally, across 160 sub-segments with market share analysis

Is AI steak or sizzle?

- The meaning of 'AI' changes over time ('whatever machines can't do')
- Historically, whatever we call 'AI' just becomes software, once it works
- But maybe this time it's different...

Gen AI hype peaked as AI became a feature



Source: Caretta Portal

How important will AI be in the media industry?

48%

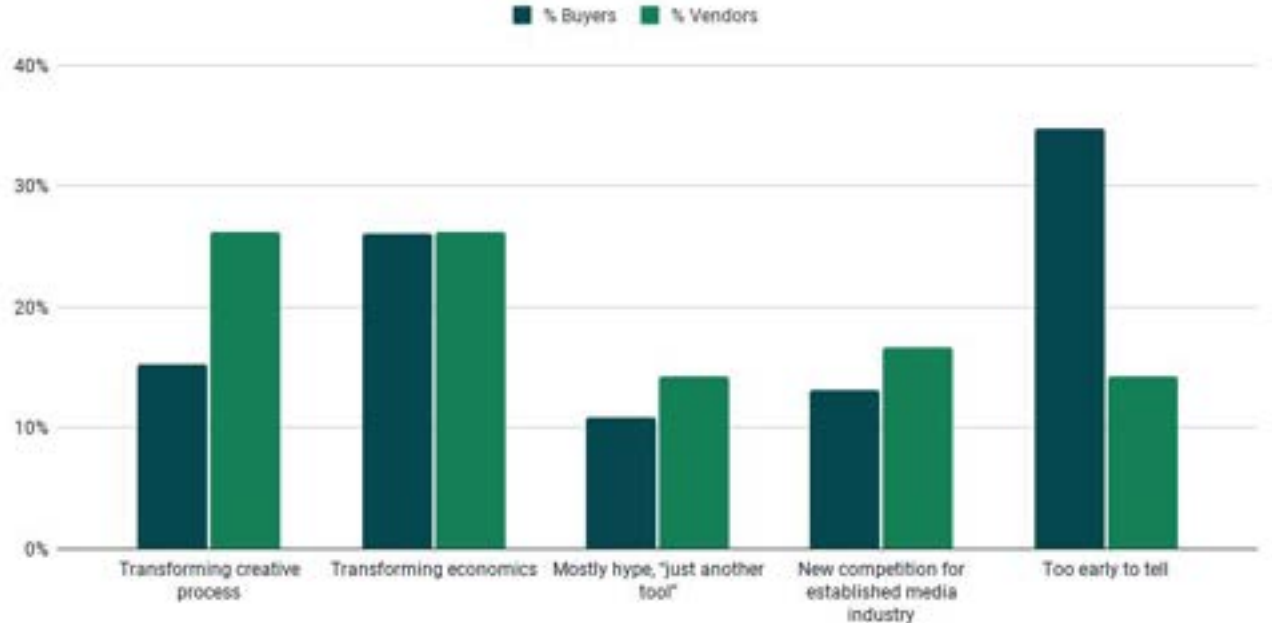
of media tech buyers and

53%

of vendors...

