

NAVIGATING THE DEBATE OVER AI-GENERATED RADIO CONTENT IN SAUDI ARABIA

*A Deep Dive into Audiences' Reactions
towards AI-Driven Content*

October 2024



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

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

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

67%

are **uncomfortable** with the idea of a fully AI-produced content

While 7 in 10 express discomfort with fully AI-produced radio content, highlighting the demand for a human touch, Gen Z shows more openness to the concept



2 in 5 Gen-Zers show comfort with fully AI-produced radio stations

**Most find the human touch in audio captivating,
valuing it as a source of warmth and emotional
connection that AI 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 AI-generated content to be free from discrimination

41%

AI boosts news accuracy in radio

41%

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

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

70%

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



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

51%

Believe AI can help radio better predict and play desired content

35%

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

35%

Are open to listening to a fully AI-generated radio station

30%

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

66%

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

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



2 in 5 Millennials are inclined to tune to audio content driven by AI

The future of AI 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 AI-driven broadcasting.

For radio stations considering AI 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 AI serves as a valuable tool rather than a replacement for the authentic experiences that listeners value.

THANK YOU

The study surveyed 2,200 individuals
via telephone interviews, representing 16.8 million
residents aged 15 and above in Saudi Arabia

