

The future of radio: is Al taking over at the cost of connection?

Did you know some radio stations are now fully powered by Al? From hosts' voices to playlists, Al is reshaping the radio experience. Our study shows that while **54%** of listeners in KSA are aware of Al-driven content, **43%** have already listened to an Al-generated audio content.

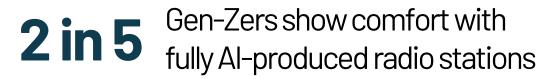
Yet, many feel disconnected, missing the warmth and authenticity of human voices. As radio evolves, the big question is: Will Al enhance or erode the emotional connection that defines traditional broadcasting? This could shape the future of audio.



6 / %

are uncomfortable with the idea of a fully Alproduced content While 7 in 10 express discomfort with fully Al-produced radio content, highlighting the demand for a human touch, Gen Z shows more openness to the concept







Most find the human touch in audio captivating, valuing it as a source of warmth and emotional connection that Al struggles to replicate

7 in 10

Are more drawn towards audio content created by real people



The majority favor a balanced approach, combining human and AI for neutral, less biased news broadcasting

42%

Trust Al-generated content to be free from discrimination

41%

Al boosts news accuracy in radio

41%

Believe in a balanced mix of Al and human content on radio



Listeners remain cautious, questioning whether Al-driven stations can deliver the same reliability as traditional ones

Trust traditional radio stations more than those using Al-generated content



While intrigued by smarter Al recommendations, listeners feel that a genuine connection still requires a human touch

51%

Believe Al can help radio better predict and play desired content

35%

Believe Al-generated radio content is as engaging as human-produced content

35%

Are open to listening to a fully Al-generated radio station 30%

Believe Al-generated audio could better tailor to listeners' interests



66%

are **unlikely** to engage with radio content powered by Al

Al-powered audio is on the rise, but 7 in 10 are hesitant to engage with Al-driven radio content, while millennials show a higher inclination to tune in to Algenerated content







The future of Al in radio: not ready for full adoption

While its innovative capabilities excite some listeners, many remain wary of its robotic nature and perceived lack of authenticity. Concerns about the absence of human connection and emotional depth suggest that listeners are not yet ready to fully embrace Al-driven broadcasting.

For radio stations considering Al integration, a strategic approach is essential. To maintain listener engagement, it's imperative to balance technological advancements with the **emotional connection** that listeners crave. By prioritizing **human touch**, radio stations can ensure that Al serves as a valuable tool rather than a replacement for the authentic experiences that listeners value.



