

**Oliver & Ohlbaum**

# UK Television Production Survey

Financial Census 2024 – AI Annex

July 2024

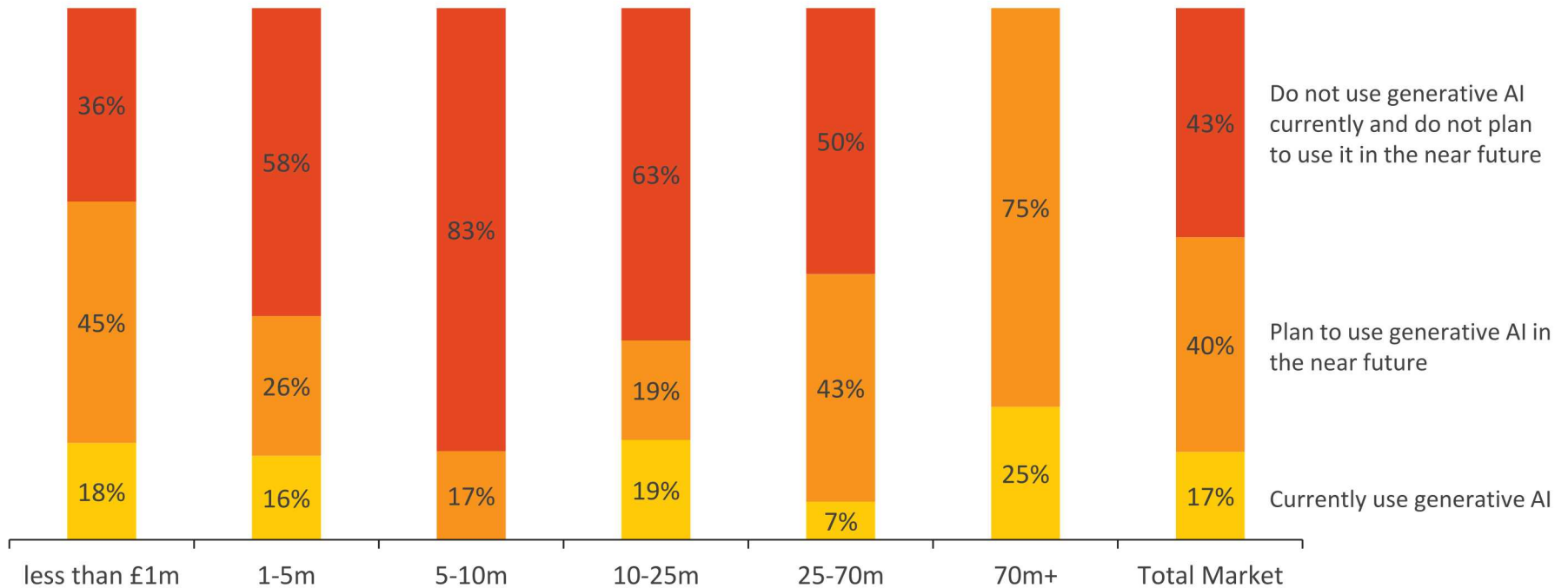
# 57% of producers used AI in their production process or planned to use gen AI soon

All producers within the £70 million+ turnover band either used AI already or planned to use generative AI in the near future. Those earning less than £1 million had also been fast to adopt this new technology

## Producers approach to Generative AI

% of producers

Question: Do you currently use generative AI (e.g. ChatGPT) to aid in the production process?, Do you think you will begin to use generative AI in the near future?



Note: Question sample size 70 producers in FY2023, Overall percentages are scaled to account for make-up of the market  
 Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

