



# AI & Audiences

How audiences feel about AI and the use cases with the greatest potential

**DEC  
2025**



**EXCERPT OF FINDINGS**



The relationship between AI  
and Hollywood has shifted  
to a new gear

# 2023 - 2024: **Fear and Conflict**

Upon broad release, AI was perceived as enemy #1 – of art, jobs, and intellectual property.

During 2023 SAG-AFTRA and WGA strikes, protections against AI were a central pillar. And companies from every facet of media – from Universal Music Group to the New York Times to the Author's Guild – filed lawsuits against AI companies.



# 2024 - 2025: Cautious Experimentation

Litigation continues – but studios also explore applying AI to production workflows like editing and visual effects, recognizing the potential for greater efficiency. 1,250 attend the AI on the Lot conference (up from 650 in 2023.)



# 2026 and beyond: **Collaboration?**

At the end of 2025, we see growing signs of controlled collaboration, even in areas like generating content and leveraging IP.

Disney announces a \$1B strategic partnership with OpenAI, including generation of video using Disney IP and characters – an unthinkable partnership even a short time ago





# The big question:

These new developments only matter if consumers want the new AI applications companies are creating

...and if they will accept art made with the efficiencies AI makes possible.

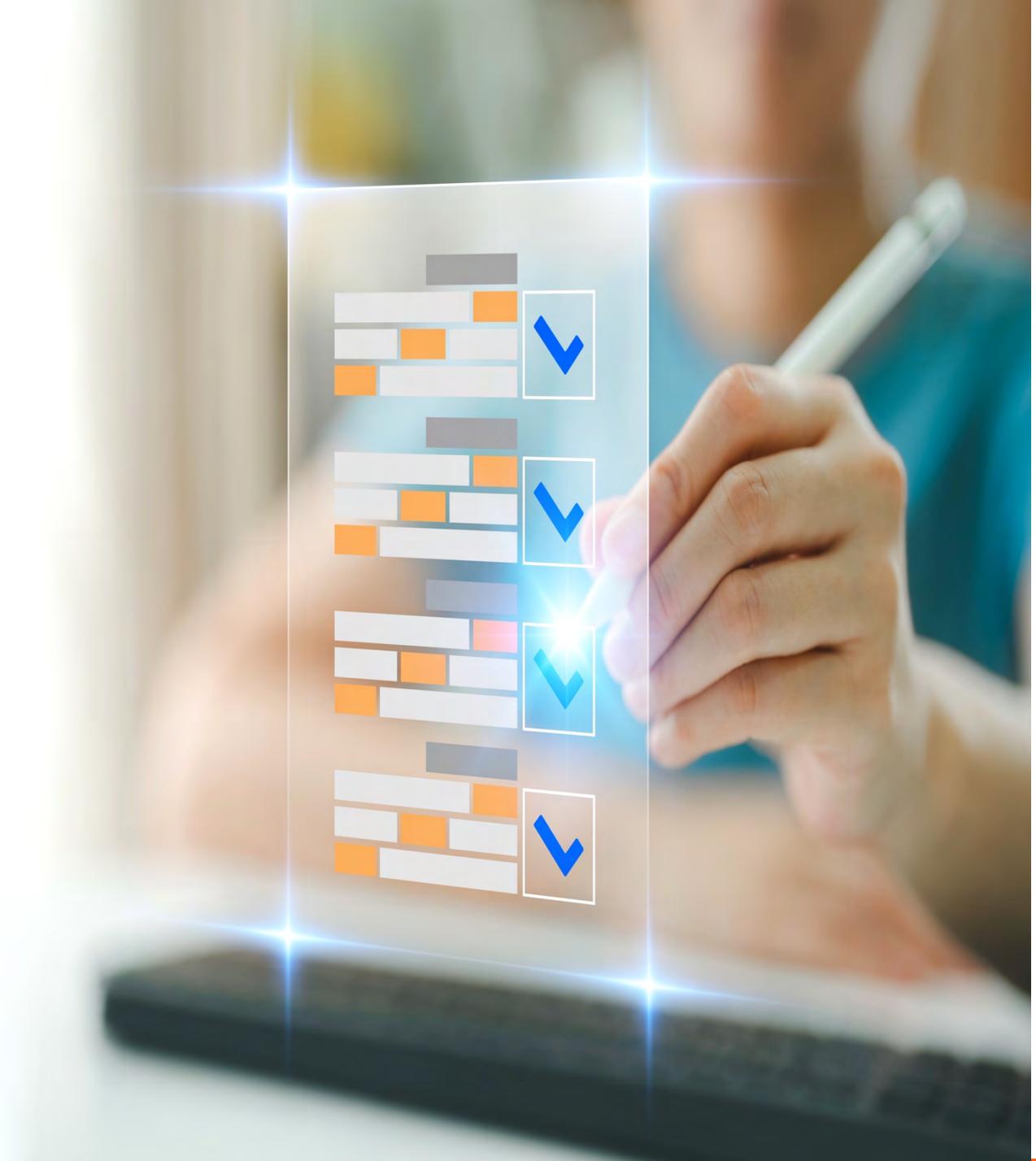
**The goal of this survey is to answer those questions.**



