

A.I. and Creators

The Future of Tech and Creativity



Dani Verdari



Life at the Intersection of

From entertainment to news to music to learning, the past two decades have been defined by a massive shift in the way content is consumed – with the move from linear to streaming. Now, the emergence of Gen A.I. puts us at another inflection point in how content is created.

Creativity and Technology

In just two years since Gen A.I. technologies have been made widely available to everyday users, we're seeing how quickly the adoption of these tools has begun to influence the future of creativity and the industries it drives.

At the same time, this open access has prompted governments around the world to look closely at how best to provide oversight for these powerful new technologies. Understanding the insights of online creators – who are at the forefront of this transformation and are optimistic about its potential, while equally seeking protection – is essential to ensuring government policies are crafted to harness the benefits of Gen A.I. while providing the necessary guardrails to ensure this technology is developed, used, and managed responsibly.

This new research from Radius* provides a helpful lens for policymakers looking to understand the practical benefits of Gen A.I. for their creative sectors while ensuring this technology is built in service of creative jobs, not as a replacement for human creativity.

As the world's largest video platform, YouTube has a front row seat to the creator economy, right at the intersection of creativity and technology. Given our unique position, we are paying close attention to how Gen A.I. is being used across creative industries. YouTube only succeeds when our partners succeed, and it's critical to our business to ensure Gen A.I. is built and used responsibly and with the needs of the creative sector in mind.

*Online survey conducted by Radius in 8 markets (US, BR, UK, FR, DE, IN, SK, JP) April - May 2024. Unless otherwise noted, all claims stated in this report are sourced from this study.



The Current State of Play

Use and awareness of Gen A.I. have permeated the creator ecosystem. Survey results indicate that many creators are already exploring how Gen A.I. fits into their workflows, and they are optimistic about the potential it holds. 92% of creators are already using Gen A.I. tools, signaling that many creators are not just observing this new technology from the sidelines, but have actively adopted it.

In addition, 74% of creators say that they know a great deal or a fair amount about Gen A.I., suggesting there is already a high level of awareness of the technology within the creative industries. Despite this, 90% of creators do not feel like they're using Gen A.I. to the fullest extent possible. This implies that while creators are adopting Gen A.I. tools, many may not fully understand the capabilities, or lack the resources to maximize their effectiveness.

For platforms, tool developers, and thought leaders, this presents an opportunity to provide more targeted support — through tutorials, best practices, and advanced features — enabling creators to unlock the full range of possibilities Gen A.I. offers. It also signals that we're just scratching the surface of what Gen A.I. can contribute to creative workflows, and there's room for deeper exploration.

“Technology definitely supports creativity.”



“I don't see it as a replacement ... For example, I've been using Gen A.I. features to remove backgrounds or to add certain elements in my thumbnails. ... I can step back from the grunt work and produce more content.”

- Gohar Khan, @goharsguide / USA

According to a May 2024 online survey conducted by Radius:

THE CURRENT STATE OF PLAY

92%

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74%

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9 in 10
Creators

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Bringing Big Ideas to Life

Many of the surveyed creators are leveraging Gen A.I. to help enhance their creativity. In fact, of creators currently using Gen A.I., 96% are using it for creative support.

Digging a little deeper, the findings show some of the specific ways in which creators are using Gen A.I. to support their creative processes: Gen A.I. helps them **streamline** content creation, **accelerate** production, **fuel** imagination, and ultimately **elevate** content quality. In all of these cases, creators remain at the heart of the work, using Gen A.I. to empower rather than remove their role in the process.

In essence, Gen A.I. acts as a powerful assistant, helping to streamline the content creation process and empowering creators to concentrate on what they do best: pushing the boundaries of creativity and innovation. In the following sections, we take a closer look at how today's creators are using Gen A.I. to help support their creative processes.

According to a May 2024 online survey conducted by Radius:

BRINGING BIG IDEAS TO LIFE



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Source: Radius, May 2024

Streamline Content Creation



@JordanHarrod



With its ability to automate repetitive or labor-intensive tasks, Gen A.I. can help optimize the content creation process. By handling routine tasks, Gen A.I. allows creators to free up mental bandwidth so they can focus more on their core creative vision and innovative ideas.

Among the creation process areas highlighted by our surveyed creators, editing stands out as a key example, with 47% of creators surveyed saying they use Gen A.I. tools for editing text, images, audio, or video. In the future, we might see a growing reliance on new technology to help streamline these aspects of the content production process – and more – as creators become increasingly comfortable with assistance from Gen A.I.