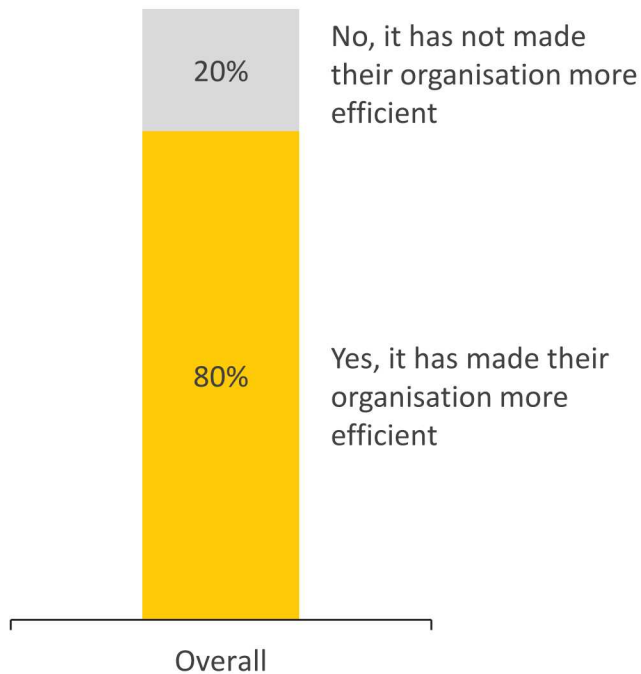
# Those who used gen AI found it increased their company's efficiency

80% of those that used generative AI agreed that it made their company more efficient. Gen AI was being used in development, pre-production and post-production as well as transcription

## Effectiveness of gen AI

% of producers' responses

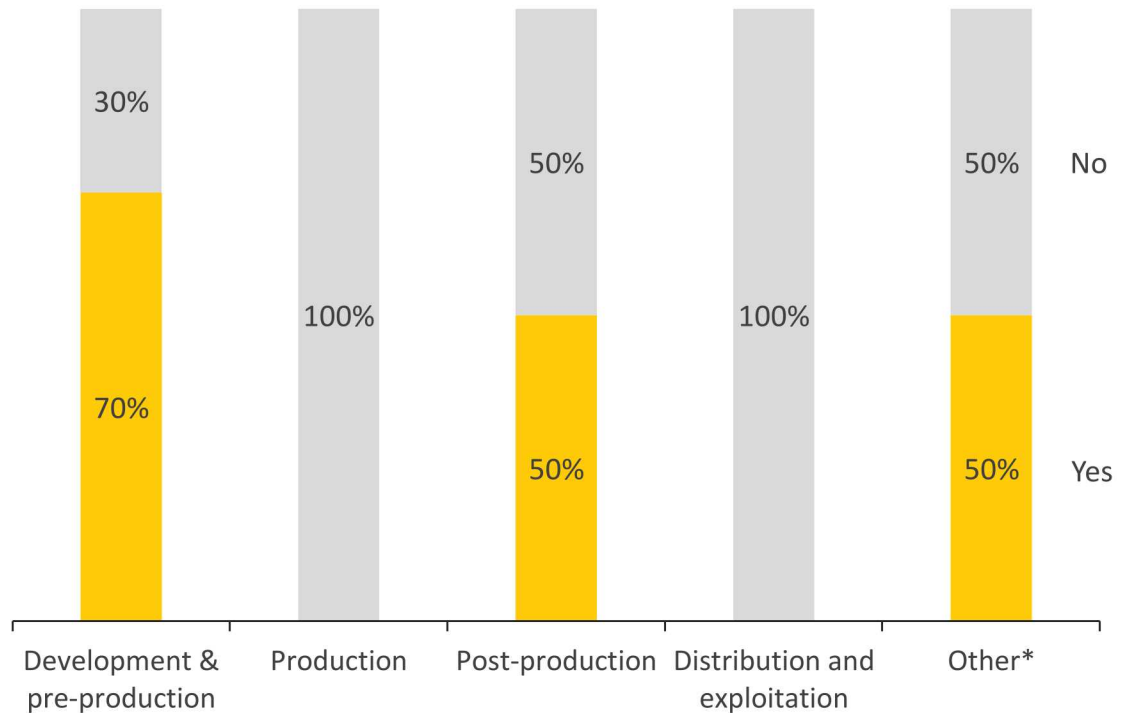
Question: Do you think [generative AI] has made your organisation more efficient?



## Where producers were utilising gen AI

% of producers' responses

Question: During which stages of the production process are you using generative AI?



Note: Question sample size 10 producers in FY2023, Overall percentages are not scaled. \*Examples given by producers for other included image generation and transcription

Source: Pact UK Television Production Census 2024, Oliver & Ohlbaum analysis

# Oliver & Ohlbaum

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