



Generative AI in media: Consumer sentiment across Hong Kong, Indonesia and Singapore

Is generative AI in media gaining trust
or raising concerns?



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Foreword



Generative AI is rapidly transforming the media landscape, reshaping how content is created, consumed, and trusted. As AI-generated journalism, storytelling, and visual media become more prevalent, consumer sentiment is evolving—marked by both concern and optimism.

This report explores how audiences perceive AI's role in media, with attitudes varying significantly across generations. Understanding these differences is crucial for brands and media organisations aiming to foster trust and responsible adoption.”

Laura Robbie
CEO - Asia-Pacific, YouGov

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Report takeaways

? Top concerns

Almost half of consumers (48%) are concerned about the loss of human touch in AI. This increases to 50% among Singaporeans.

! Transparency takeaway

80% of consumers think that explicitly stating when generative AI has been used to create content is important, a view that is shared by 75%+ of respondents in all 15 markets surveyed.

🔗 News flash: Do consumers trust AI?

Consumers in Hong Kong, Indonesia, and Singapore tend to trust news generated by AI more than the other countries around the globe.



Global attitudes to AI

People in Hong Kong, Indonesia and Singapore are more likely to be optimistic about the impact on AI on everyday life compared to other surveyed countries, with more than 3 in 10, compared to 24% of all countries.



Calls for control

Almost 2 in 10 of consumers think that there are regulations in place, even though half still ask for more control. Although this is lower when compared to the global average.



Methodology

The insights in this report have been sourced via YouGov Surveys: Serviced.

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The multi-region survey conducted from December 16, 2024 – January 2, 2025, with 1,004, 501 and 1,001 respondents in Indonesia, Hong Kong and Singapore respectively. Additional insights are available for 14 other markets: Australia, Canada, Denmark, France, Germany, Great Britain, India, Italy, Spain, Sweden, the UAE and the US.

Throughout the report, each generation is defined as: Gen Z (born in 1997 or later), Millennial (born 1981-1996), Gen X (born 1965-1980) and Baby Boomers+ (born pre-1964).

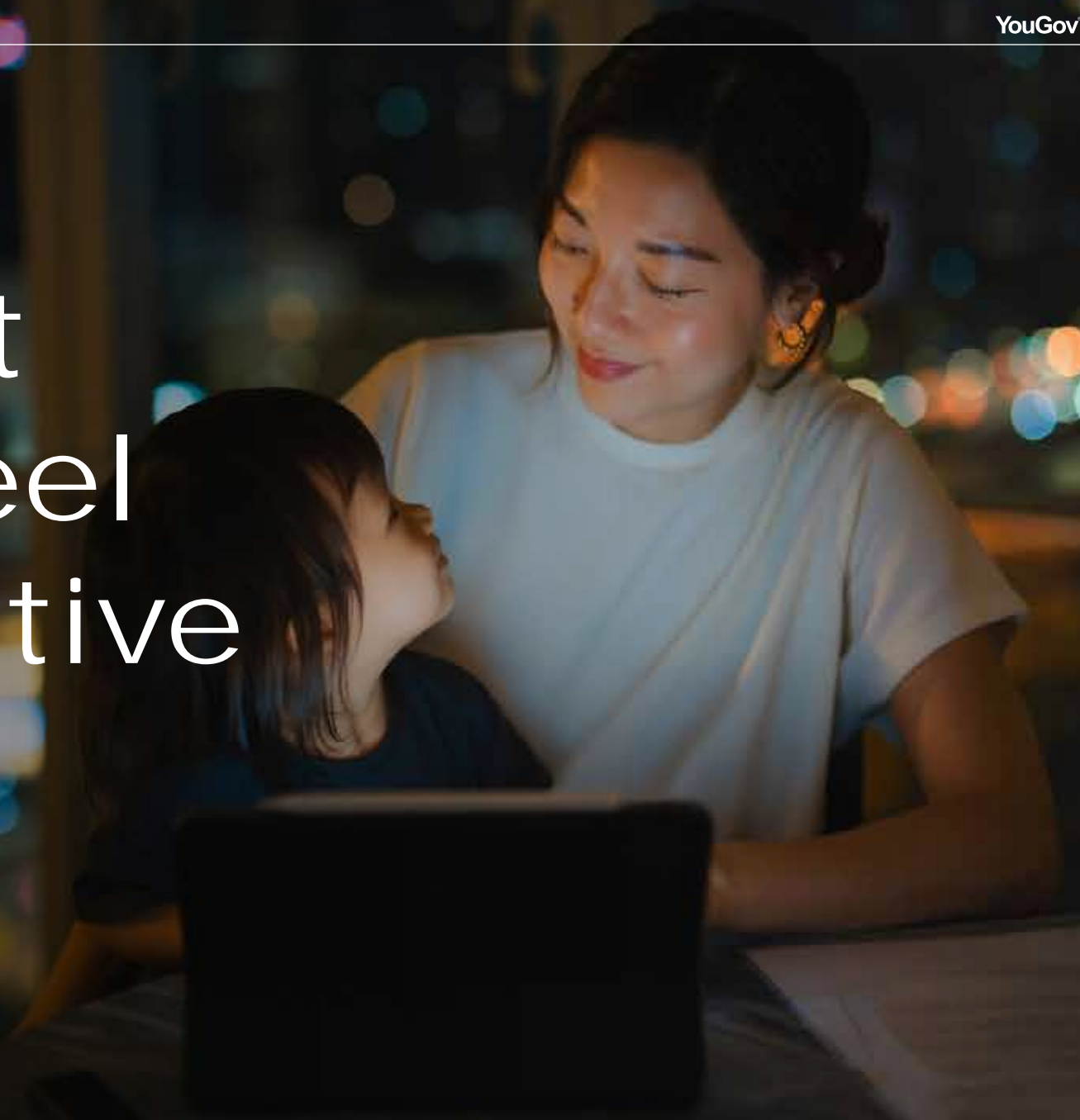
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The evolving media landscape