think AI will have “major impact” on the broadcast and media industry

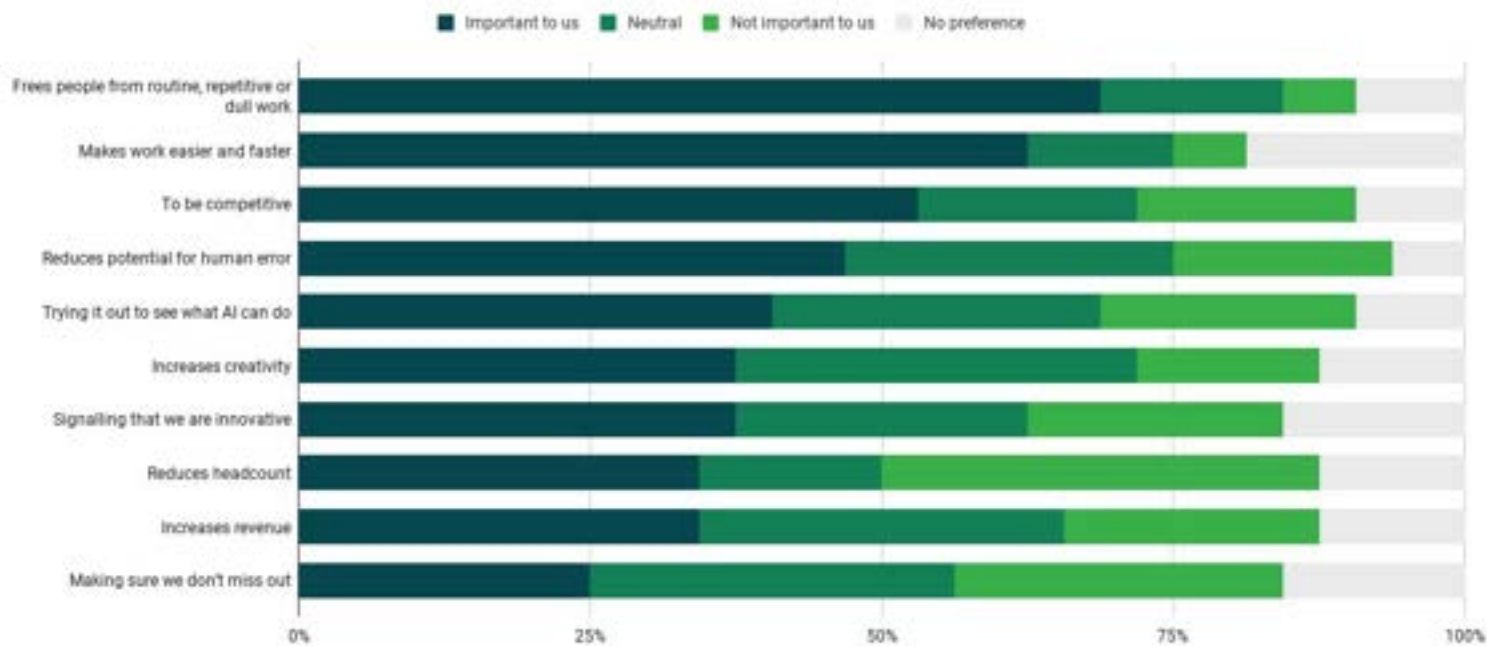
The impact of AI technology in broadcast and media



Source: Caretta Research

Slaying the busy work is driving AI adoption

Buyers: reasons for using AI



Source: Caretta Research

61%

replacing or assisting
operational tasks

18%

replacing or assisting
creative tasks

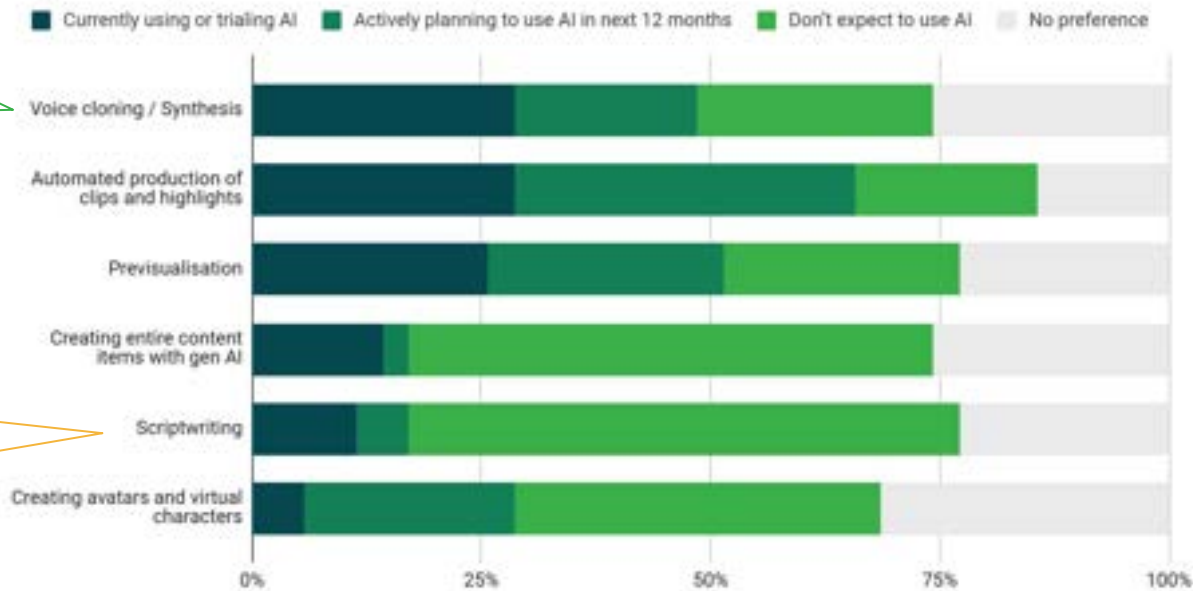
AI is being used for complex technical tasks

