

2023 MENA Adoption of AI

55%

of professionals use AI weekly or more often

“Lack of understanding or knowledge of AI” is the biggest barrier to adoption.

Over half of professionals feel that the industry is not adequately equipped to adapt quickly for AI.

“Today’s AI is the worst it will ever be”

59%

Consider AI to be not very or moderately accurate

31%

Mostly or completely trust AI in decision-making



Machine Learning



Algorithmic Advertising
Recommendation Systems



AI Ethics and Governance

...are the areas where talent is most needed. Given a perceived lack of qualified candidates, 51% of companies plan to train existing talent.

Companies are still in the process of developing training programmes



41% say that existing leaders in the ad industry should take the lead on developing and creating standards for emerging technologies.