

Trust or concern?

Generative AI in media

Unpacking how different generations in the UAE perceive the use of generative AI for creating media content.

/Research Reality



Report takeaways



Optimism for AI

22% of the UAE residents are optimistic about AI's increasing role in daily life over the next 10 years, and 21% are excited.



Transparency takeaway

76% of UAE residents think that disclosing generative AI usage is important and 44% of UAE residents also believe there are not enough regulations in place for generative AI.



Breaking news: UAE residents trust AI

UAE residents are more likely to trust AI generated news than human generated news. 33% of the UAE residents trust AI-generated news more than human generated news, while 32% trust less.



Key benefits

Cost savings and reduced human error are the leading benefits associated with generative AI for content production.



Under the influence

Among all surveyed markets, UAE residents are among the most likely to engage with AI-generated influencers.



Methodology

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

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The multi-region survey was conducted from December 16, 2024 – January 2, 2025, with 1000 respondents in the UAE. Additional insights are available for 14 other markets: Australia, Canada, Denmark, France, Germany, Great Britain, Hong Kong, Indonesia, Italy, Singapore, Spain, Sweden, India and the US.

Throughout the report, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), and Gen X (1965-1980)

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The evolving media landscape

How different generations feel about generative AI in 2025



AI overview:

Concerned and cautious... or optimistic and excited?

26% of Gen Z in the UAE are most excited about AI's future, but 28% of Gen X leads with optimism.



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
Excited	21%	26%	23%	14%
Optimistic	22%	18%	22%	28%
Cautious	11%	15%	11%	7%
Indifferent / neutral	17%	14%	17%	20%
Concerned	7%	13%	7%	6%
Skeptical	9%	5%	9%	12%
Uneasy	4%	3%	4%	3%

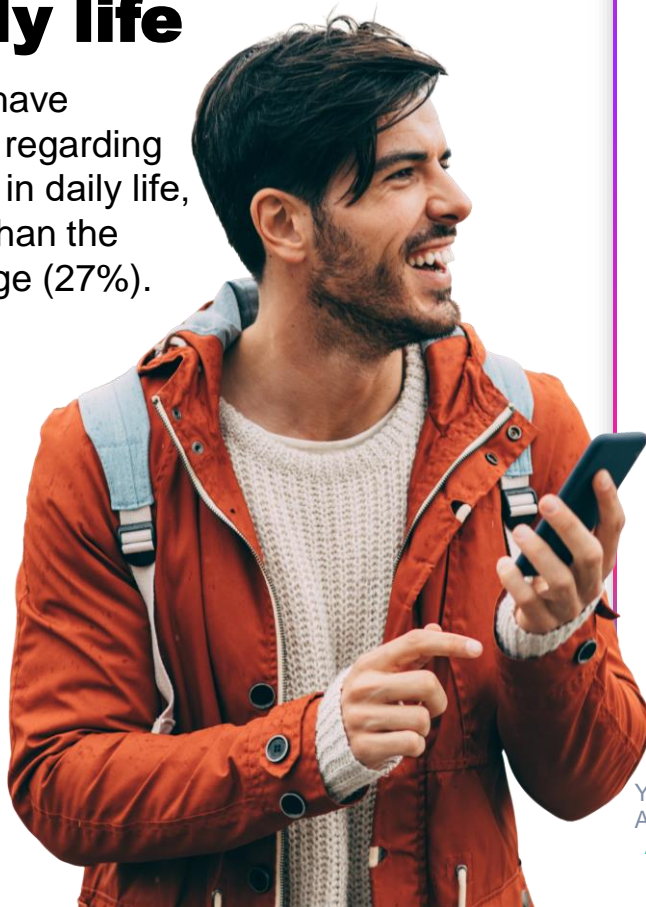
YouGov Surveys, December 16, 2024 – January 2, 2025. UAE N> 1000
 “Don't know” and “none of these” responses not shown.

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

AI overview:

UAE residents are extremely positive about the impact of AI on daily life

Only 12% of them have negative sentiment regarding AI's increasing role in daily life, significantly lower than the multi-market average (27%).