“There are a lot of tools that have made editing videos a lot easier and faster. It used to take me an hour to create the rough cut of a ten-minute video. Now that part takes me ten minutes, which is a huge time saver.”

- Jordan Harrod, @JordanHarrod / USA

According to a May 2024 online survey conducted by Radius:

47%

47% of creators surveyed say they use Gen A.I. for editing text, images, audio, or video.

Source: Radius, May 2024



@JadeBeason

Accelerate Production



“Within five prompts, I can have a very good list of video ideas that would have taken me a whole day to brainstorm without A.I..”

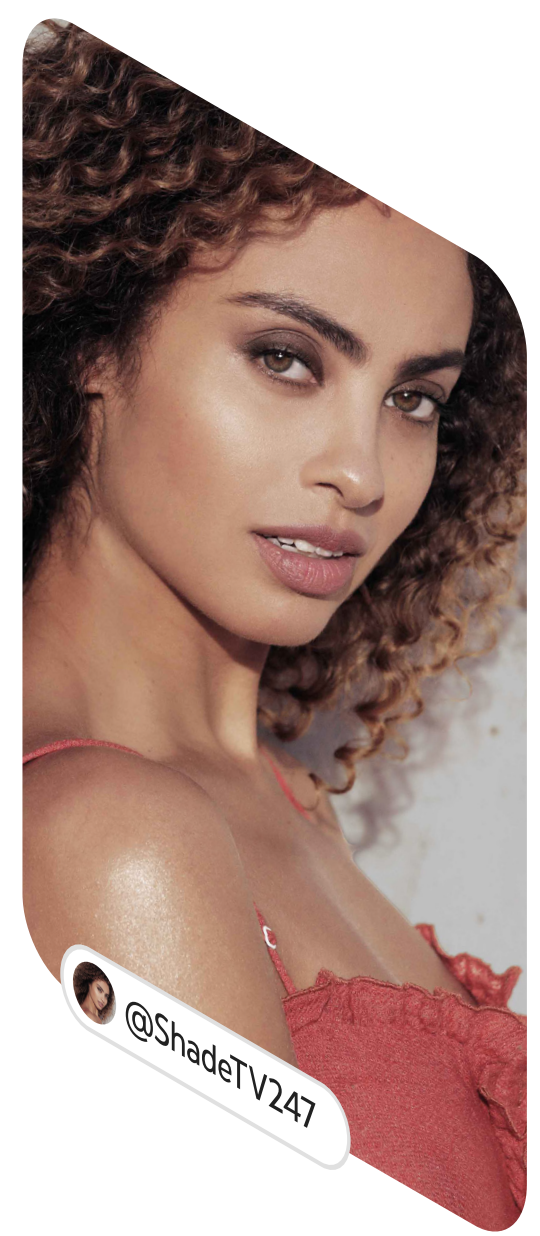
- Iberê Thenório,
@manualdomundo / Brazil

Time is one of a creator's most valuable resources, and Gen A.I. tools have the capability to accelerate and simplify processes that once took hours or even days. This efficiency has the potential to boost productivity without sacrificing the quality of output.

The research indicates that creators are becoming aware that Gen A.I. could help them speed up production, with 29% of creators saying that one of their top three reasons for using Gen A.I. is to save time.

“Time is one of the most valuable things we have in life, and A.I. helps to do things that typically would take me a very long time to do ... For example, in terms of background imagery, you can put a mountain or a river behind you instantly. This would take hours and hours to do manually; whereas A.I. does everything for you and fine-tunes it in a much faster and more manageable way.”

- Marissa Hill, @ShadeTV247 / USA



According to a May 2024 online survey conducted by Radius:

29%

29% of creators say that one of their top three reasons for using Gen A.I. is to save time.

Source: Radius, May 2024

Fuel Imagination

This new technology isn't just about churning out content more quickly and efficiently; it also has the potential to elevate the creative process. With the exciting pace of Gen A.I. advancements, storytellers are able to unlock their potential like never before — for instance, Gen A.I. can help overcome mental blocks or spark new ideas.

The promise of this new technology is already recognized by some of the surveyed creators, with 28% saying that one of their top three reasons for using Gen A.I. is to generate new ideas.

