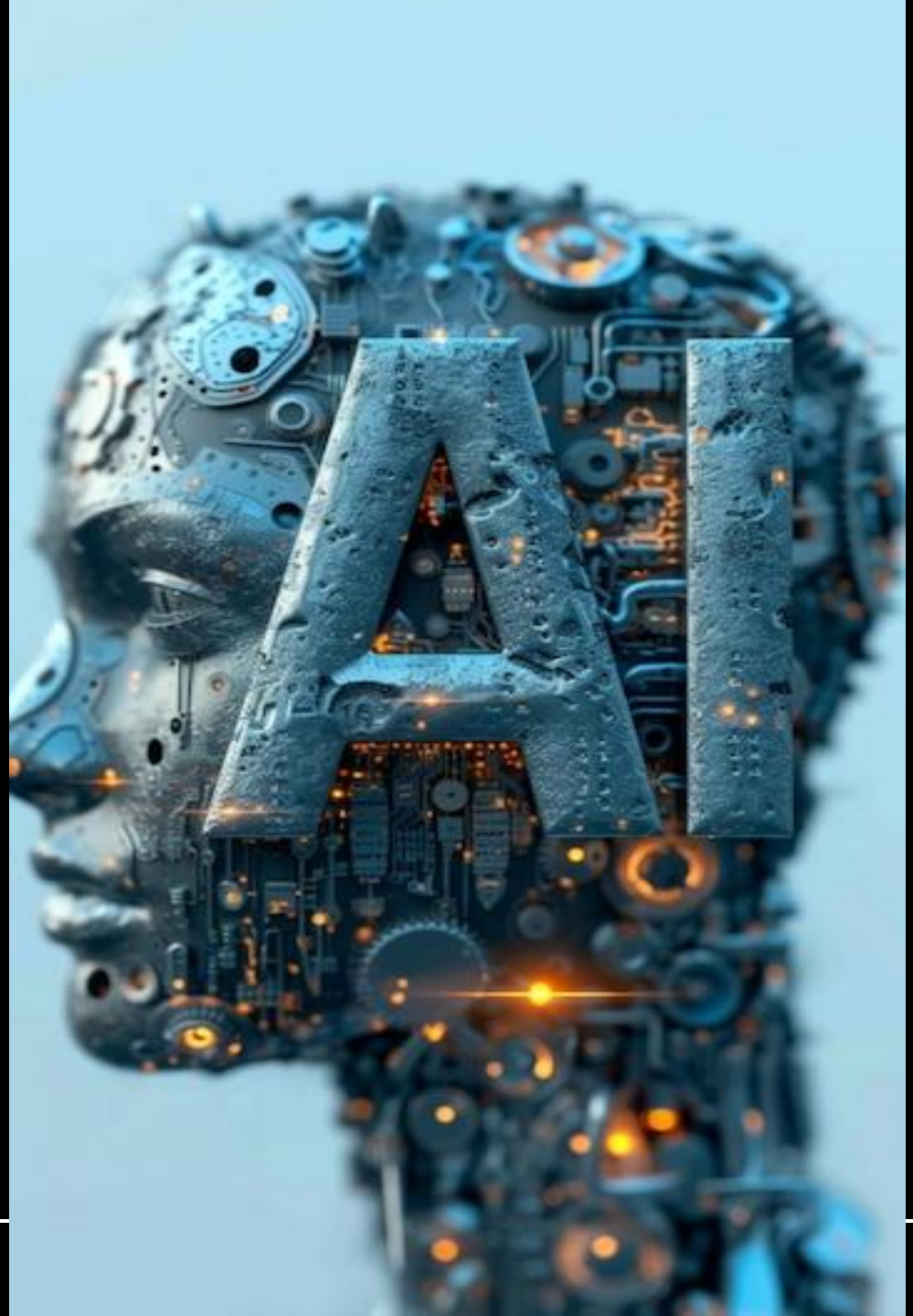


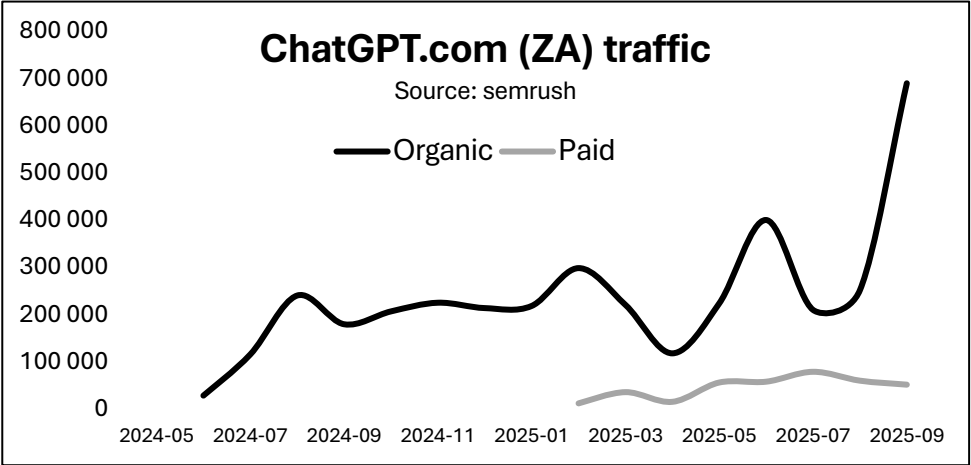
AI RESHAPING MEDIA ECOSYSTEM

SEPTEMBER 2025