## WE SURVEYED 2,500 CONSUMERS

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- Age 16-74
- Have broadband
- U.S. census balanced
- Data collected Nov. 2025



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## KEY FINDINGS



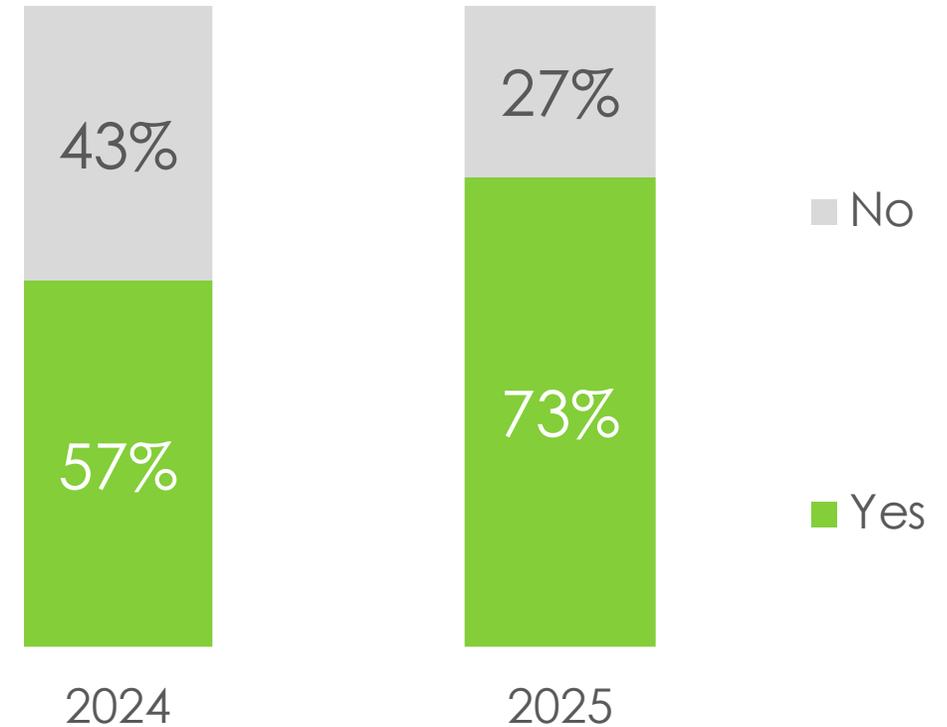


## MORE CONSUMERS ARE USING AI

This year three quarters of respondents said they've used generative AI – up from a little more than half a year ago.

(But the number who say they have a paid subscription is the same)

Have you used any generative AI tools?