How different consumers feel about generative AI in 2025



AI overview:

Concerned and cautious... or optimistic and excited?

1 in 10

Singaporeans are concerned about AI's increasing role in daily life over the next 10 years, more than Hong Kong and Indonesian counterpart.

Hong Kongers are more likely to feel optimistic, whereas **Indonesians** are more likely to be cautious.

Thinking about AI in general, how do you feel about AI's increasing role in daily life over the next 10 years? Please select one answer.

	Hong Kong	Indonesia	Singapore
Cautious	11% ▼	34% ▲	27%
Optimistic	33% ▲	27% ▼	21% ▼
Indifferent / neutral	24% ▲	9% ▼	12%
Concerned	6% ▼	8% ▼	12% ▲
Excited	8%	10% ▲	7% ▼
Skeptical	8% ▲	3% ▼	7% ▲
Uneasy	3%	4%	6% ▲

YouGov Surveys, December 16, 2024 – January 2, 2025.

"Don't know" and "none of these" responses not shown.

▲/▼: Indicates statistically significant differences compared to Nat rep

AI overview:

Concerned and cautious... or optimistic and excited?

Almost 3 in 10

consumers in Hong Kong, Indonesia and Singapore are feeling cautious about AI's increasing role in daily life over the next 10 years, increasing to **32%** among **Baby Boomers+**.

Gen X and **Millennials** are more likely to feel optimistic (**27%** and **28%** respectively).

Thinking about AI in general, how do you feel about AI's increasing role in daily life over the next 10 years? Please select one answer.

	Nat rep	Gen Z	Millennials	Gen X	Baby Boomers+
Cautious	27%	26%	27%	24% ▼	32% ▲
Optimistic	26%	24%	28% ▲	27%	18% ▼
Indifferent / neutral	13%	15%	12%	13%	13%
Concerned	9%	8% ▼	8%	11%	14% ▲
Excited	8%	10% ▲	8%	8%	5% ▼
Skeptical	5%	5%	5%	5%	5%
Uneasy	4%	5%	4%	5%	4%

YouGov Surveys, December 16, 2024 – January 2, 2025

"Don't know" and "none of these" responses not shown.

▲/▼: Indicates statistically significant differences compared to Nat rep

AI overview:

Consumers in Hong Kong, Indonesia and Singapore are more likely to be optimistic.

While people in the US, Australia and Great Britain are more negative towards AI's increasing role in daily life.



Global outlook: Thinking about AI in general, how do you feel about AI's increasing role in daily life over the next 10 years? Please select one answer.

	Negative sentiment: "Concerned" or "uneasy"	Positive sentiment: "Optimistic" or "Excited"
All	27%	24%
US	40% ▲	13% ▼
Great Britain	40% ▲	13% ▼
Canada	34% ▲	19% ▼
Spain	31% ▲	18% ▼
Sweden	30% ▲	14% ▼
France	29%	13% ▼
Germany	25%	21% ▼
Denmark	24%	14% ▼
Italy	21% ▼	22%
Australia	31% ▲	26%
Singapore	18% ▼	28% ▲
UAE	12% ▼	44% ▲
India	11% ▼	57% ▲
Indonesia	11% ▼	36% ▲
Hong Kong	10% ▼	41% ▲

YouGov Surveys, December 16, 2024 – January 2, 2025. n> 500

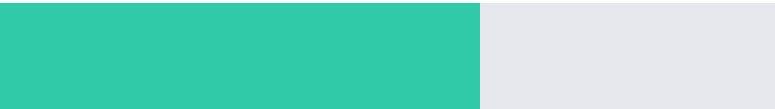
All = unweighted average of 15 markets.

