



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

# A.I. and Creators

## The Future of Tech and Creativity

In just a short time, Gen A.I. has begun reshaping creativity. As these technologies rapidly evolve, governments worldwide are exploring how best to approach them. It's crucial to consider the perspectives of online creators, who are both excited about Gen A.I.'s potential and eager for safeguards to ensure responsible development and use.

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.

## The Current State of Play

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

Creators are still understandably cautious about what Gen A.I. means for the future of creativity, but a growing number approach it with curiosity and enthusiasm. Despite this, 90% of creators do not feel like they're using Gen A.I. to the fullest extent possible.



"Technology definitely supports creativity. I don't see it as a replacement ... I can step back from the grunt work and produce more content."

- Gohar Khan, @goharsguide / USA

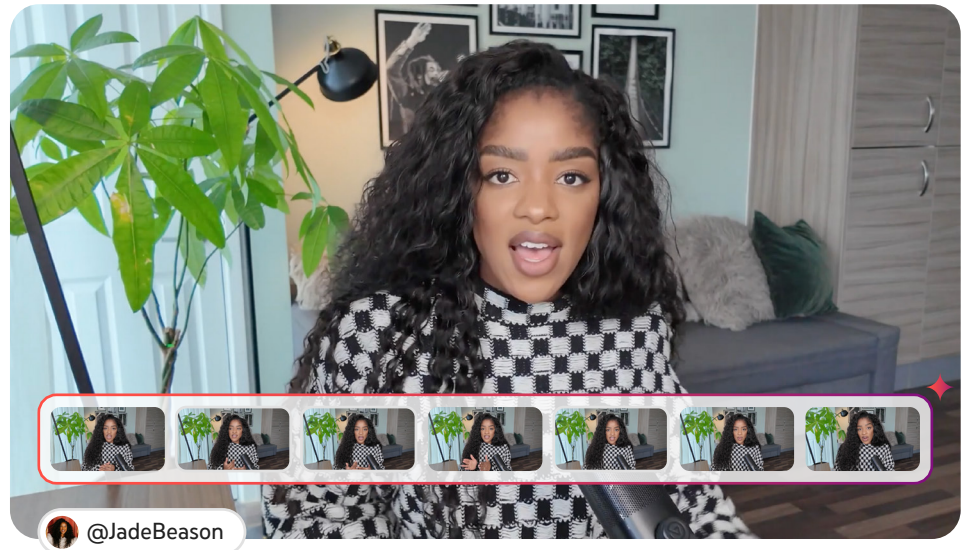
\*Online survey conducted by Radius in 8 markets (US, BR, UK, FR, DE, IN, SK, JP) April - May 2024. Unless otherwise noted, all claims stated in this report are sourced from this study.

# Bringing Big Ideas to Life

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

# 47%

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



# 29%

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

# 28%

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

# 26%

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

## Creating Balance with Guardrails

Creators are eager to navigate new technology thoughtfully and responsibly. They're committed to ethical content creation, with 74% of creators wanting guidelines for responsibly posting Gen A.I. content to social media and video platforms. To make this happen, collaboration is needed across platforms, developers, policymakers, and creators.

## What Comes Next

As the technology continues to evolve and creators become more familiar and comfortable, we expect to see creatives across all industries further integrate Gen A.I. into their workflows. With the appropriate guardrails, these powerful technologies can drive innovation and ensure that creators around the world are poised to achieve unprecedented levels of innovation and expression.