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

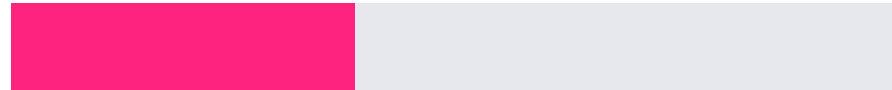
YouGov Surveys, December 16, 2024 – January 2, 2025. UAE N> 1000

All = unweighted average of 15 markets.

▲/▼: Indicates statistically significant differences compared to All

Generative AI concerns:

Loss of human touch is the top concern that the UAE residents associate with the use of generative AI



Gen X (35%) in the UAE are more concerned about misinformation and deepfakes vs Nat Rep (29%).

Get in touch

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

	Nat rep	Gen Z	Millennials	Gen X
Loss of human touch	42%	41%	41%	45%
Privacy and data usage	38%	36%	36%	45%
Quality of information	36%	35%	35%	41%
Job displacement	35%	31%	35%	40%
Misinformation and deepfakes	29%	29%	27%	35%
Originality	27%	30%	27%	28%
Intellectual property and ownership	23%	23%	22%	25%
Mass content creation	21%	19%	21%	25%
Content moderation	21%	18%	22%	21%
Bias and fairness	19%	15%	18%	25%

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 “Don’t know” and “none of these” responses not shown.

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

Generative AI and advantages:

Cost savings and reduced human error are the leading benefits associated with generative AI



Gen Z (45%) in the UAE are most likely to cite reduced human error as a benefit.

Get in touch

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

	Nat rep	Gen Z	Millennials	Gen X
Cost savings	45%	40%	45%	49%
Reduced human error	44%	45%	43%	44%
Increased efficiency	41%	43%	37%	48%
Greater innovation and creativity	37%	32%	36%	44%
Increased variety of content	34%	34%	35%	34%
More in-depth analysis	28%	28%	28%	30%
More personalized content experiences	26%	27%	27%	26%

Generative AI and news:



55% of UAE residents are comfortable with generative AI being used for written articles

UAE residents also comfortable with generative AI being used for news in video (54%) and audio (53%).

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?

	Comfortable	Neither comfortable nor uncomfortable	Uncomfortable	Don't know
Written articles	55%	26%	14%	4%
Video*	54%	26%	16%	5%
Imagery	49%	32%	15%	5%
Audio (i.e., podcasts/radio)	53%	28%	14%	4%
Social media posts	50%	28%	18%	4%

YouGov Surveys, December 16, 2024 – January 2, 2025. UAE N> 1000
*Video includes both script and visual content.