AI – IN IT’S INFANCY – WHAT WE KNOW SO FAR

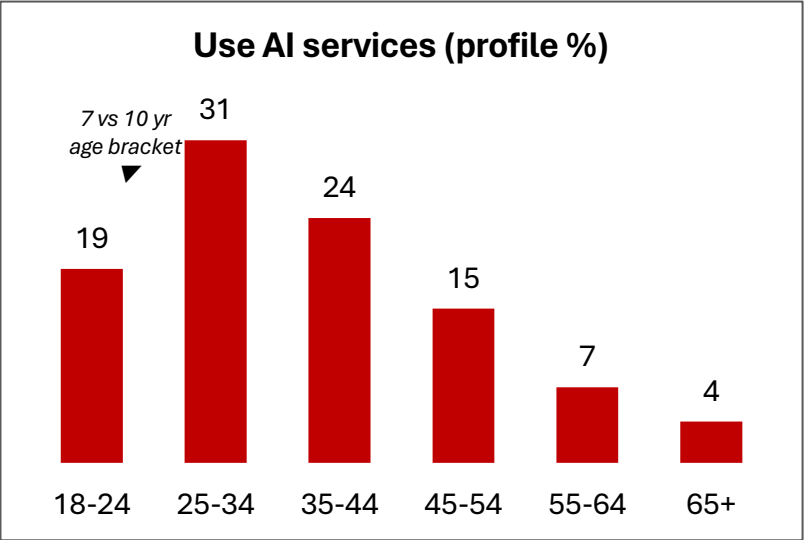
Rapid growth, survey data will struggle to keep up-to-date