Major opportunity to support vendors in getting decent AI features into their products

While in reality, most gen AI is focused on tightly defined and highly complex tasks

Product investment is towards more general purpose task such as script-writing and video editing where the need is less clear

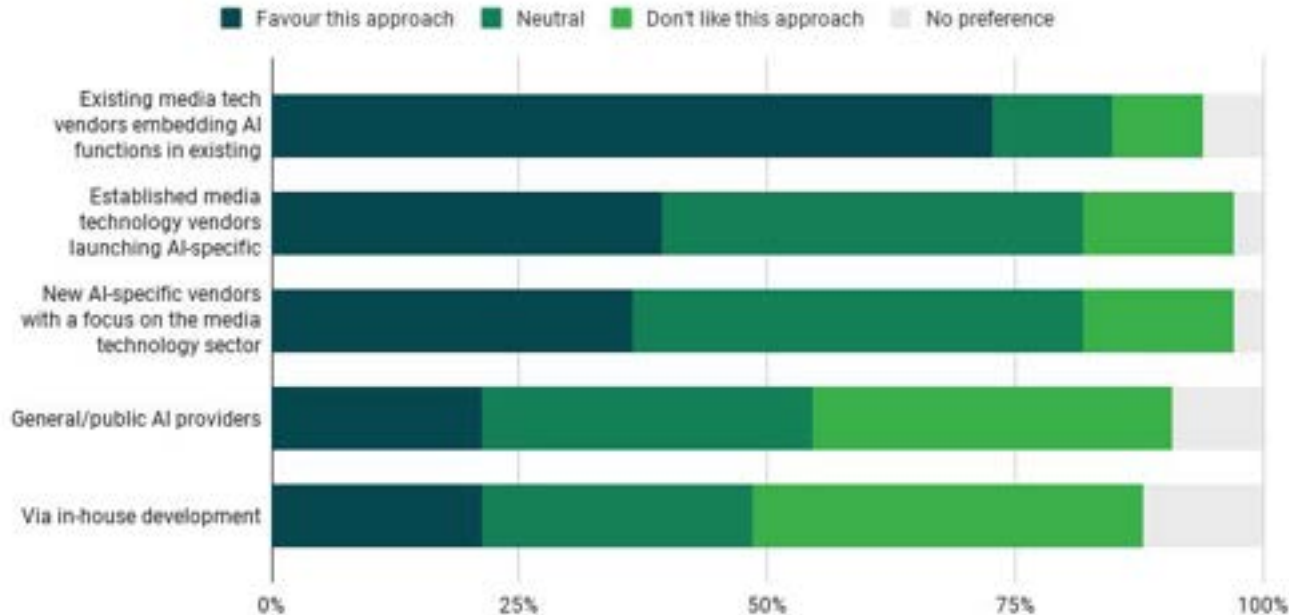
Buyers' adoption of AI in content production workflows