In the coming years, we anticipate more creators will lean into Gen A.I. to help ignite their creativity. This presents an opportunity for developers and platforms to provide additional tools with features that support brainstorming, creative collaboration, and innovative thinking.



“I’ve been using Gen A.I. as a sounding board. It gives me an initial perspective I wouldn’t get otherwise that I can then build on ... It’s definitely saved me a lot of time. If you’ve got a thought in your head and you want to execute on it, the bridge between is much shorter now.”

- Dagogo & Tawsif, @ColdFusion / Australia

According to a May 2024 online survey conducted by Radius:

28%

28% of creators say that one of their top three reasons for using Gen A.I. is to generate new ideas.

Source: Radius, May 2024



“I needed to remake the backdrop for my videos... it had been the same for five years and it was a mess, so I used [Gen A.I.]. I told it what I liked and it gave me suggestions, and then I refined and refined these images ... I’m not a designer, so A.I. helped me build something I couldn’t even imagine at first.”

- Iberê Thenório, @manualdomundo / Brazil

Elevate Content Quality



New Gen A.I. tools promise to help creators improve content quality by doing things such as refining visuals, optimizing audio, suggesting enhancements that align with creative goals — and more. As this technology continues to evolve, we're seeing more tools that provide tailored support, including real-time feedback on content performance, predictive insights on trends, and automated content adaptation for distribution on various platforms.

By integrating these advanced features, Gen A.I. is set to not only streamline the content creation process but also ensure that every piece produced is polished and effectively aligned with the creator's vision and objectives.

Some of the creators surveyed are already leaning into Gen A.I. as a means to enhance their work. Twenty-six percent of creators say that one of their top three reasons for using Gen A.I. is to produce higher quality content. As Gen A.I. becomes ubiquitous in the creative sectors, we might expect to see even more creators embracing A.I. to elevate the quality of their output.



"I can create fantastic images and videos that I could only imagine in my head before A.I. ... I use A.I. like a coworker, I talk to [Gen A.I.] to evolve my ideas and make even more creative videos."

- Jo Dong Keun, @jocoding / South Korea

According to a May 2024 online survey conducted by Radius:

26%

26% of creators say that one of their top three reasons for using Gen A.I. is to produce higher quality content.

Source: Radius, May 2024

Creating Balance

While we've seen the usage of Gen A.I. among creators is high, they still have some real concerns about the risks it poses. This, understandably, creates challenges — not just for the creators who are figuring out how to integrate Gen A.I. into their creative workflows but also for developers, policymakers, and governments who are trying to shape and regulate the technology.

The research indicates that the majority of creators harbor some form of concern about Gen A.I. For instance, 74% of creators want guidelines for responsibly posting Gen A.I. content to social media and video platforms.

This suggests that creators are looking for clarity on the appropriate and inappropriate use of Gen A.I. — both within their own creative processes and on the platforms where they upload their content. They don't want to step over the line in how they use A.I.-generated content, or fall outside the rules each platform has for the responsible use of A.I. They are keen to navigate the complexities of content creation with new technology thoughtfully and responsibly, demonstrating a strong commitment to ethical considerations in their work.

That's why it's imperative for platforms and A.I. developers to work closely with creators, government, and other partners to develop clear direction on the responsible use of these powerful and transformative new technologies.

With Guardrails

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74%

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Source: Radius, May 2024



What Comes Next

An Indispensable Tool for the Creative Industries

Despite concerns, it's clear that creators are already adopting Gen A.I. to help boost creativity, productivity, and quality. Data suggests that this trend will become even stronger over the next few years.

83% of creators believe Gen A.I. will likely be seen as an indispensable tool for creative industries over the next two to three years. In addition, 89% of creators say that they see Gen A.I. providing creative support to add value to their work in the next five years.

The high expectations creators have for Gen A.I. indicate that they'll be looking for ongoing innovation and improvements in tools. This signals to developers and industry leaders the importance of investing in and evolving Gen A.I. capabilities and regulations to meet the increasing demands and expectations of the creative community. A closer look at the data offers insights into two potential applications and opportunities for creators in the future – specifically, Gen A.I.'s potential to help them **expand** global reach and **break down** creative barriers.