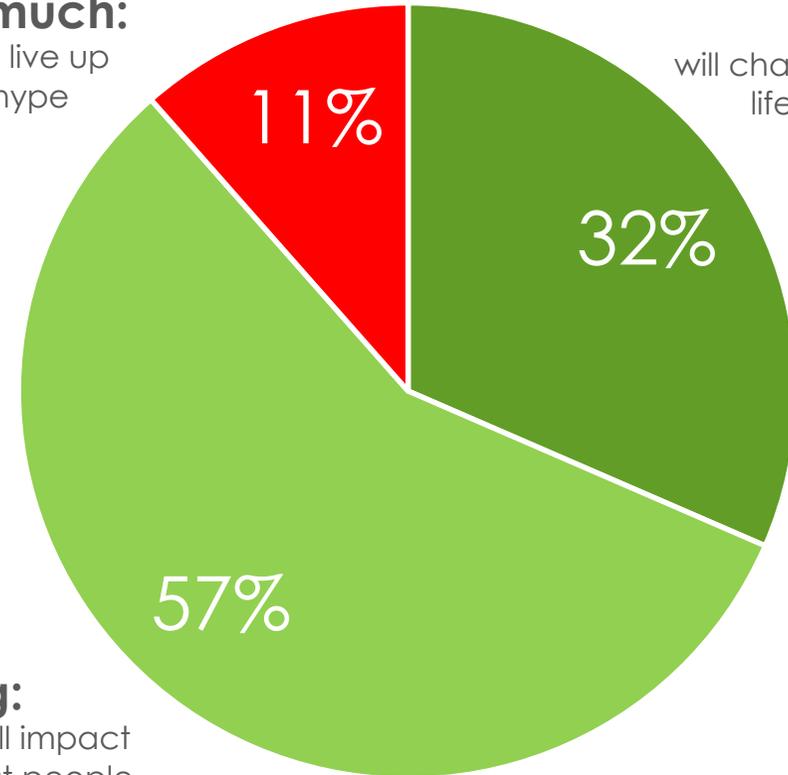
# CONSUMERS EXPECT AI TO BE DISRUPTIVE

About 75% say they feel like they're familiar with AI and understand how it works. Even so, about 90% expect AI to cause big changes (and a third think it will change daily life for everyone).

How much of an impact will AI have on everyday life?

**Not much:**  
it won't live up to the hype

**Very Big:**  
will change everyday life, for everyone



**Big:**  
it will impact most people

# CONSUMERS ARE MOST EXCITED ABOUT AI IMPROVEMENTS TO THE VIEWING EXPERIENCE



In particular, improvements to the discovery process: like AI powered platform recommendations, or just asking ChatGPT directly what to watch next

What AI uses are you **excited** about?

