

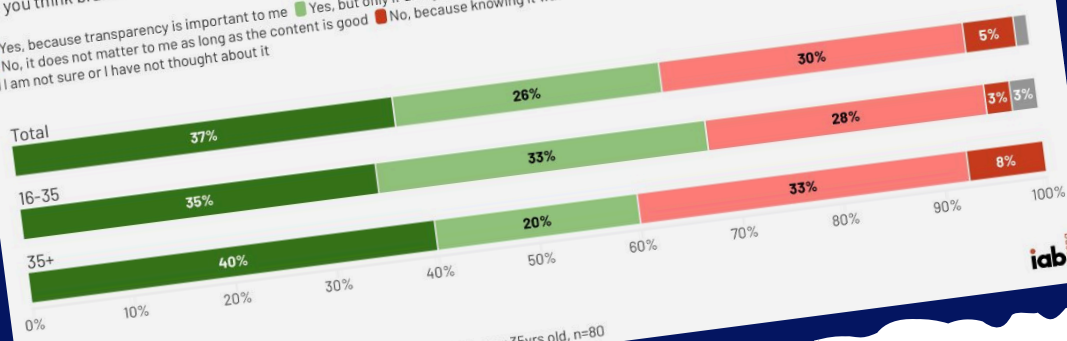


KSA AI CONSUMER INSIGHTS

Majority of KSA online users would like to know if AI was used to create ads or content, while very few are skeptical about its use

Do you think brands should tell people when they have used AI to create ads or content?

■ Yes, because transparency is important to me ■ Yes, but only if using AI significantly changes the content
■ No, it does not matter to me as long as the content is good ■ No, because knowing it was created with AI would make me more skeptical
■ I am not sure or I have not thought about it

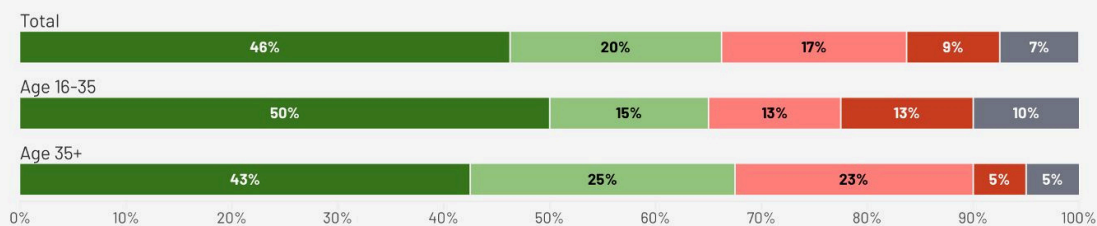


KSA Daily App or Website users. 50:50 Male Female, 50:50 Under 35 vs. over 35yrs old, n=80

AI-created ads are not perceived as as problematic by two thirds of KSA respondents: younger generations have stronger opinions

How would you feel if you saw an ad that was likely created using AI?

■ Impressed: I would feel more impressed because it shows the brand is innovative and efficient
■ Indifferent: I would feel indifferent because I do not mind how the ad was made as long as it works
■ Uneasy: I would feel uneasy because it makes the ad seem less authentic or human
■ Distrustful: I would feel distrustful because I would question the brand's intentions or honesty
■ Unsure: I am not sure or I would need to see the ad first



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