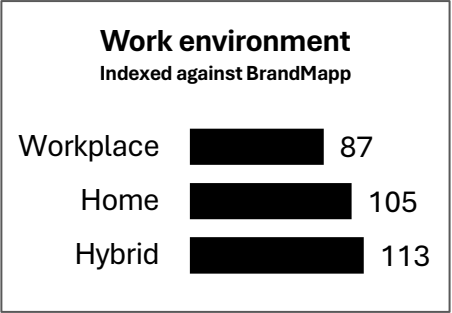
3 THINGS TO CONSIDER WHEN PLANNING

- User Intent
- High-quality content
- Part of SEO Strategy

BrandMapp profile - survey in field Jul-Sep 2024



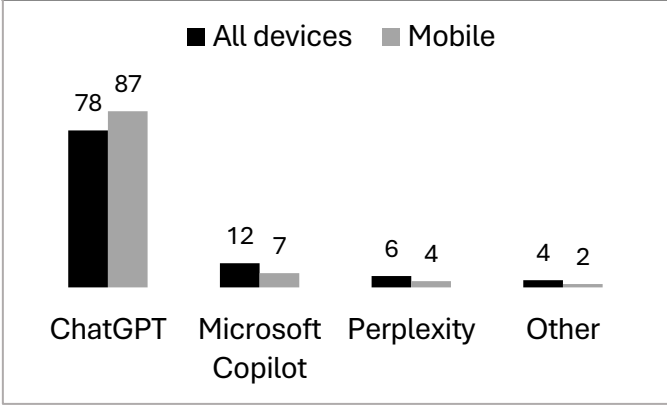
How to read this graph – of online adults A18+ who live in homes with a household income of R10K+, 19% of them are aged 18-24



Bateleur 2024 survey (ZA)

- Generation Z leads with 35% using AI daily and 34% weekly for personal use
- Millennials follow closely with 27% daily and 24% weekly usage
- Generation X falls slightly below average adoption rates
- Baby Boomers show slowest uptake, with 42% never using AI personally and only 13% using it daily

AI Chatbot market share Aug 2025



AI RELEVANT OR TRUE?

Everything that everyone is saying on social media about you that you may influence but you don't control it.

There's the shadow brand, all the stuff, all the leaks, all those forgotten PDFs on like page four of Google search results. They come back to haunt you. You had a lawsuit in 2016, you're still having that lawsuit according to chat, GPT.





Content you put out there is starting to matter more than ever!



BUILD TECH INTO WHAT WE DO

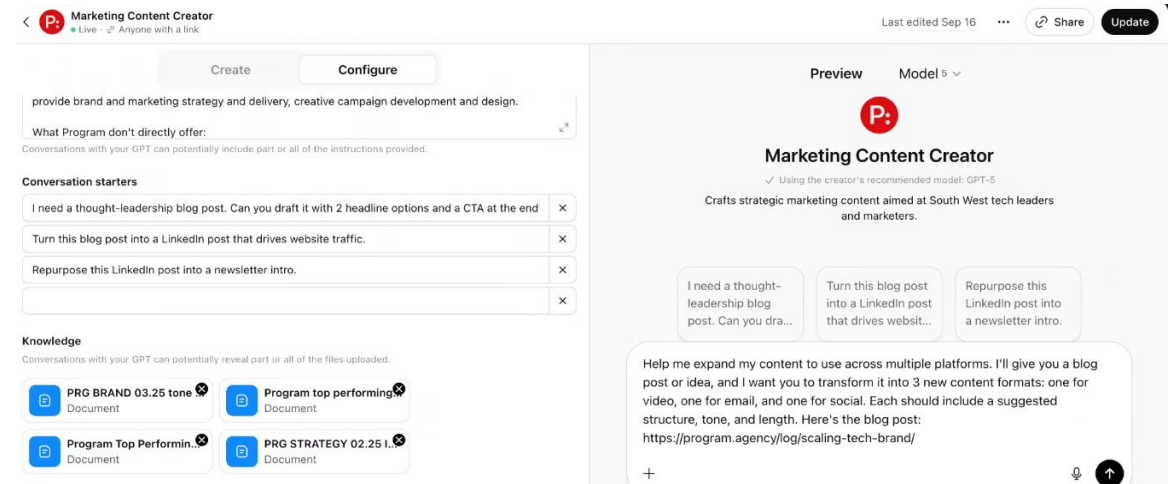
LLM'S (LARGE LANGUAGE MODELS) AI Tools are becoming part of tool kits and custom AI Agents will ensure content does not become generic. Important to consider the risks around plagiarism, human bias data and bad data prompts when using the tools.

LLM's are trained on data created by humans, so has inherited bias. It will lean towards whatever there is more of.

