

The ad industry adapts to automation, hearing from brands, and price vs. convenience

Audio

On today's episode, we discuss the rising complexity of automation in advertising and how the industry is evolving as a result. We then talk about how consumers want to hear from

brands and whether consumers will soon favor convenience over price. Tune in to the discussion with president of Basis Technologies Tyler Kelly and eMarketer Briefing director at Insider Intelligence Jeremy Goldman.

Attitudes Toward AI & Automation Among Adults Worldwide, Aug 2021

% of respondents

Fear of losing control

I'm worried about its potential when it's in the wrong hands	42%
We must pay attention to its development, so it doesn't get out of hand	42%
It will have negative effects on society that we can't predict today	28%
At some point it will reach a point beyond human control	23%

Inevitable evolution

It's just the next step in the evolution of technology	31%
It will replace routine human actions	29%
It will soon help humans in many of their daily tasks	28%
It will transform entire aspects of society (e.g., commerce, medicine)	27%

Advancing society

It will advance our society	21%
It will improve our lives in ways we can't imagine today	21%
I'm excited by the possibilities that it presents today	17%
I'm willing to share my data if it can be used to make my life better	12%
I'm very well informed on it and the possibilities it presents us	10%

Note: ages 18+

Source: YouGov, "International Technology Report 2021: Automation & AI," Nov 30, 2021

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