# The evolving landscape of advertising in the age of AI



As businesses across various sectors increasingly pivot to artificial intelligence (AI) automation, the impact on operational efficiency and growth is becoming increasingly evident. The role of generative AI is gaining traction, with numerous companies exploring its potential in creative fields and advertising. According to a report from Digiday, AI-generated content is on the rise, leveraging tools from organisations like OpenAI, Meta, TikTok, and others to produce video ads at a fraction of the cost while also streamlining the creative process.

The automation of advertising creation is expected to save companies significant time and money. Noteworthy examples include Coca-Cola and Toys”R”Us, both of which have employed AI-generated advertising in their marketing strategies. This trend highlights a shift in how businesses view creative production, demonstrating a blend of human creativity and technological efficiency. Jason Boggs from Coca-Cola articulated the dual nature of this innovation, stating that "there are still human minds behind what the technology creates." This combination of AI and human input could prove crucial as companies continue to refine their advertising strategies.

One industry sector particularly impacted by AI and automation is streaming. The landscape is evolving rapidly, as evidenced by Netflix and Amazon securing broadcast rights for significant sporting events, such as the NBA and the Women's World Cup. Digiday reports that Amazon's entry into streaming NBA games on Prime Video not only expands its advertising inventory but also capitalises on live sports as a lucrative advertising avenue. The surge in ad-supported streaming options—43% of subscription services are now ad-supported—signals a substantial shift in consumer trends and an opportunity for advertisers to reach larger audiences.

Businesses are not only adapting their advertising strategies but are also reshaping their organisational structures to accommodate shifts in consumer behaviour and technological advancements. Significant deals, such as Walmart's acquisition of Vizio, suggest a broader trend of consolidation that may reshape the media landscape. As traditional TV networks reassess their roles within the burgeoning streaming ecosystem, there is potential for further mergers and acquisitions.

Concerns about regulatory changes are also surfacing, particularly with the anticipated decisions surrounding TikTok in the United States. Should TikTok be banned or sold, platforms like YouTube Shorts and Instagram Reels could fill the void previously occupied by the popular short-form video app, creating new competitive dynamics within digital video marketing.

With generative AI on the rise and its applications becoming more pronounced, many firms are likely to continue investing in these technologies to drive growth and enhance operational efficiency. As AI-generated ads become commonplace, the creative industry may see substantial shifts in methodology and production processes, leading to potentially transformative changes within the advertising landscape.

Overall, the integration of AI automation across various industries—from streaming to advertising—continues to illustrate a dynamic evolution in business practices, offering opportunities for innovation and enhanced consumer engagement as companies adapt to the changing market landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://customerthink.com/how-ai-automation-can-supercharge-your-business-efficiency/> - This article explains how AI automation transforms businesses by automating processes, increasing efficiency, and driving innovation, which supports the overall impact of AI automation on operational efficiency and growth.
* <https://kadence.com/en-us/generative-ai-for-marketing-and-creative-campaigns/> - This source details the role of generative AI in creative fields and advertising, including its ability to produce content like video ads, which aligns with the rise of AI-generated content in advertising.
* <https://kadence.com/en-us/generative-ai-for-marketing-and-creative-campaigns/> - This article discusses how generative AI enhances the creative process in marketing, allowing for personalized and engaging content, which corroborates the blend of human creativity and technological efficiency in advertising.
* <https://generai.io/top-5-benefits-of-ai-generated-video-ads-for-your-business/> - This source highlights the cost-effectiveness and time-saving aspects of AI-generated video ads, supporting the claim that AI-generated advertising saves companies significant time and money.
* <https://generai.io/top-5-benefits-of-ai-generated-video-ads-for-your-business/> - This article explains how AI-generated video ads enable businesses to respond quickly to market trends and maintain a competitive edge, which is relevant to the adaptation of advertising strategies.
* <https://insideainews.com/2024/11/15/ai-automation-a-new-era-in-business-efficiency-and-innovation/> - This source discusses how AI automation is reshaping business operations, including streamlining processes and enhancing decision-making, which supports the broader impact of AI on business efficiency and innovation.
* <https://insideainews.com/2024/11/15/ai-automation-a-new-era-in-business-efficiency-and-innovation/> - This article mentions the empowerment of employees through AI automation, allowing them to focus on strategic and creative work, which aligns with the reshaping of organizational structures to accommodate technological advancements.
* <https://kadence.com/en-us/generative-ai-for-marketing-and-creative-campaigns/> - This source provides examples of how generative AI is used in marketing campaigns, such as dynamic adjustments based on consumer behavior, which supports the shift in how businesses view creative production.
* <https://generai.io/top-5-benefits-of-ai-generated-video-ads-for-your-business/> - This article explains the efficiency and scalability of AI-generated video ads, which is crucial for businesses adapting their advertising strategies in the streaming and digital video marketing landscape.
* <https://customerthink.com/how-ai-automation-can-supercharge-your-business-efficiency/> - This source discusses the challenges and benefits of AI automation, including ethical concerns and the need for skilled workers, which is relevant to the broader discussion on regulatory changes and technological advancements.