

ICAEW: AI in entertainment, sport, and media

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Our Media Industry Outlook report brings together the insights and perspectives of 250 UK media business leaders across sectors including gaming, marcoms and television. Building on our 2024 findings, this year's report sheds light on the evolving challenges and opportunities shaping the industry today. Scan the QR code to download our full report:



UK sports industry outlook: we surveyed 50 sports organisations, including football clubs and motorsport teams, to shine a light on the opportunities and challenges facing this growing industry.



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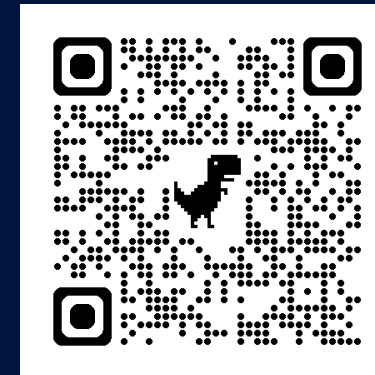
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