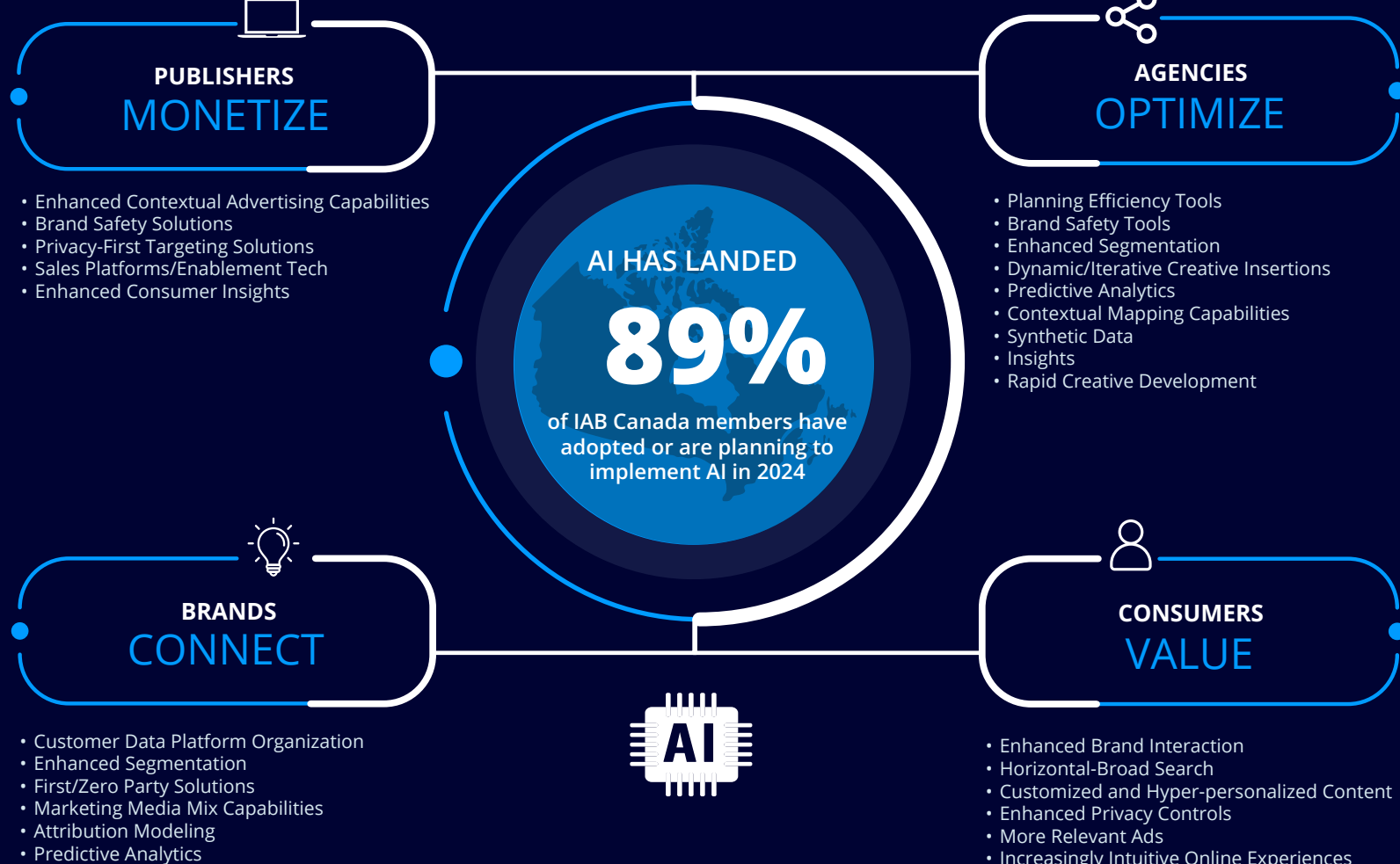
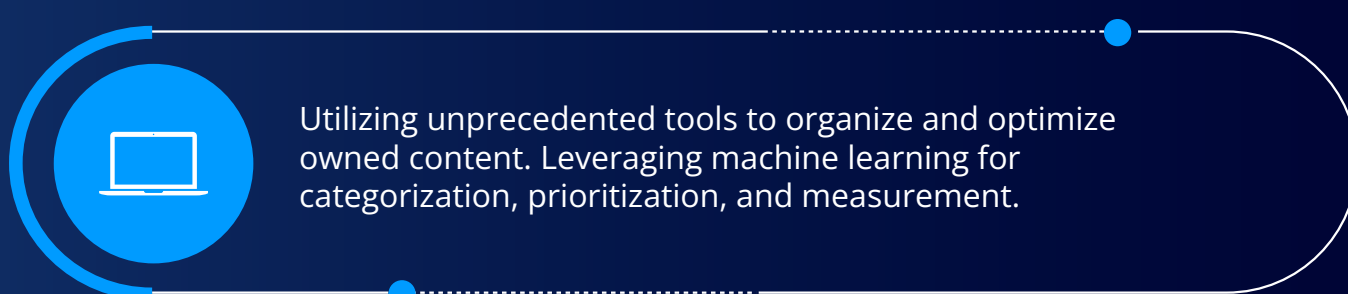