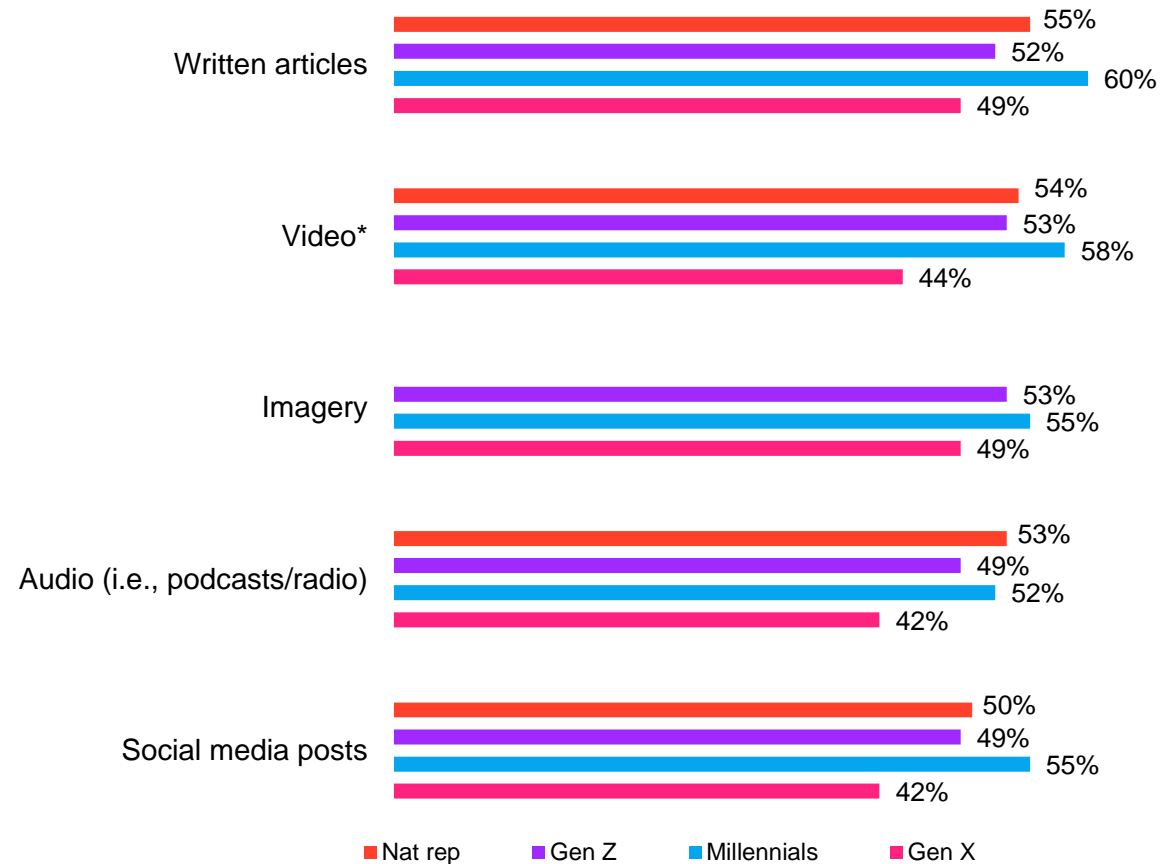
Generative AI and news:

Millennials are most comfortable with use of generative AI for written news articles

They are least comfortable with generative AI being used for audio news content (52%).



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)

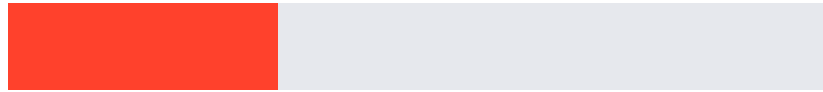


YouGov Surveys, December 16, 2024 – January 2, 2025. UAE N> 1000

*Video includes both script and visual content.

Generative AI and news:

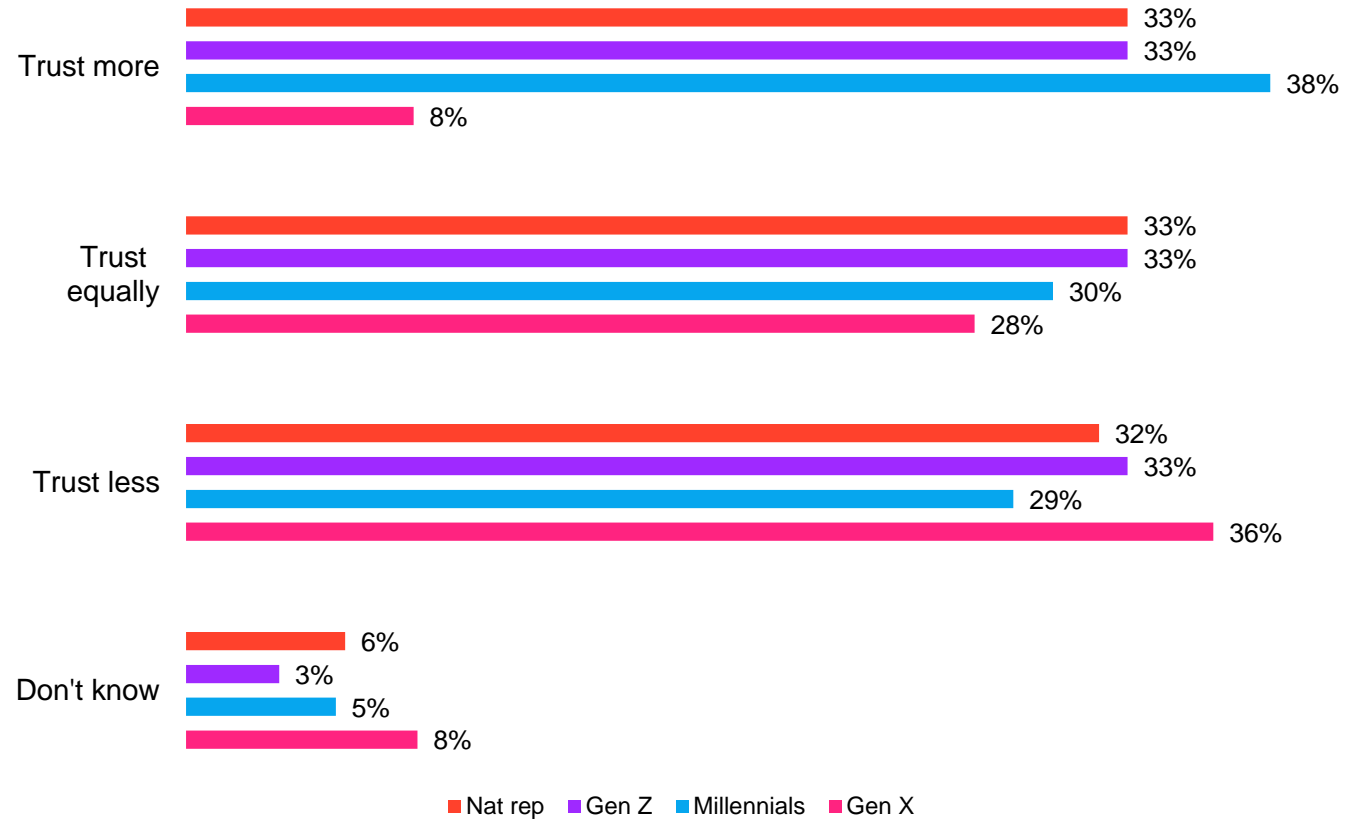
UAE residents are more likely to trust AI generated news than human generated news



33% of the UAE residents trust AI-generated news more than human generated news, while 32% trust less.

Get in touch

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



Generative AI and news:

62% of UAE residents are more likely to trust AI-generated news equally or more

With trust levels peaking in Asia and a global average of only 37%, the regional gap is hard to ignore.

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
UAE	62%▲	32%▼	6%▼
All	37%	53%	10%
Indonesia	70%▲	19%▼	11%
Hong Kong	68%▲	28%▼	4%▼
India	68%▲	27%▼	4%▼
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.

	UAE	All	Australia	Canada	Denmark	France	Germany	Hong Kong	Indonesia	Italy	Singapore	Spain	Sweden	India	US	Great Britain
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Positive sentiment: “Optimistic” or “Excited”

44% ▲	24%	26%	19% ▼	14% ▼	13% ▼	21% ▼	41% ▲	36% ▲	22%	28% ▲	18% ▼	14% ▼	57% ▲	13% ▼	13% ▼
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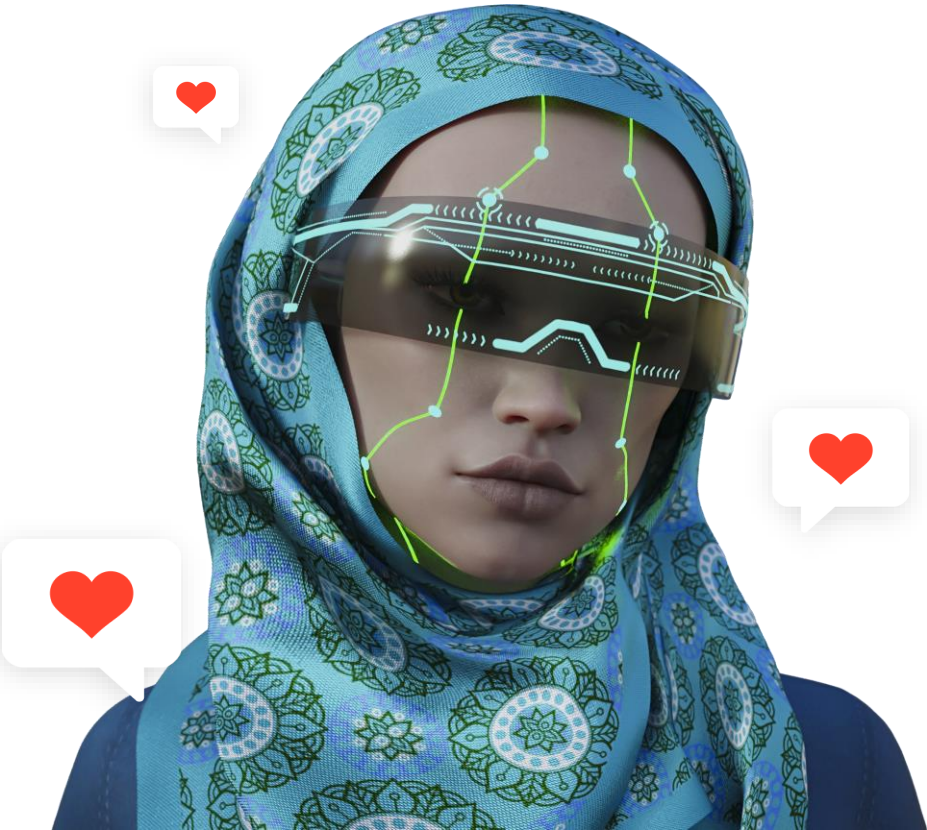
Do you trust news content generated by AI as much as content created by humans?

