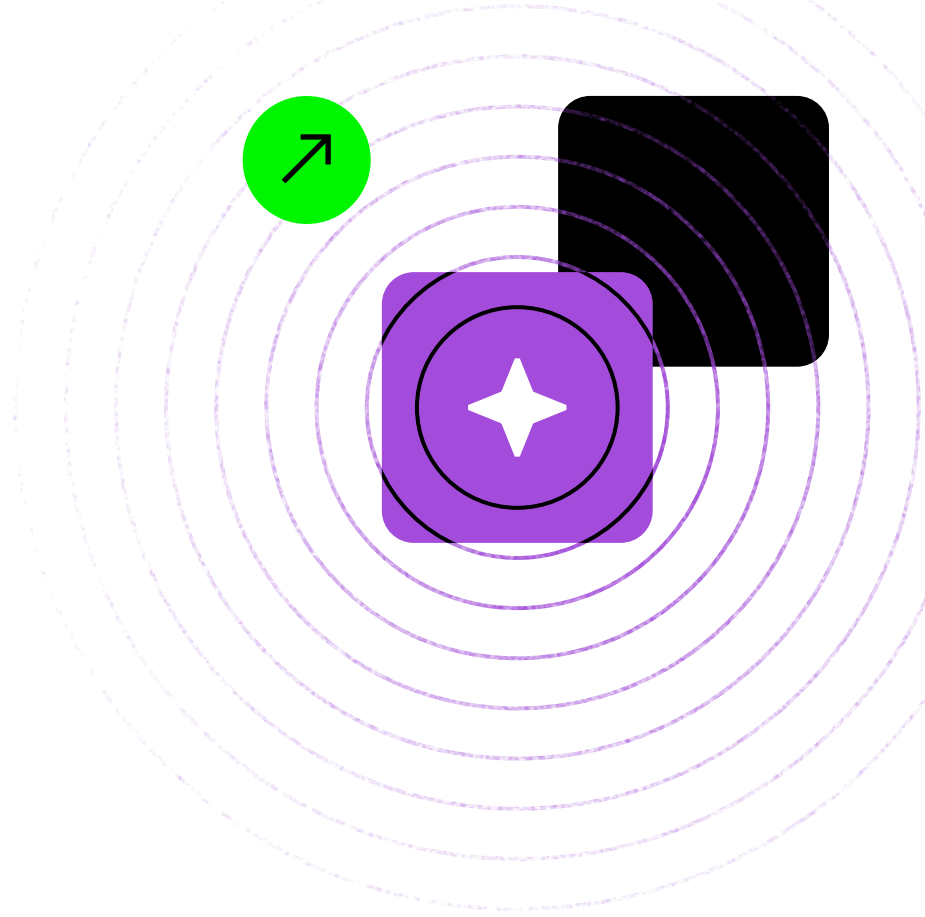


# AI Trends Survey

Summary of key findings



[Read the full article: AI Trends: 30+ Insights in HR, Education, & More for 2025](#)

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# AI video is on the rise



Only **4%** of surveyed businesses are planning on spending over \$100,000 on AI video in 2025.

## 68%

of organizations plan to invest in AI video technology in 2025, with **32%** planning on spending up to \$10,000 and **21%** investing up to \$50,000.

## 55%

of businesses currently use AI video and **64%** of those who don't are considering it.

Just **32%** of businesses say they don't plan on using AI video in the coming year.

# Marketing teams are big adopters



**51%**

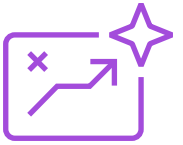
of businesses say AI has slightly or significantly improved their marketing team's productivity.

**54%**

of businesses expect to increase their marketing budget for AI in 2025.

Less than **6%** of those surveyed say AI led to a decrease in marketing productivity.

# Businesses are still navigating challenges with AI



## 24%

of businesses surveyed say cost is their biggest concern while **19%** are hesitant to implement AI due to data privacy concerns.

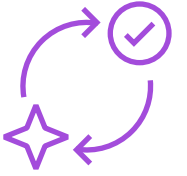
**30%** of respondents say technical expertise is the biggest roadblock for implementing AI.

**18%** of respondents are worried that AI won't integrate well with existing systems.

While there's some hesitation around implementing AI, the biggest concerns are around **cost and expertise**, not the desire to adopt the technology.

Only **8%** of surveyed respondents say their biggest challenge is resistance from staff

# Businesses that choose to invest in AI video are reaping the rewards



Just over **9%** said they were able to scale more effectively thanks to AI video and over **11%** said they were able to produce more consistent content.

Close to **17%** of respondents say the biggest benefit from AI video was reduced costs.

Almost **20%** said the primary benefit of AI videos was increased personalization of their content.

## 43%

of survey respondents say AI-generated videos improved time efficiency.

[Read the full article](#)



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