▲/▼: Indicates statistically significant differences compared to All

Generative AI concerns:

Half of consumers in Hong Kong, Indonesia and Singapore (48%) are concerned about the loss of human touch

Gen Z are less likely to be concerned (43%), compared to 61% of Baby Boomers+.



Indonesians have the least concern when compared to Hong Kongers and Singaporeans.

Get in touch

What concerns, if any, do you have about the use of generative AI in content creation? Please select all that apply.

	Hong Kong	Indonesia	Singapore
Loss of human touch	42% ▼	48%	50% ▲
Privacy and data usage	44%	46%	48%
Misinformation and deepfakes	41%	32% ▼	58% ▲
Quality of information	40%	33% ▼	40% ▲
Job displacement	39%	35%	37%
Originality	33%	32%	30%
Intellectual property and ownership	36% ▲	29%	28% ▼
Content moderation	33% ▲	24%	21% ▼
Mass content creation	28% ▲	22%	22%
Bias and fairness	28% ▲	15% ▼	28% ▲

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“Don’t know” and “none of these” responses not shown.
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Generative AI and advantages:

Cost savings and increased efficiency are top benefits perceived by consumers.

Hong Kongers and Indonesians are more likely to see the benefits of AI across many areas.

Singaporeans are less likely to see the benefits of AI across some areas.

Get in touch

What benefits, if any, do you see in the use of generative AI for content creation? Please select all that apply.

	Hong Kong	Indonesia	Singapore
Increased efficiency	67% ▲	53% ▼	57%
Cost savings	65% ▲	51%	42% ▼
Greater innovation and creativity	36% ▼	51% ▲	34% ▼
Increased variety of content	41%	41% ▲	33% ▼
Reduced human error	37% ▲	27% ▼	38% ▲
More in-depth analysis	37% ▲	33%	29% ▼
More personalized content experiences	26%	29% ▲	20% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025.
“Don’t know” and “none of these” responses not shown.
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Generative AI and news:

1 in 10 consumers are uncomfortable with generative AI being used for news formats

Consumers in Hong Kong, Indonesia and Singapore are most uncomfortable with usage for news content in social media posts, video, and audio.

Get in touch

Thinking specifically about news content, how comfortable are you with the use generative AI to create content for each of the below content types?

	Uncomfortable	Neither comfortable nor uncomfortable	Comfortable	Don't know
Video*	20%	31%	46%	3%
Social media posts	20%	31%	48%	3%
Audio (i.e., podcasts/radio)	19%	32%	44%	5%
Imagery	18%	33%	44%	3%
Written articles	17%	32%	48%	3%

YouGov Surveys, December 16, 2024 – January 2, 2025.
*Video includes both script and visual content.