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

Most of the UAE residents are comfortable with use of generative AI for brand marketing



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
Articles/blogs	26%	30%	6%	10%
Email newsletters	26%	28%	6%	10%
Video	26%	27%	5%	10%
Audio (i.e., podcasts/radio)	25%	28%	6%	11%
Imagery	26%	28%	6%	10%
Social media posts	27%	26%	7%	10%

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*Video includes both script and visual content.

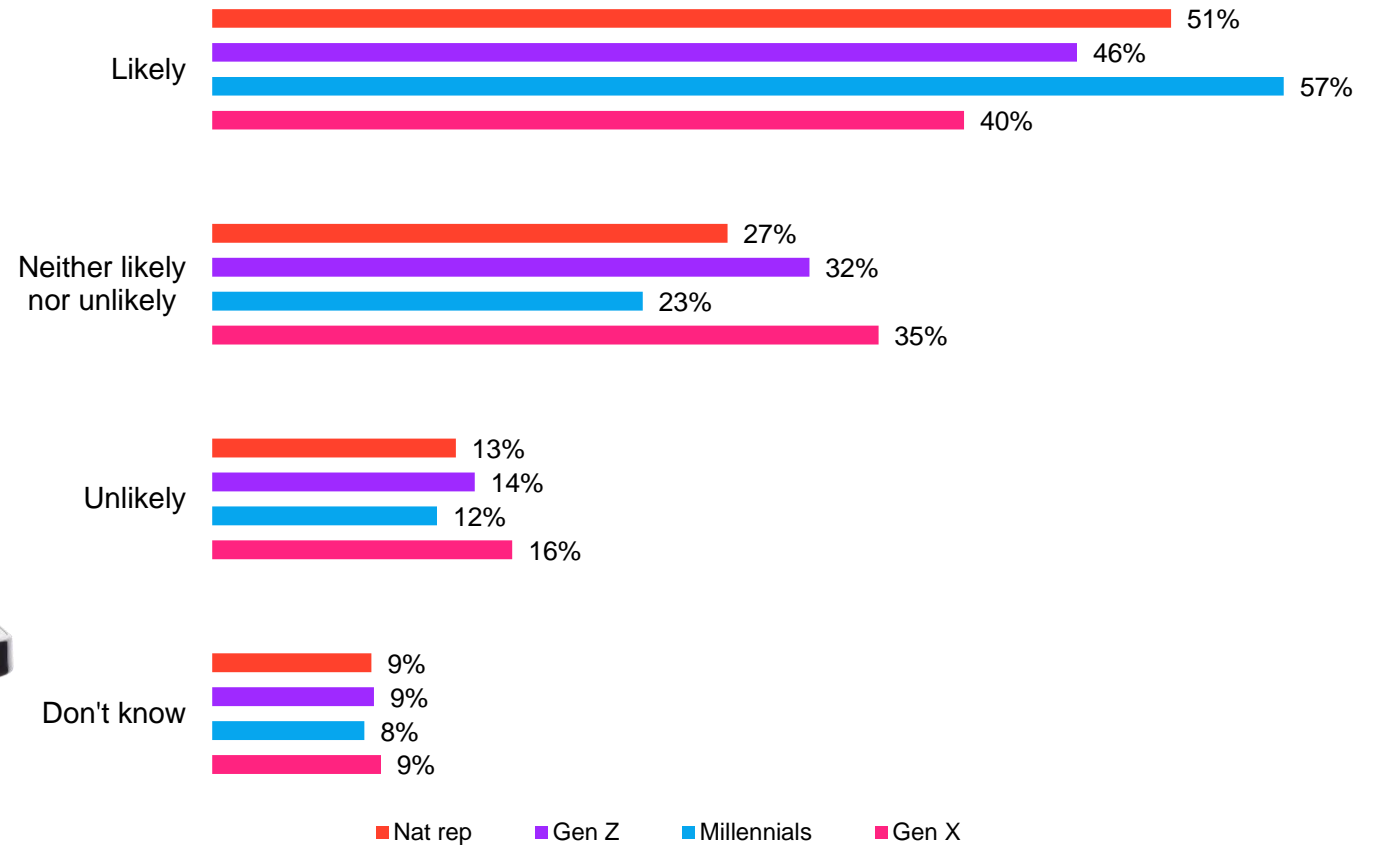
Generative AI and influencers:

51% of the UAE residents are likely to engage with content from AI-generated influencers

This reduces to 46% among Gen Z and increases to 57% among Millennials.



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?



Generative AI and influencers:

Among all surveyed markets, UAE residents are among the most likely to engage with AI-generated influencers.

Other high-engagement markets include India (55%), Indonesia (48%), and Hong Kong (40%).

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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?

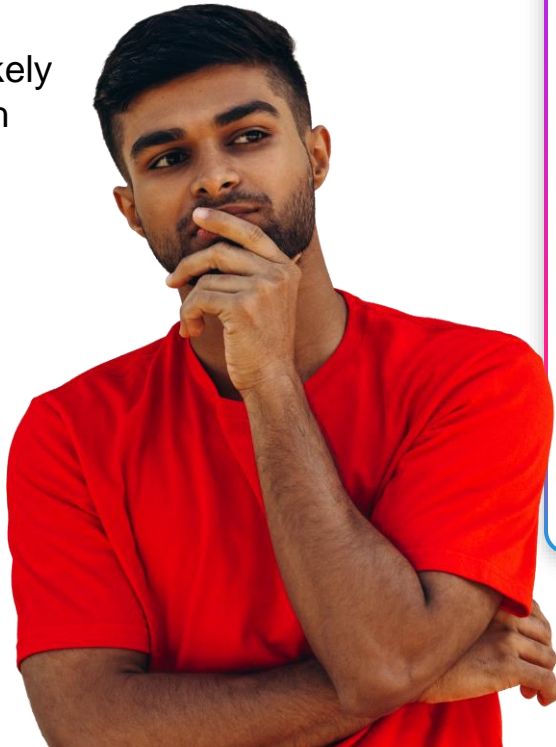
	Likely to engage
UAE	51% ▲
All	23%
India	55% ▲
Indonesia	48% ▲
Hong Kong	40% ▲
Australia	30% ▲
Singapore	26% ▲
Canada	18% ▼
Italy	16% ▼
France	15% ▼
Germany	15% ▼
Spain	14% ▼
Sweden	13% ▼
Denmark	11% ▼
US	11% ▼
Great Britain	11% ▼