AI's Impact on the Digital Media Ecosystem



AI'S TRANSFORMATIVE POWER

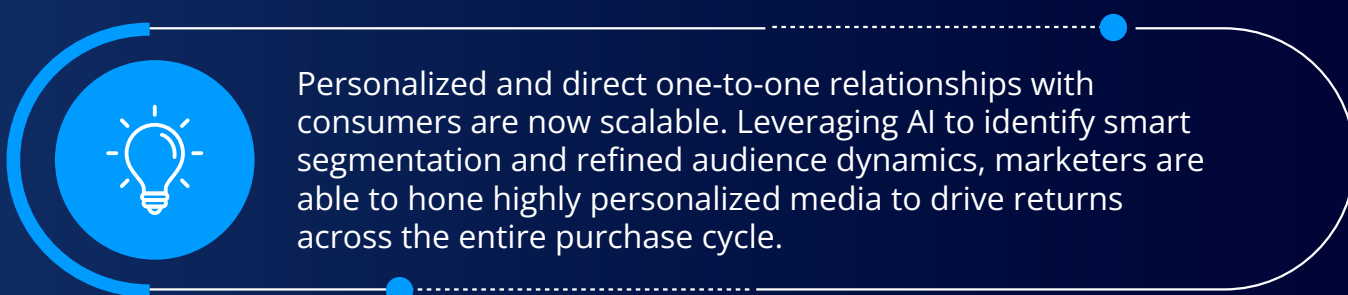
PUBLISHERS: OPTIMIZING CONTENT CREATION



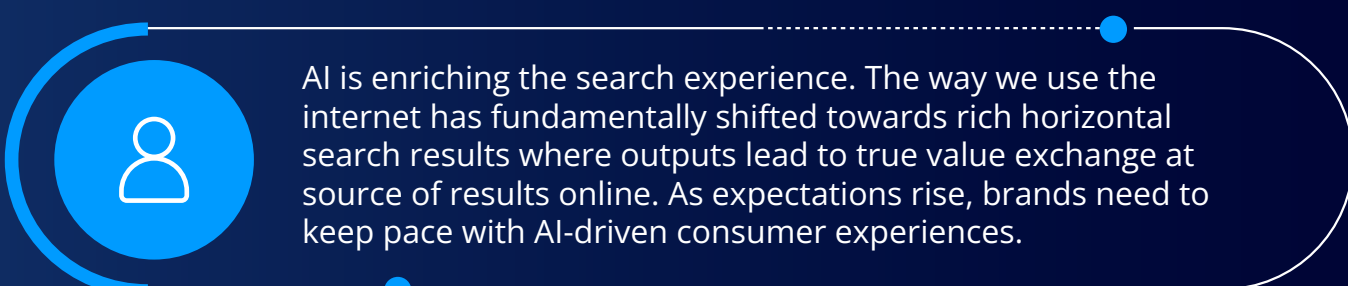
AGENCIES: GAINING WORKFLOW EFFICIENCY



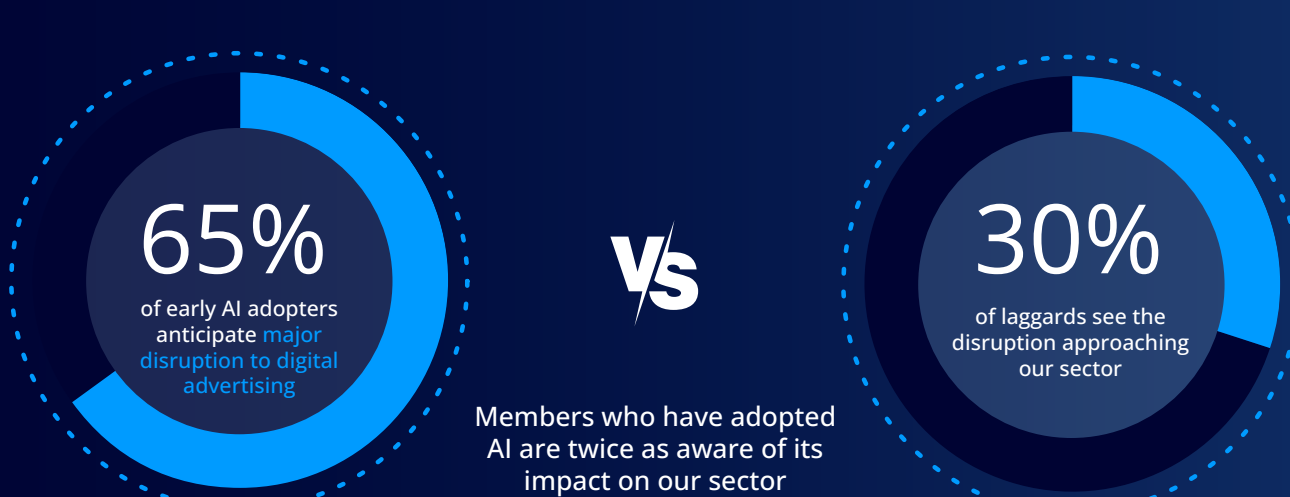
BRANDS: PERSONALIZING CONSUMER CONNECTIONS



CONSUMERS: SHIFTING DIGITAL EXPECTATIONS



EARLY ADOPTERS SEE WHAT'S AHEAD



