# Artificial intelligence reshapes media and advertising at CES 2025



At CES 2025, a prominent tech exhibition in Las Vegas, the role of artificial intelligence (AI) in reshaping media and advertising has emerged as a pivotal topic. Silvia Candiani, Microsoft’s Vice-President of Telecommunications, Media, Entertainment and Gaming, provided her insights on the future trajectory of AI during her conversation with The Drum. Candiani described AI as a transformative force that is not merely a concept of the future but is actively altering the landscape of various industries.

During her interview, Candiani remarked, "We’ve seen the fastest pickup of this technology out of all technologies in the last few years,” indicating the unprecedented speed at which AI tools are being integrated into daily life. She highlighted the growing presence of AI in businesses, noting that as of 2024, 75% of companies reported using AI to some extent, a significant increase from 55% in 2023. With AI becoming ubiquitous, the stakes for companies to implement it effectively and ethically are higher than ever.

A significant focus of Candiani's predictions is the anticipated rise of AI agents, multifunctional tools that are increasingly becoming a staple beyond their traditional customer service roles. Major companies such as OpenAI, Salesforce, and Hubspot are investing in customizable bots capable of autonomously managing specific tasks. Candiani drew an analogy between these agents and "apps of the AI world," each tailored to meet particular needs within the media and entertainment sectors.

She highlighted Microsoft’s AI-powered chatbot, Copilot, as a potential gateway for users to engage with AI technology. Candiani anticipates that in the near future, these specialised agents will significantly enhance workflows by automating tasks like content localisation and optimising programming schedules, ultimately streamlining operations.

In addition to the anticipated growth of AI agents, Candiani discussed the broader implications of AI and machine learning for content creation and personalisation in advertising. She expressed enthusiasm for the ability to transform a single piece of content into various formats while adhering to brand guidelines. This capability could drastically decrease production time and costs for businesses. "One of the areas that I’m most excited about is engaging consumers and monetizing in a different way,” she stated, emphasizing the potential of generative AI in crafting personalised marketing messages for consumers.

Furthermore, her insights were echoed by the recent developments in platforms like TikTok, which is rolling out AI-driven avatars for brands and creators. She envisions a future where marketing transitions from a one-way broadcast model to a more interactive dialogue with consumers.

Candiani also addressed the longstanding issue faced by marketers regarding the inefficiency of advertising budgets. She noted, "You know the famous saying, ‘50% of my marketing spend is going to be wasted – I just don’t know which 50%.’” However, she believes that the integration of AI is paving the way for enhanced performance marketing, allowing businesses to gain insights into the effectiveness of their marketing strategies.

Despite her enthusiasm, Candiani remains acutely aware of the ethical challenges accompanying the rapid expansion of AI technology. Issues related to consumer data privacy, intellectual property rights, and content transparency continue to be critical concerns for businesses venturing into AI. “We’ve built all of our tools in order to have [privacy] at the heart of what we do,” Candiani affirmed, illustrating that data privacy remains foundational to Microsoft’s approach to AI.

She explained that to ensure adherence to ethical guidelines, Microsoft has established a set of principles covering fairness, accountability, privacy, and security for both internal and external AI applications. The company is also developing tools to help organisations align their practices with these principles, thereby allowing for the detection of any ethical violations.

With US states beginning to introduce regulations governing AI usage, the industry is likely to navigate a landscape fraught with challenges. Nonetheless, Candiani is optimistic about the future enhancements AI will bring to media, envisioning a more diverse ecosystem that lowers barriers for independent content creators and increases variety in media offerings.

In summary, the ongoing discourse around AI at CES 2025 reflects a growing recognition of the technology's potential to redefine business practices while navigating the ethical complexities that accompany such a transformation. As organisations aim to harness AI’s capabilities, the focus will be on balancing innovation with responsibility in an ever-evolving digital landscape.

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

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