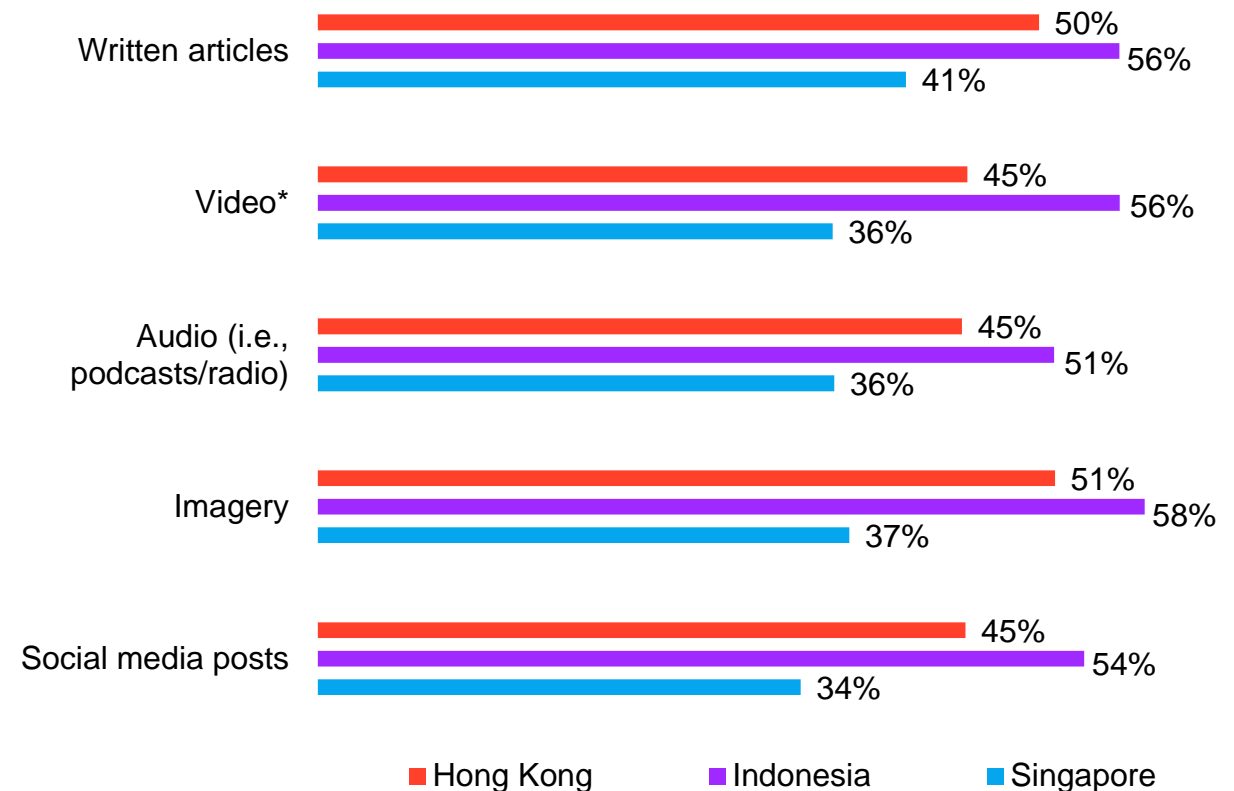
Generative AI and news:

Indonesians are more comfortable with generative AI usage across news formats

Indonesians are consistently more comfortable with generative AI usage across all news formats. Following closely are **Hong Kongers** while **Singaporeans** are least comfortable.



Thinking specifically about news content, how comfortable are you with the use generative AI to create content for each of the below content types? (Answer: Comfortable)



YouGov Surveys, December 16, 2024 – January 2, 2025.

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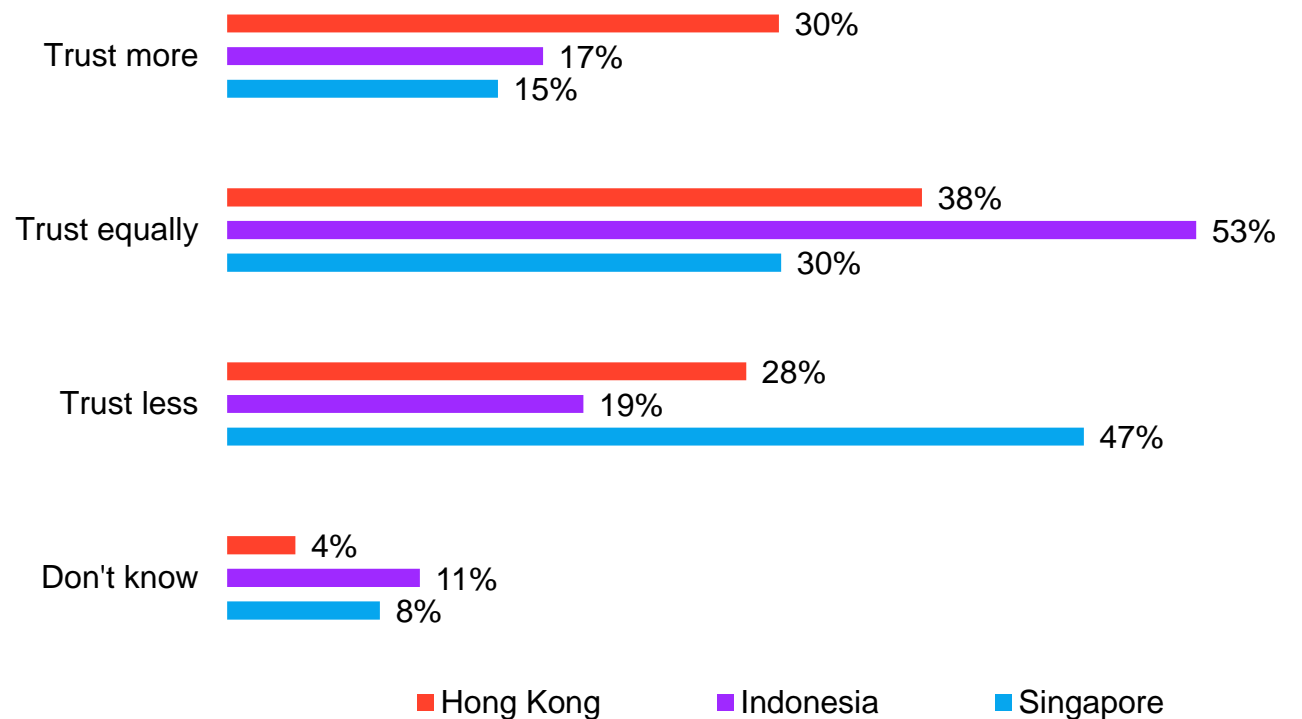
Generative AI and news:

Nearly half of Singaporean consumers express less trust in news content produced by AI than in news created by humans

Interestingly, **Hong Kong** has the highest percentage of respondents who trust AI news more (30%) and **Indonesia** has the lowest percentage respondents who trust it less (19%).

Get in touch

Do you trust news content generated by AI as much as content created by humans?



Generative AI and news:

Singaporeans have a lower trust in AI-generated news compared to other Asia-Pacific countries

People in Indonesia, India and Hong Kong are most likely to trust equally or more out of all 15 surveyed markets.

Get in touch

Do you trust news content generated by AI as much as content created by humans?

	Trust equally or more	Trust less	Don't know
All	37%	53%	10%
Indonesia	70% ▲	19% ▼	11%
Hong Kong	68% ▲	28% ▼	4% ▼
India	68% ▲	27% ▼	4% ▼
UAE	62% ▲	32% ▼	6% ▼
Singapore	45% ▲	47% ▼	8%
Australia	39%	56%	6% ▼
Germany	36%	54%	10%
Italy	33% ▼	60% ▲	7% ▼
Spain	32% ▼	57% ▲	12% ▲
Canada	31% ▼	59% ▲	10%
France	30% ▼	58% ▲	12% ▲
Denmark	25% ▼	63% ▲	13% ▲
Sweden	24% ▼	60% ▲	16% ▲
US	22% ▼	64% ▲	14% ▲
Great Britain	19% ▼	70% ▲	11% ▲

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All = unweighted average of 15 markets.
▲/▼: Indicates statistically significant differences compared to All

Generative AI and news:

Optimism about AI and trust in AI-generated news shows strong correlation

Countries with higher levels of optimism for AI are typically more likely to trust news created by AI.

Thinking about AI in general, how do you feel about AI’s increasing role in daily life over the next 10 years?
Please select one answer.

	All	Australia	Canada	Denmark	France	Germany	Great Britain	Hong Kong	India	Indonesia	Italy	Singapore	Spain	Sweden	UAE	US
Positive sentiment: “Optimistic” or “Excited”	24%	26% ▼	19% ▼	14% ▼	13% ▼	21% ▼	13% ▼	41% ▲	57% ▲	36% ▲	22%	28% ▲	18% ▼	14% ▼	44% ▲	13% ▼

Do you trust news content generated by AI as much as content created by humans?

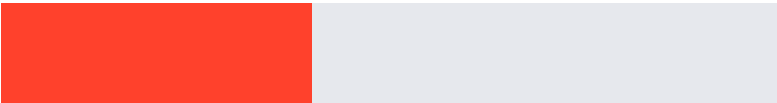
Trust equally or more	37%	39%	31% ▼	25% ▼	30% ▼	36%	19% ▼	68% ▲	68% ▲	70% ▲	33% ▼	45% ▲	32% ▼	24% ▼	62% ▲	22% ▼
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Generative AI and brand marketing:

Imagery is the most accepted format for generative AI usage in brand marketing content

On the flipside, consumers feel more uncomfortable with companies using generative AI for audio and video content (40%).



Get in touch

Thinking specifically about brand marketing content, how comfortable are you with the use generative AI to create content for each of the below content types?

	Comfortable	Neither comfortable nor uncomfortable	Uncomfortable	Don't know
Imagery	48%	32%	16%	3%
Video (i.e., script and/or visuals for television/YouTube)	47%	32%	18%	3%
Articles/blogs	45%	35%	16%	4%
Email newsletters	45%	36%	15%	4%
Social media posts	45%	34%	17%	3%
Audio (i.e., podcasts/radio)	43%	35%	18%	4%

YouGov Surveys, December 16, 2024 – January 2, 2025.
*Video includes both script and visual content.

Generative AI and brand marketing:

Indonesians are significantly more comfortable with generative AI for brand marketing

Almost half of **Indonesians** are comfortable with generative AI usage across all formats for brand marketing.