According to a May 2024 online survey conducted by Radius:

83%

Over the next 2-3 years, 83% of creators believe Gen A.I. will likely be seen as an indispensable tool for creative industries.*

89%

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Expand Global Reach

One key area where Gen A.I. is poised to assist creators is in expanding their ability to reach broader and more diverse audiences. Gen A.I. can be a powerful ally for creators in these instances. With tools like auto dubbing, creators can instantly break down language barriers and reach new audiences across the globe. Additionally, features like automated translation and localized content suggestions allow creators to tailor their messages to diverse audiences, as well as enhance engagement and relevance.

According to a May 2024 online survey conducted by Radius:

39%

39% of creators say that they have already noticed how creative content can reach audiences everywhere in the world with Gen A.I.-supported translations.

Source: Radius, May 2024

Some creators are already taking advantage of new resources like these and seeing results, with 39% saying that they have already noticed how creative content can reach audiences everywhere in the world with Gen A.I.-supported translations.

This initial success hints at a broader impact, with Gen A.I.'s future potential to expand global reach looking promising – 87% of creators believe Gen A.I. will likely enable creators to more easily and effectively export their content to countries around the world with Gen A.I. dubbing over the next two to three years.

87%

Over the next 2-3 years, 87% of creators believe Gen A.I. will likely enable creators to more easily and effectively export their content to countries around the world with Gen A.I. dubbing.