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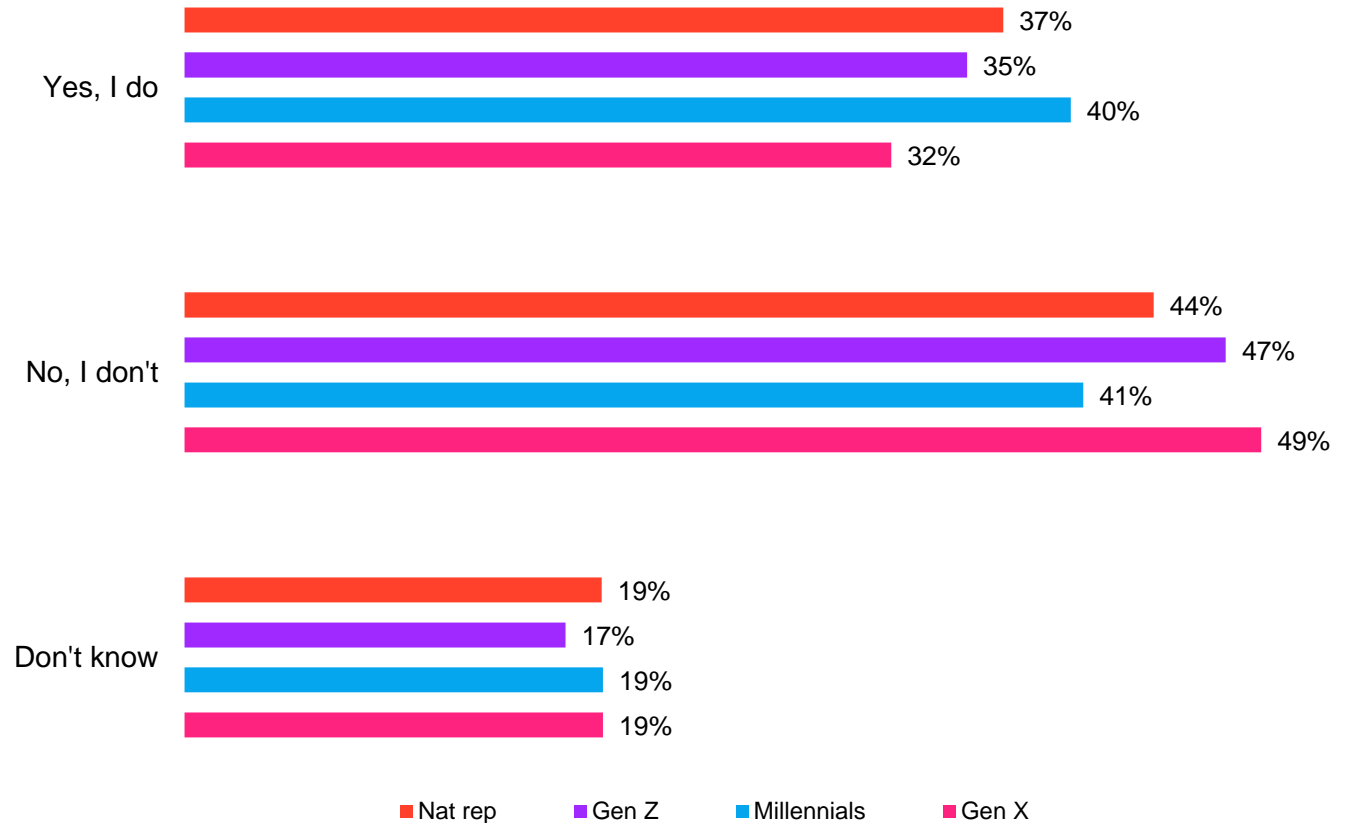
Generative AI and regulations:

44% of UAE residents believe there are not enough regulations in place for generative AI

Millennials are most likely to feel there are enough regulations in place.



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



Generative AI and regulations:

After India, UAE residents are the most likely to think there are enough regulations in place for generative AI to be used responsibly

Followed by people in Indonesia and Hong Kong.