Get in touch

Thinking specifically about brand marketing content, how comfortable are you with the use generative AI to create content for each of the below content types? (Answer: Comfortable)

	Hong Kong	Indonesia	Singapore
Imagery	50%	58%▲	38%▼
Video (i.e., script and/or visuals for television/YouTube)	45%	57%▲	37%▼
Articles/blogs	48%	51%▲	38%▼
Email newsletters	52%▲	44%	44%
Social media posts	44%	54%▲	37%▼
Audio (i.e., podcasts/radio)	46%	49%▲	36%▼

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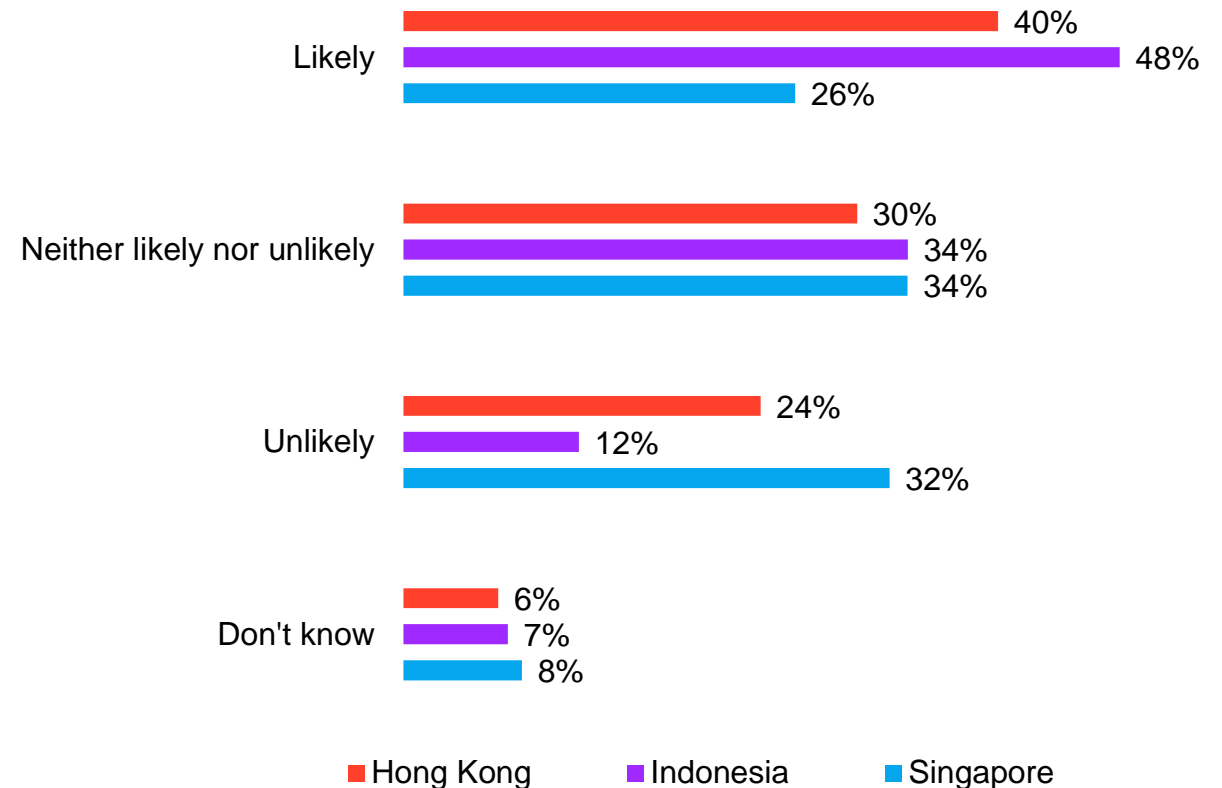
Generative AI and influencers:

37% of consumers are likely to engage with content from AI-generated influencers

This increases to **48%** among **Indonesians** and **40%** among **Hong Kongers**.



How likely are you to read, view or engage with content fronted by an AI-generated influencer, such as @ilmiquela or @magazineluiza, if it was a topic that that was interesting to you?



Generative AI and influencers:

APAC consumers are more likely to engage with content fronted by AI-generated influencers compared to the multi-market average

48% of Indonesians and 40% of Hong Kongers state they would be likely to engage with an AI-generated influencer if the topic was interesting, compared to the multi-market average of 23%.

Get in touch

How likely are you to read, view or engage with content fronted by an AI-generated influencer, such as @lilmiquela or @magazineluiza, if it was a topic that that was interesting to you?