 ChatGPT Versatile, accessible, has plug-ins & web access. It has more innovative features than other LLMs and is often the first-to-market with new features.	 Claude Natural tone, best for creating human-sounding copy. No internet access or image generation, or data analysis. The best at integrating with other apps.	 Gemini Good at strategic conversations but doesn't integrate that well - yet.	 Copilot Microsoft Office integration, but isn't particularly innovative or creative. Has the most complex prompting needs. The safest but least useful.
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Why create a custom AI?

- Imagine an AI assistant trained to think and write like you
- Helps you stay consistent, on-brand, and efficient
- Standardise your tone and process - great for teams
- You don't have to give it a role/ context every time
- You can create multiple GPTs for different goals: ads, customer service, competitor analysis, influencer outreach, personal ghostwriter, analyst, event planner



IMPACTING HOW WE SEARCH FOR INFORMATION

We’ve looked at SEO & the role of AI, and whilst we are in AI infancy stage with Google still dominating search, we need to stay attuned to our audience’s behaviour and engage with them through channels where they find most relevance.

GENERATIONAL SHIFTS IN WHY PEOPLE SEARCH

Top 5 motivations to search		
Linear Efficient Specific need		
Dynamic Exploratory Diverse needs		
Rank	Gen X / Boomers	Gen Z / Millennials
1	To find specific information	To explore my personal interests
2	To solve a problem or find a solution	To entertain myself
3	To compare product specifications, prices, and ratings	To learn or educate myself
4	To explore my personal interests	To solve a problem or find a solution
5	To learn or educate myself	To find specific information

Source: TikTok Marketing Science Global Future of Search Study 2025 (US Results), conducted by WARC

GROWING ADOPTION OF SEARCH WITHIN PLATFORMS OTHER THAN TRADITIONAL ENGINES



	Google 4.9B Search Users, 3B+ Android Users, 1.5B AI Overviews Users & 1B+ Assistant Devices
	Meta Users* 3.4B+
	Apple Devices** 2.35B
	TikTok Users*** 1B+
	Microsoft 1B LinkedIn Members & 400MM+ Office 365 Paid Seats
	Spotify Users 678MM
	Amazon 600MM+ Alexa Devices & 200MM+ Prime Subscribers
	X Users 500MM+
	Canva Users 230MM+

Tech incumbents have billions with ongoing AI product roll outs

Source: WARC TikTok Marketing Science Global Future of Search Study, Bond Trends – Artificial Intelligence May 2025

TWO TYPES OF SEARCH OPTIMISATIONS

	SEO (Search Engine Optimisation)	GEO (Generative Engine Optimisation)
Target	Traditional search engines e.g. Google, Bing, Yahoo	AI platforms e.g. ChatGPT, Copilot, Gemini, AI Overviews
Focus	Keywords, backlinks, site performance to improve rankings on traditional search engines	Content structure, factual clarity for citation potential for AI-driven generative search engines
Content creation	Often produced based on keyword targeting and SEO metrics	Focuses on creating content that answers users queries in a conversational manner
Success metrics	High traffic, click-through rates, engagement	AI citations, response inclusion, share of voice
User action	Click through to website	Read answers with source references
Optimisation approach	Manual research, technical SEO	AI-driven analysis, entity optimisation
Traffic impact	High for optimized pages	Minimal click experience
Tools	Google Search Console, Semrush, Yoast	Profound, Semrush Ai SEO, LLM tracker, Otterly, ZipTie

Source: Search Engine Land, Lunio, seoprofy, socialmediatoday

RESHAPING THE MEDIA ECOSYSTEM

AI is reshaping the media ecosystem by training on content from across the internet—websites, blogs, forums, social platforms, and video channels—making it essential to **build a content system beyond your website**. Brands must think **multimodal** (text, image, video) and **omnichannel** (social media, YouTube, LinkedIn, forums) because AI models aggregate signals from all these sources to influence visibility and perception.

Packaging and visual assets now matter as much as written content, and **brand sentiment** is critical since AI engines interpret and amplify user-generated narratives. To stay competitive, prioritize **consistent, contextually relevant, and socially validated content** that reinforces brand identity across platforms, while maintaining quality and authority to align with evolving AI-driven discovery.

