Rapid Response

Generative Video

The next frontier in AI developments impact TV and Online video

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Better decisions, faster.

An AI Video Revolution

Video Developing Fast

Over the past 18 months, AI-generated images have progressed from blurry, vague pictures to sophisticated, creative depictions of virtually anything imaginable.

Midjourney v5 can make images of people that are hard to tell from the real photos.

Open AIs DALL-E3 combined with the power of GPT4 can create images with deep semantic complexity.

Stability AI's SDXL Turbo can create images in fractions of a second faster than you can type.

AI-generated video is a more complex challenge, but in recent weeks, we have seen the same trend: a shift from experimental technology with little real-world application to the verge of a revolution in content creation and creativity.

Last week, Stability AI launched Stable Video Diffusion to add to existing image and audio capabilities. The open-source model can turn still images into short 2-second animations locally and in the cloud.

Runway Research is the most established of the AI video providers. Runway Gen 2 creates videos from both images and text. It is also embedded in Canva creative tools. A recent creator's competition has led to a 24-hour streaming channel of AI video – Runway.tv.

Other AI video specialists are focused on solving specific challenges in video. AI dubbing has made huge strides this year.

This LipDub video demonstrates how AI can translate video in the natural voice and lip-sync to multiple languages.

New Creative Routes

These tools are still at an early stage of development but can only get better and, as such, will deliver new creative routes.

The Reddit AI Video channel provides multiple examples of good (and bad) developments in this area, including the reimagining of Game of Thrones based on the recent drama at Open AI.

The latest innovations and improvements to quality mean they can now play a role in advertising creative production and open new opportunities for more brands to use TV and video more effectively.

This week, Pika Labs launched text and image-to-video capabilities. Its USP is that it has many tools that will be directly applicable to creating consumer-facing ads and content. For example, a specific shot or camera movement can be defined as a dolly shot applied to an image.
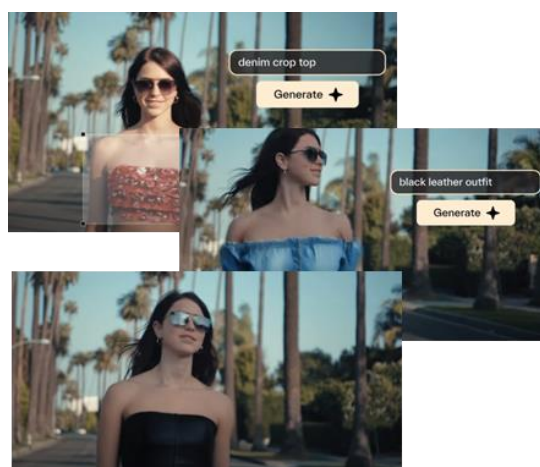
Likewise, people or products can be changed with a natural language prompt to reflect context, audience, or inventory supply in the moment.

Video creative can be auto-optimized for various formats, quickly changing to or from portrait, square, and landscape. OMD attention studies illustrate the importance of creative design for specific platforms.

Over time, we can expect more steps to be automated as brand, commerce and content feeds optimize, and re-create ads in service of business performance.

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Impact on TV Advertising

These AI-driven advancements have the potential for a significant impact on the global TV and online video advertising business.

Making TV shoppable is enabled by computer vision recognizing products, which can then be bought on screen, as seen in Walmart's partnership with NBC/Peacock show 'Below Decks'.

Walmart is integrating technology, content, and commerce, creating a new genre: RomCommerce with a shoppable 23-part series, 'Add to Heart' featuring 330 different products. Whille 'The Home Depot' is inspiring holiday décor ideas with 'Merry and Bright.'

Making video content shoppable is just one angle. AI-powered experiences, as seen in properties such as Next Gen Stats in Amazon Prime Video's Thursday Night Football, provide new potential sponsorship routes.

AI technologies can impact major events such as the Super Bowl in various ways.

AI lip-sync dubbing will empower global ad campaigns to create ads in multiple languages. We can also expect these video AIs to mimic linguistic and cultural gestures to make such an activity feel more authentic. Instead of one global ad for a given budget, multiple contextual versions, advertising many products in more languages can be delivered.

AI technologies can also be part of the solution to the challenges they create. This week the UK Advertising Standards Authority published a strategy for AI-assisted collective ad regulation - using AI technology to manage the vastly greater quantity and variety of advertising messages delivered.

Opportunities for Brands

Targeting and impression quality measures of TV and VOD advertising are also seeing a boost from AI technologies.

OMG in Australia, for example, recently announced an expansion to a partnership with Adgile, which uses a wide variety of AIs to scan TV content and advertising in terms of scenes, objects, sounds, and text. The level of detail reveals insights at the impression level of brand-specific quality and relevance metrics.
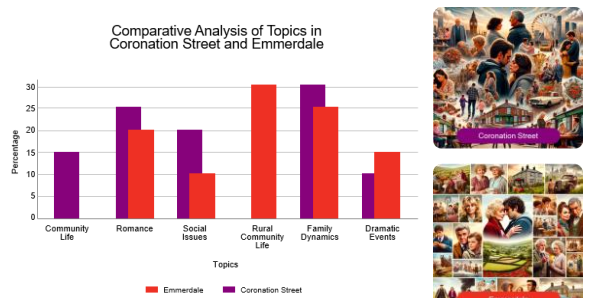
Large Language models and machine vision can analyze scripts and feeds to define the content and context of shows thematically. These can be scored against proprietary brand or creative parameters.

Planners traditionally do a task but become automatic, objective, quantifiable, and falsifiable. Increasingly, we will manage placements, campaigns, and creatives as algorithms – a grouping of concepts combined on the fly to maximize outcomes.

A more significant proportion of TV viewing is shifting to on-demand environments, encompassing a more comprehensive range of video formats and experiences, long-form and short-form, full screen, layers, and interactive.

Many of these techniques have been developed in the digital world to curate content matches to the best advertisers and creatives in programmatic display.

A richer set of inputs and outcomes throughout the funnel will enable AI to make TV and video advertising even more powerful.

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