	Likely to engage
All	23%
India	55% ▲
UAE	51% ▲
Indonesia	48% ▲
Hong Kong	40% ▲
Australia	30% ▲
Singapore	26% ▲
Canada	18% ▼
Italy	16% ▼
France	15% ▼
Germany	15% ▼
Spain	14% ▼
Sweden	13% ▼
Denmark	11% ▼
Great Britain	11% ▼
US	11% ▼

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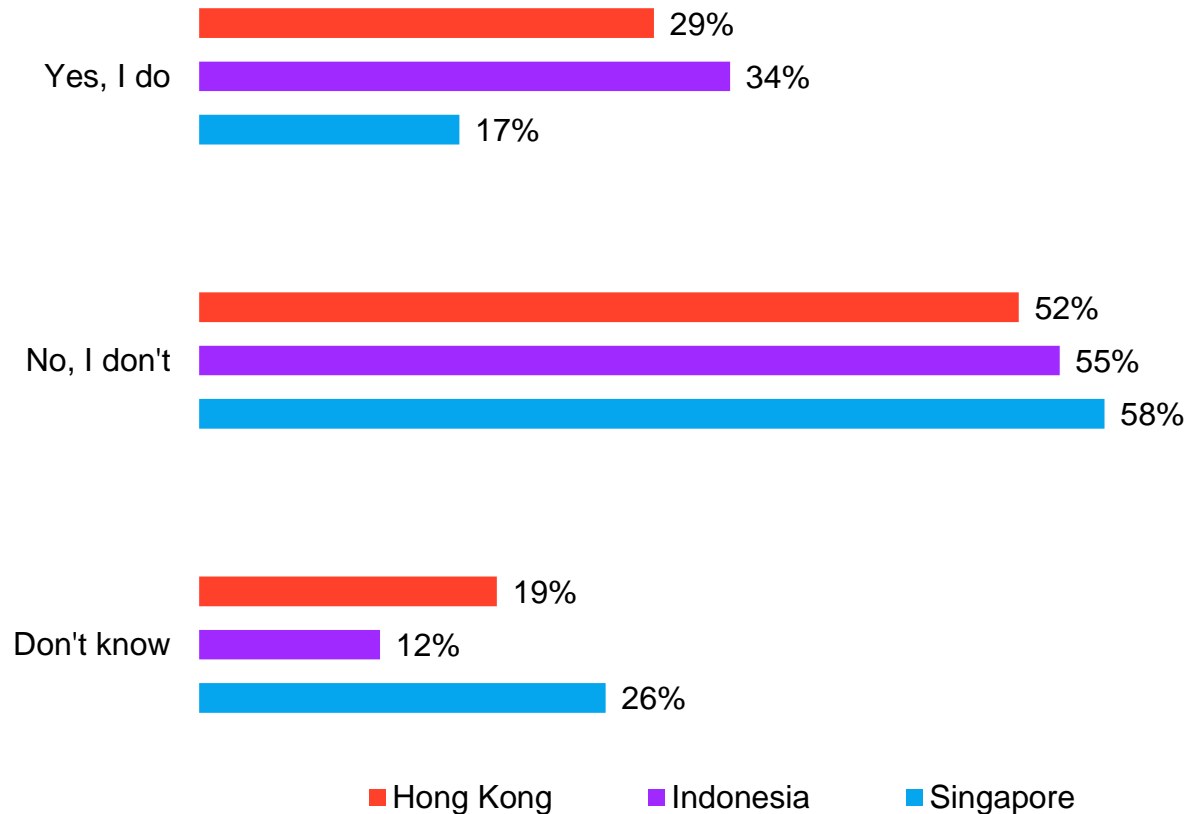
Generative AI and regulations:

5 in 10

consumers do not believe there are enough regulations in place for generative AI

Singaporeans are more likely to think that there are not enough regulations in place for generative AI.

Do you think there are enough regulations in place currently to ensure generative AI is used responsibly?



Generative AI and regulations:

Europeans are most likely to think there are not enough regulations in place for generative AI


78% of Spanish, 70% of Brits, and 70% of French do not think enough regulations are in place currently to ensure generative AI is used responsibly.

Get in touch

Do you think there are enough regulations in place currently to ensure generative AI is used responsibly?