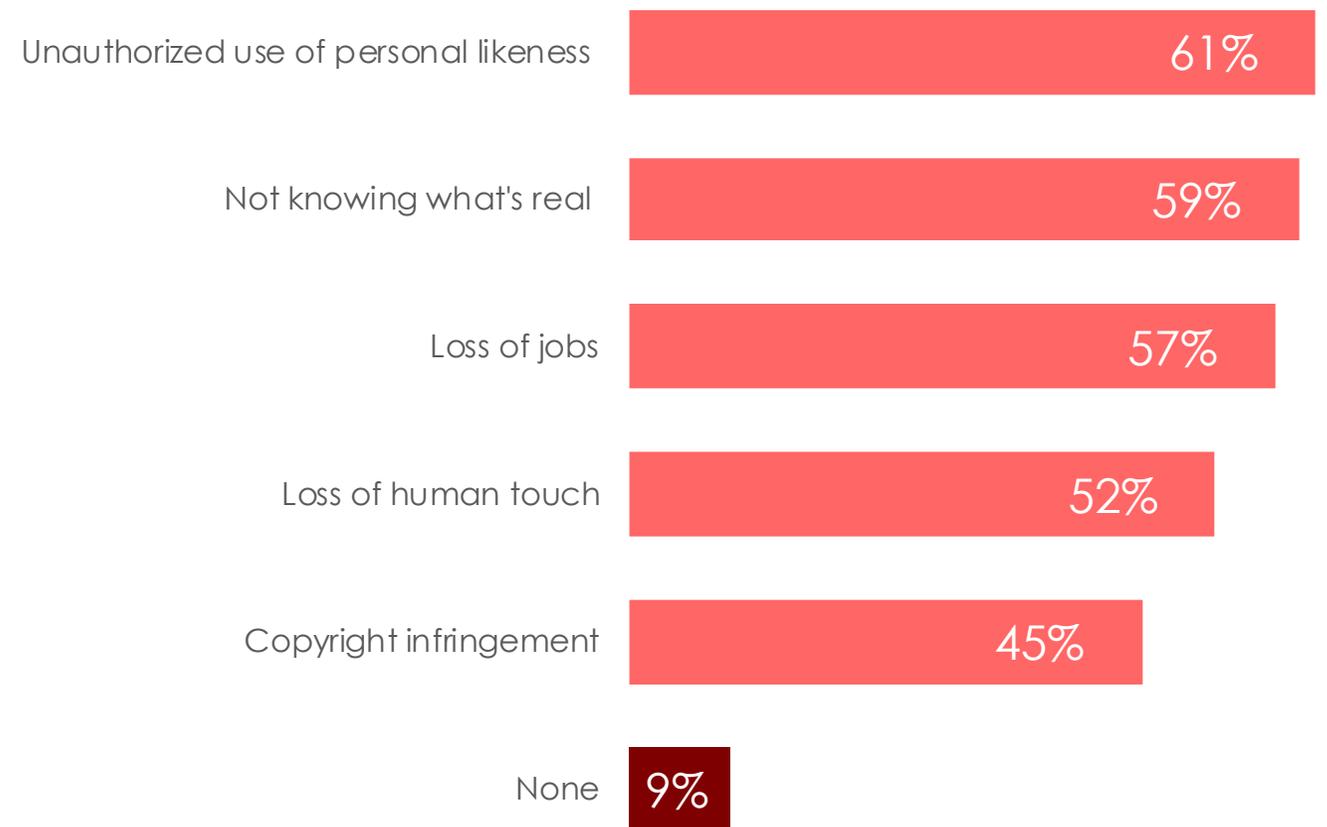


# THEY'RE MOST UNCOMFORTABLE WITH LOSING THE ABILITY TO DISTINGUISH REALITY



Concern about being “fooled” by AI content extends into discomfort with AI generated actors, even among those most comfortable with AI in general.

What AI uses are you **worried** about?



# COMFORT WITH AI VARIES IMMENSELY DEPENDING ON WHO IS USING IT



40% are “completely comfortable” with people using AI to navigate everyday life. Only ~20% feel the same about those using AI to build a following and/or generate revenue.

Which of these AI users/uses are you comfortable with?  
- Top box/“completely comfortable” -

**Regular** people using for **personal reasons**

40%

**Influencers** using for **social media content**

17%

**Companies** using for **commercial purposes**

21%

# AS FAMILIARITY WITH AI GROWS, SO WILL THE OPPORTUNITY FOR HOLLYWOOD TO USE IT TO DRIVE THEIR BUSINESSES



Among those most familiar with AI, about 2/3 are at least somewhat interested in the idea of generating content with Disney IP. And more than half think that would be an ethical use of AI.



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## CONCLUSIONS



#1

Most consumers expect AI to change daily life, but aren't sure if the changes will be good or bad.

#2

People are more comfortable with AI for personal tasks than with influencers or companies using it to make money.

#3

Viewers worry about not being able to tell what's real and want AI to help detect or remove fake content

#4

The more people know about AI, the more interested and accepting they are of its uses.

#5

Almost 90% believe companies must disclose when AI is involved in creating content.

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**QUESTIONS?**

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