Engine Creative Reveals Groundbreaking Research on the Role of AI in the Creative Industry

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Media:

NORTHAMPTON, UK - 03 APRIL 2023 - In a first-of-its-kind study, one of the UK's leading creative agencies, Engine Creative, has unveiled comprehensive research exploring the impact of artificial intelligence (AI) on the creative industry. This groundbreaking report analyses the opinions, experiences, and predictions of creative professionals in a rapidly evolving landscape driven by AI technology.

Key findings:

- The creative industry is highly aware of AI's presence and potential impact
- 71.7% of creatives believe AI will improve or streamline their workflow
- 74.3% of creatives expect AI to impact their roles within the next decade
- Only 6.2% of respondents strongly agreed that AI threatens their job security
- Opinions on AI's long-term potential are divided, but the majority are cautiously optimistic

The study, which surveyed creatives across various roles, ages, and industries, provides unprecedented insights into the attitudes, concerns, and expectations surrounding AI in the creative space. Results indicate that the majority of professionals recognise AI's transformative potential, with 62% believing that those who do not adopt AI will be left behind by their competitors.

While the future of AI in the creative industry remains uncertain, many professionals see the technology as an unstoppable force. "It's inevitable, and everyone should start thinking about it," said one respondent. The study also found that creatives who use AI more frequently have a more positive outlook on its potential, suggesting that firsthand experience leads to increased optimism.

Despite the widespread recognition of AI's potential, many creatives remain sceptical about the quality of AI-generated content. Nearly half (48.7%) believe that AI will never surpass the quality of human-produced content.

To delve deeper into these findings, Engine Creative has published a comprehensive white paper, titled "The Impact of AI on the Creative Industry," which provides a wealth of insights, opinions, and statistics. The white paper is available for download below.

Download the whitepaper here.

For more information on this research, please visit enginecreative.co.uk. For media inquiries, contact adam.robinson@enginecreative.co.uk.

About Engine Creative

Engine Creative is one of the UK's most innovative creative agencies, dedicated to pushing the boundaries of digital innovation and design. With a focus on emerging technologies, the agency helps clients navigate the ever-changing digital landscape and create engaging, impactful experiences for their audiences. For more information, please visit www.enginecreative.co.uk.
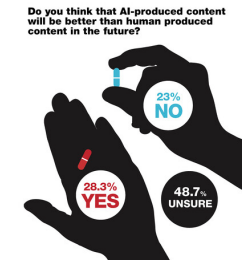
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