Get in touch

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

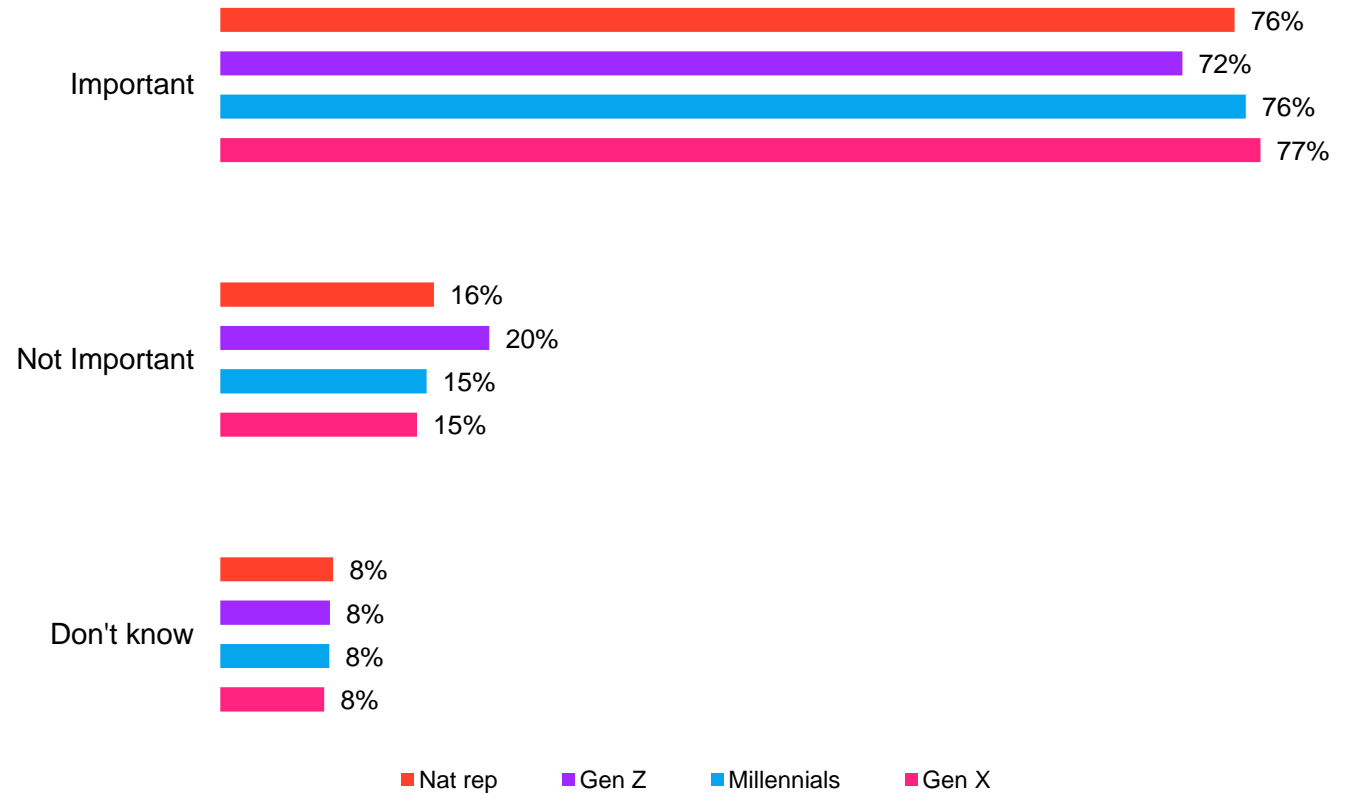
	Yes, I do	No, I don't
UAE	37% ▲	44% ▼
All	16%	62%
India	46% ▲	40% ▼
Indonesia	34% ▲	54% ▼
Hong Kong	29% ▲	52% ▼
Australia	22% ▲	62%
Singapore	17%	56% ▼
Canada	12% ▼	67% ▲
Germany	12% ▼	61%
Italy	9% ▼	68% ▲
France	9% ▼	70% ▲
Great Britain	8% ▼	70% ▲
Spain	8% ▼	78% ▲
Denmark	8% ▼	62%
Sweden	7% ▼	68% ▲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

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76% of UAE residents 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

People in Italy, Australia, and Great Britain 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
UAE	76% ▼
All	81%
India	81% ▲
Italy	89% ▲
Australia	87% ▲
Great Britain	86% ▲
Hong Kong	84% ▲
Spain	84% ▲
Singapore	81%
France	80%
Sweden	79%
Canada	77% ▼
Denmark	77% ▼
Germany	77% ▼
Indonesia	77% ▼
US	77% ▼
UAE	76% ▼

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