# The future of media buying and planning in an AI-driven world



The landscape of media buying and planning is witnessing significant transformation as highlighted by Sir Martin Sorrell, a prominent figure in the advertising sector. Speaking at StreamNext 2025, hosted by Amazon MX Player, Sorrell elaborated on the critical changes affecting how media will be bought and planned in the near future.

One major trend identified by Sorrell is the rise of algorithmic media buying, a shift that is swiftly replacing traditional methods that traditionally involved extensive manpower. He pointed to Meta’s Advantage+, an AI-powered platform that automates aspects of advertising creation, planning, and buying, as an illustration of how this technology is already being adopted widely. According to Sorrell, this platform has achieved a remarkable run rate of $20 billion and is particularly advantageous for small and medium-sized businesses, showcasing the potential of artificial intelligence to enhance marketing efficiency and reach. "In the next two to three years, algorithmic media buying will dominate, and many manual jobs in media planning will be replaced by automated processes," Sorrell remarked.

The implications of these advancements indicate a considerable decline in traditional roles within media planning. With AI and machine learning playing a pivotal role, the manual oversight currently performed by media planners is expected to diminish. Instead of overseeing campaigns directly, businesses will increasingly rely on algorithms to make real-time media buying decisions. Although this will result in fewer media planner positions, the remaining professionals will focus more on interpreting AI outputs, refining strategies, and analysing performance data.

A further exploration of AI’s capabilities reveals its potential to provide hyper-personalised content at an unprecedented scale. Sorrell highlighted examples from Amazon, indicating that campaigns could now generate as many as 1.5 million variations of a single asset. As production costs decrease, this capability could lead to substantially heightened audience engagement and improved campaign metrics.

Sorrell also emphasized the necessity for brands to remain agile in an ever-evolving advertising landscape. He noted that ongoing global political and economic shifts present continuous challenges that require brands to adapt swiftly. The advertising process has become dynamic, demanding responsive strategies based on real-time insights. "In a world increasingly dominated by volatility, agility is key," he stated, resonating the sentiment that brands must abandon traditional decision-making methods in favour of flexible approaches.

Beyond media buying, Sorrell pointed out that AI and cloud technologies are creating efficiencies throughout the advertising sector. Collaborations involving AWS, Adobe, and NVIDIA have facilitated remarkable cost reductions—reported as high as 80-90%—in broadcasting, which previously demanded significant financial investment in infrastructure.

Sorrell's reflections also touched on the concept of the democratization of knowledge within organisations. Drawing parallels with Jensen Wang, CEO of NVIDIA, he suggested AI can help flatten hierarchies, enabling wider access to Crucial data. This shift is expected to foster better collaboration and insights across teams, enhancing marketers' understanding of their audiences.

Furthermore, Sorrell posits that AI could serve as a great equalizer in the advertising industry, dismantling traditional barriers to advanced knowledge and expertise. The effective management of data, particularly first-party data as privacy regulations evolve, will become crucial. Firms that master the internalisation of data functions will gain significant competitive advantages in the advertising landscape.

The global advertising spend currently stands at an impressive $1 trillion annually, with digital advertising accounting for a substantial portion, totalling $700 billion. Sorrell provided insights into platform dominance, revealing Alphabet (Google) captures the largest share with $250 billion, or 25% of total ad spend, followed closely by Meta at $160 billion, and emerging frontrunners like Amazon and TikTok also gaining ground.

In conclusion, Sorrrell’s observations provide a clear vision of an advertising industry on the cusp of an AI-driven future. The anticipated decline of traditional roles in media planning and buying will concurrently craft new opportunities for marketers to capture consumer engagement in more personalised and efficient manners. The industry's trajectory will be defined by agility, mastery of first-party data, and the embracing of transformative technologies.

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

## References

* <https://www.medianews4u.com/media-buying-and-planning-will-become-predominantly-algorithmic-and-automated-sir-martin-sorrell/> - This article supports Sir Martin Sorrell's predictions about the rise of algorithmic media buying and its impact on traditional roles in media planning.
* <https://www.medianews4u.com/media-buying-and-planning-will-become-predominantly-algorithmic-and-automated-sir-martin-sorrell/> - It highlights Meta's Advantage+ as an example of AI-powered advertising platforms and discusses the importance of first-party data in the evolving advertising landscape.
* <https://www.storyboard18.com/brand-marketing/businesses-must-take-back-control-in-an-ai-driven-future-s4s-martin-sorrell-55132.htm> - This article emphasizes Sorrell's views on agility and the need for businesses to take back control in an AI-driven future, especially regarding data management.
* <https://www.medianews4u.com/media-buying-and-planning-will-become-predominantly-algorithmic-and-automated-sir-martin-sorrell/> - It discusses how AI and cloud technologies are improving efficiency across the advertising sector, including significant cost reductions in broadcasting.
* <https://www.medianews4u.com/media-buying-and-planning-will-become-predominantly-algorithmic-and-automated-sir-martin-sorrell/> - The article explores AI's role in personalizing content at scale and its potential to boost campaign performance.
* <https://www.medianews4u.com/media-buying-and-planning-will-become-predominantly-algorithmic-and-automated-sir-martin-sorrell/> - It touches on the democratization of knowledge within organizations and AI's potential to flatten hierarchies.
* <https://www.medianews4u.com/media-buying-and-planning-will-become-predominantly-algorithmic-and-automated-sir-martin-sorrell/> - The article highlights the dominance of digital platforms in global advertising spend, with Alphabet (Google) leading the market.
* <https://www.medianews4u.com/media-buying-and-planning-will-become-predominantly-algorithmic-and-automated-sir-martin-sorrell/> - It provides insights into the growing importance of Amazon and TikTok in the digital advertising landscape.
* <https://www.storyboard18.com/brand-marketing/businesses-must-take-back-control-in-an-ai-driven-future-s4s-martin-sorrell-55132.htm> - This article supports Sorrell's emphasis on agility and the strategic importance of first-party data in the face of evolving privacy regulations.