Source: Radius, May 2024



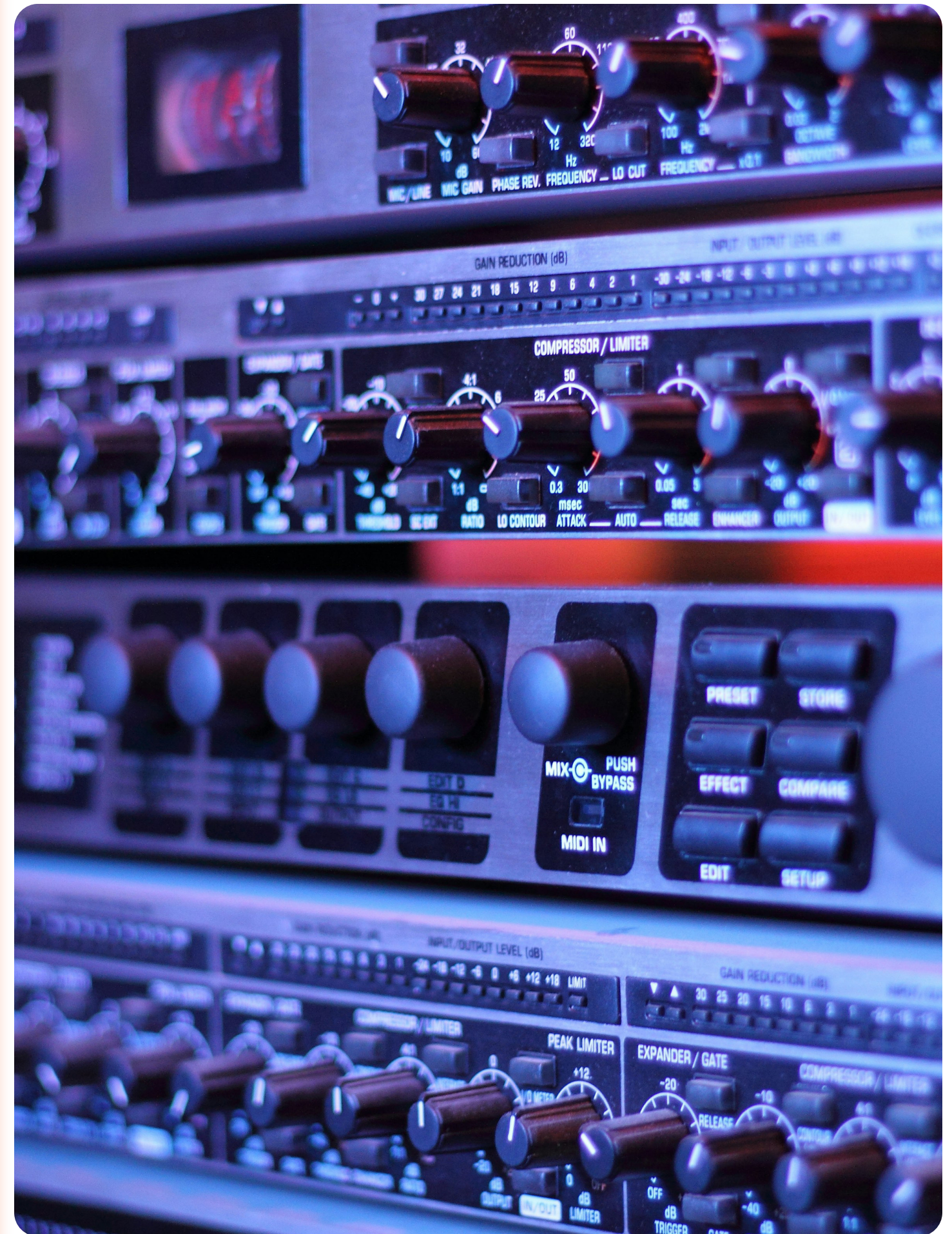
Break Down Creative Barriers

Another area emphasized by the data is how Gen A.I. is showing significant future promise in its ability to help overcome barriers that have, in the past, stopped creators from reaching their full potential.

Over the next two to three years, 89% of creators believe Gen A.I. tools will likely provide greater access to special effects, production design, and cinematography to even the playing field between independent creators and big studios. And 84% of creators believe Gen A.I. will likely cause independent creators to be able to rival big studio productions by affordably creating their own feature films using this technology.

Furthermore, Gen A.I. is expected to open new avenues for underrepresented voices. Over the next two to three years, 88% of creators believe Gen A.I. will likely enable new forms of storytelling that will give access to people who were not able to tell their stories before.

This technology has the potential to empower creatives to work outside of established traditions and institutions, allowing them to reach new heights that once seemed unattainable. As the creative industries evolve, Gen A.I. appears poised to become a transformative force for all creative professionals.



Next 2-3 years
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WHAT COMES NEXT

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84%

Over the next 2-3 years, 84% of creators believe Gen A.I. will likely cause independent creators to be able to rival big studio productions by affordably creating their own feature films using Gen A.I.*

88%

Over the next 2-3 years, 88% of creators believe Gen A.I. will likely enable new forms of storytelling that will give access to people who were not able to tell their stories before.*

*Source: Radius, May 2024

Life at the Intersection: The Future of Creativity

This report helps us understand how creators are currently using Gen A.I. From generating ideas and editing content to analyzing performance, creators are exploring Gen A.I.'s capabilities across various stages of production. It also highlights the valid concerns creators have about how Gen A.I. might impact their artistic autonomy.

These experiences of the creator community offer valuable insights into how Gen A.I. can be harnessed effectively, ensuring it supports – rather than undermines – human creativity. As governments around the world navigate the challenge of regulating these advanced technologies, they can draw on real-world applications like these.

By learning from the practical use cases and feedback of those at the forefront of Gen A.I. adoption, policymakers can craft balanced regulations that encourage creative growth and address potential risks.

At YouTube, we're enthusiastic about the future of creativity with Gen A.I. and mindful of the need to protect creative integrity. With the appropriate guardrails, these powerful technologies can not only drive innovation but also ensure that creators around the world are poised to achieve unprecedented levels of innovation and expression.

Source: Online survey conducted by Radius in 8 markets (US, BR, UK, FR, DE, IN, SK, JP) April - May 2024.

Sample: Total n=2,441; US: n=319; UK: n=305; India: n=306; South Korea: n=301; Brazil: n=306; France: n=302; Germany: n=301; Japan: n= 301

Audience definitions: Creators; aged 18-54, posting content to social media or video platforms for public viewing at least once a month and for specific reasons (growing audiences/ businesses, building careers, making money, sharing topics they are passionate about, educating or entertaining viewers). Have at least 5,000 subscribers* and are using Gen A.I. or are at least somewhat likely to use Gen A.I. in the future. In India, creators had to fall into India 1 (SEC A1-A3).

Sampling note: For creators, in order to estimate representative population characteristics of these audiences for age, gender, ethnicity (in the USA only), region, the study utilized balanced clicks. Balanced clicks attempts to estimate these population characteristics by ensuring that respondents that click into the survey are representative of the population from census data, helping to set demographic quotas while in-field, and providing an estimate of the expected completes for a given demographic group. No post-hoc weights were used.

This cover image was created using real photography of creators Dani Verdari and Kelly Wakasa. It was not developed with any Gen A.I. tools.

*Except Japan which included creators with less than 5,000 subscribers



Kelly Wakasa

Create

This cover image was created using real photography of creators, Dani Verdari and Kelly Wakasa. It was not developed with any Gen A.I. tools.