Source: Caretta Research

Buyers want AI as part of their standard tools

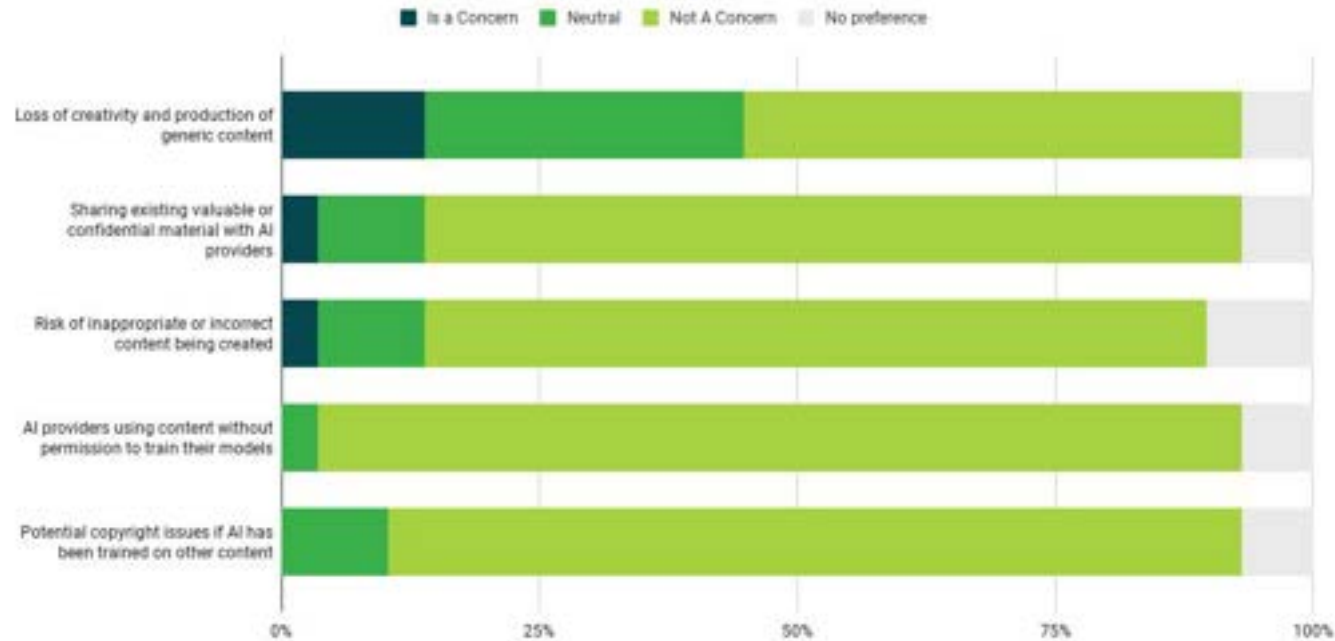
Buyers' approaches to deploying AI technology



Source: Caretta Research

Biggest fear is a loss of creativity

Buyers' fears about the impact of AI on the creative process and content

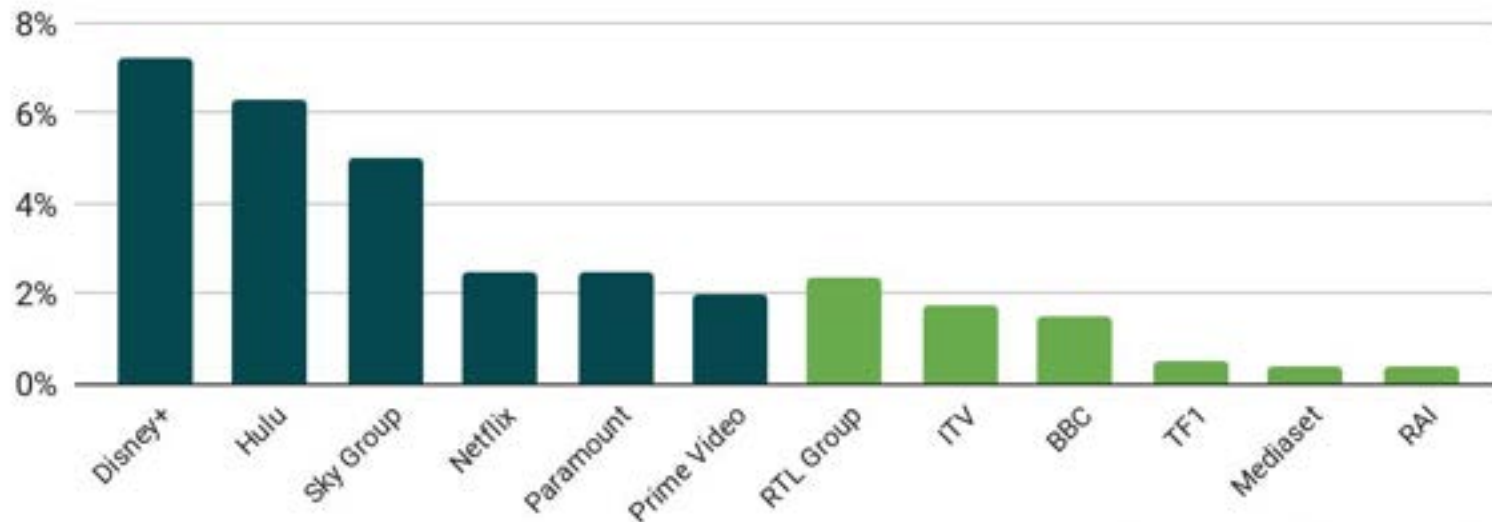


Source: Caretta Research

Not everyone has scale to implement AI

The biggest bottleneck right now is having staff who can implement AI tools

Number of developers as a proportion of overall workforce



Source: Caretta Research

Thank you

Ask us a question

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