



## AI360 podcast

### Season 1, Episode 3: Generative AI trends in media and entertainment

#### Host:

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#### Guest:

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**Soumyadeep Bakshi:** Hello, everyone. Welcome to AI360, our podcast series giving you a 360-degree view of emerging AI topics in 360 seconds. My name is Soumyadeep, and today we are joined by Jason, who will be talking about emerging use cases of Generative AI in the media and entertainment [M&E] industry. Welcome, Jason.

**Jason Williamson:** Thank you, Soumyadeep. I really appreciate you inviting me to talk about this. I'm very excited.

**Soumyadeep Bakshi:** Jason, would you please start by introducing yourself and sharing your experience with Generative AI?

**Jason Williamson:** Yeah, happy to. So, Jason Williamson, managing director in our Media Solutions & Engineering practice. And across my 20-plus year career, I've really sat at the intersection of media and emerging technologies. So the early challenges, for example, I tackled was the digitization of physical media, cataloguing of that media, and really the management of the vast, vast amounts of metadata and content that our clients generate and monetize. So, really landed in the AI realm fairly early, around 2010, focusing on big data analytics and then of course wandering into forms of perception AI and other forms of AI that directly applied to language, to images, and to video.

**Soumyadeep Bakshi:** Fantastic! Could you speak to some of the Gen AI trends that you're seeing in the media and entertainment industry, and what types of use cases are leaders most excited about?

**Jason Williamson:** Yeah, yeah, happy to. So first of all, the elephant in the room is really the AI ambivalence in media and entertainment. On the one hand, it's an amazing accelerator for content media and really the creative processes. So, for the first time, we're seeing systems that can create net new content elements within the creative process. However, there's legitimate concern that these tools could displace creators and artists. My perspective, which I'll dig into a little more later, is that AI will not replace creators or artists any more than Photoshop, Houdini, After Effects, Maya, and other tools that are now quite common in media and entertainment did. AI will augment the creative process, democratize and deskill some components of content creation, but also enable more and faster storytelling opportunities. So this is really where the excitement is. We're looking at new tools and methodologies for realizing creative vision, personalizing audience experiences, and expanding the reach for storytellers.

**Soumyadeep Bakshi:** That's a lot to look forward to, Jason. I know your team has been doing some incredible work in content auto-localization, so maybe talk us through how Generative AI is making content more accessible to global audiences.

**Jason Williamson:** Yeah, happy to. I'm really excited about auto-localization. In fact, before Deloitte, I cofounded a media technology and services company, and localization was a big component of what we did. So I understand these workflows quite well; I understand the cost and complexity of them. And what we've essentially developed is a solution that we can demonstrate today that will take a piece of content, translate all of the text—this includes subtitle, metadata, and even the embedded text elements in the content. It'll translate spoken dialogue, so the talent. It will translate the language, say, from French to Portuguese or Mandarin, clone the actor's voice, and we can even deepfake their lips to match the new dialogue. We can generate, with Generative AI, new music to replace music if the music originally in the content is rights restricted to the target territory. And finally, we do standards and practice in ratings parity, so we have a solution that will watch the content and identify objectionable material based on the target distribution territory. It'll tag it, it will also isolate the content, and even remove it or replace it if necessary. So these are solutions that we have working today. We're showing them the clients and generating an awful lot of excitement.

**Soumyadeep Bakshi:** Fantastic work coming from our Media Solutions & Engineering practice. Tell us a little more about how some of our clients have been extracting value from these solutions.

**Jason Williamson:** Yeah, so the client value—so localization there's about \$50 billion of spend around localization processes—a long process anywhere from, you know, roughly 10–90 days per target territory. So the opportunity is really to radically reduce the cost and the time necessary to localize a piece of content for distribution to an international market. And at the same time, this doesn't reduce or eliminate the talent, or creators, involved in this process. It really kind of augments their role and gives them higher fidelity opportunities to deliver their work.

**Soumyadeep Bakshi:** Perfect! That seems a lot of good work by our Media Solutions & Engineering practice. Jason, let's wrap it up. Any advice for M&E executives listening to this on the immediate next steps as they look to infuse Generative AI into their businesses?

**Jason Williamson:** Yeah, yeah, so happy to. I would really distill it into three key points around most of the conversations I'm having lately.

The first is AI is not just a technology exercise in your organization. Look at it comprehensively—involve your workforce, involve your stakeholders, involve your leadership, and just make sure that there's a clear, transparent conversation just to demystify the technology and really kind of drive understanding in the technology and a vision of the value that it can deliver.

The second is around workforce. So develop your workforce. Help them understand that this technology helps augment their capabilities, the creative process. At the same time, you're going to find that your workforce has a lot of observations and feedback. They're really going to make the implementation of AI in your content supply chain more effective, higher quality, and deliver more value to the enterprise.

And then third, understand the ROI, and make sure that you're tracking that. So we do an awful lot of work looking at—given our use cases and speculations on how this can be deployed—what's the value to the business? And that really helps justify to our clients—to their business—the experimentation and implementation and engagement of these technologies.

**Soumyadeep Bakshi:** That feels like a good three-step checklist. Thank you for sharing your insights today, Jason. I look forward to having you back on future episodes.

**Jason Williamson:** Wonderful! Thank you so much.

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