	No, I don't	Yes, I do
All	62%	16%
Spain	78% ▲	8% ▼
Great Britain	70% ▲	8% ▼
France	70% ▲	9% ▼
US	69% ▲	7% ▼
Italy	68% ▲	9% ▼
Sweden	68% ▲	7% ▼
Canada	67% ▲	12% ▼
Denmark	62%	8% ▼
Australia	62%	22% ▲
Germany	61%	12% ▼
Singapore	56% ▼	17%
Indonesia	54% ▼	34% ▲
Hong Kong	52% ▼	29% ▲
UAE	44% ▼	37% ▲
India	40% ▼	46% ▲

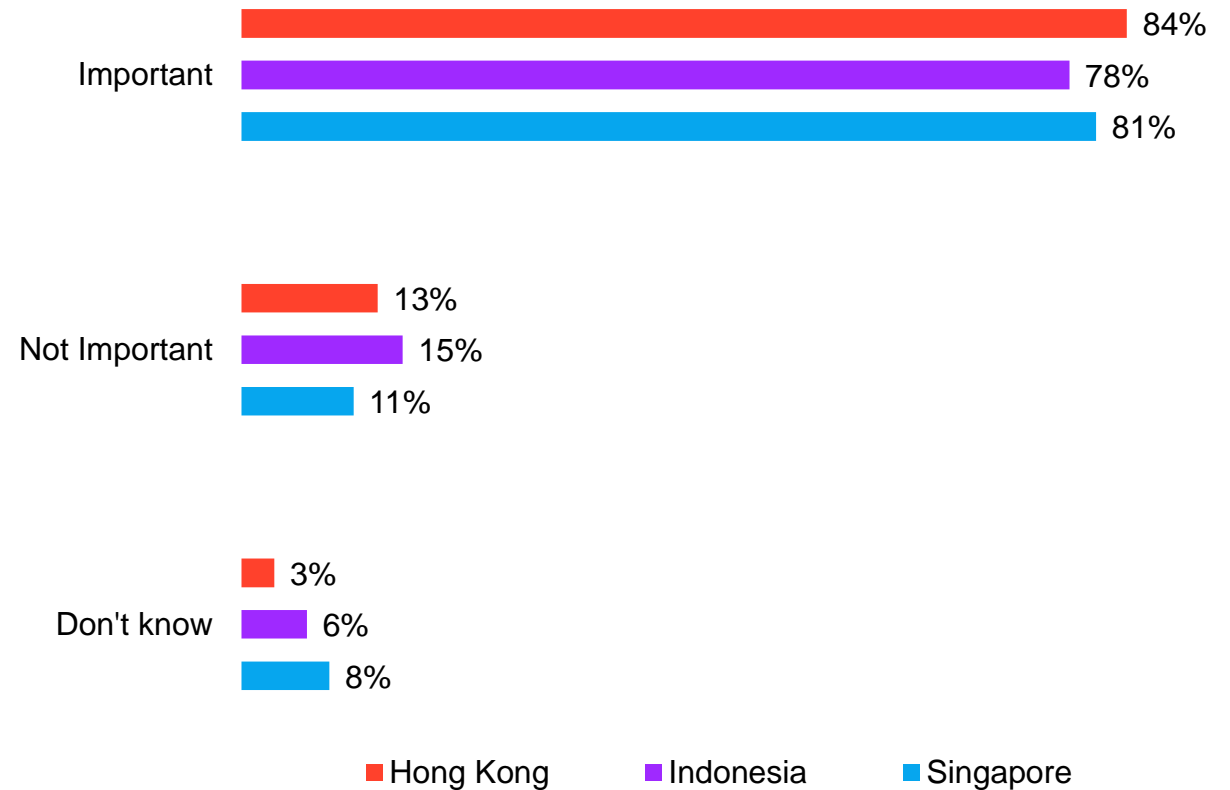
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80% of consumers think that disclosing generative AI usage is important



How important is it to you that content explicitly states if it was created using generative AI?



Generative AI and regulations:

75%+ of respondents in all surveyed countries state that disclosure is important

Italians, Australians, and Brits are most likely to state it is important.



How important is it to you that content explicitly states if it was created using generative AI?

	% agree it is important
All	81%
Italy	89% ▲
Australia	87% ▲
Great Britain	86% ▲
Hong Kong	84%
Spain	84% ▲
India	81%
Singapore	81%
France	80%
Sweden	79%
Germany	77% ▼
Canada	77% ▼
Denmark	77% ▼
Indonesia	77% ▼
US	77% ▼
UAE	76% ▼

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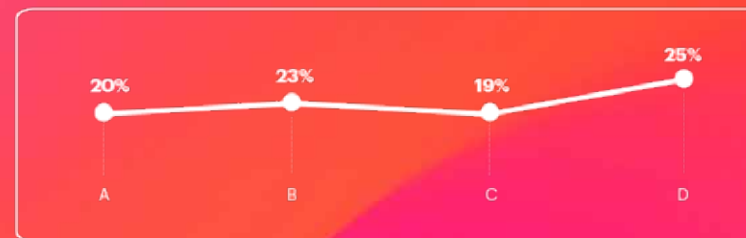
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Data results



37%
(vs. Nat Rep)



Thank you

/Research Reality

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