AI'S IMPACT ON CREATIVE PRODUCTION BUDGETS

60%



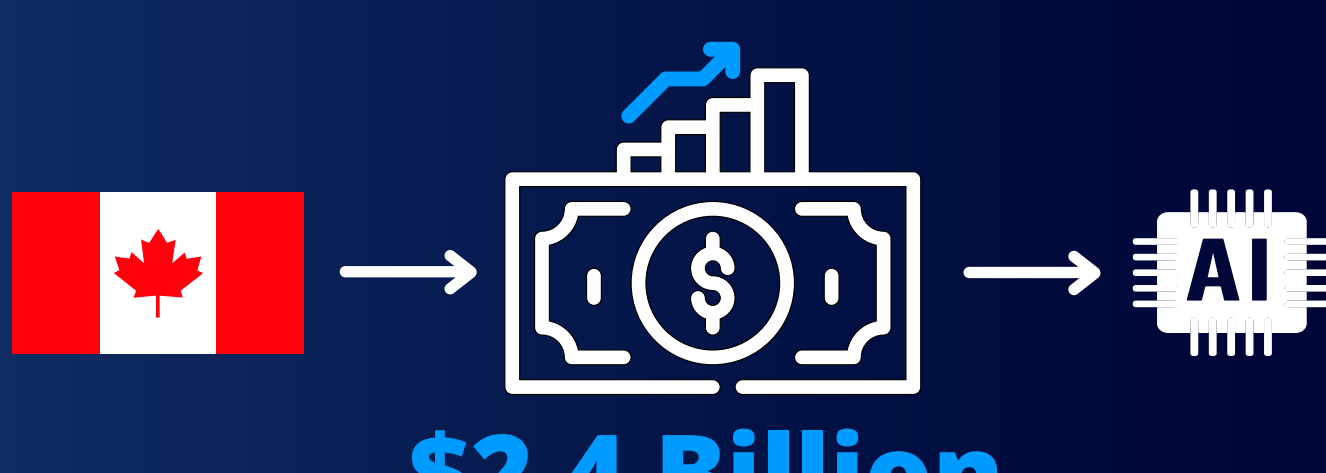
ANTICIPATE SIGNIFICANT SAVINGS IN CREATIVE PRODUCTION COSTS AS A RESULT OF LEVERAGING AI

32%



PLAN TO SPEND MORE ON CREATIVE PRODUCTION AS A RESULT OF AI INVESTMENT AND TRAINING

THE FUTURE IS AI - CANADA IS INVESTING



Source: IAB Canada - Enterprise Report 2024 & 2024 Canadian Federal Budget
Published: 2024 November 4.