

Generative AI for Content Creators and Consumers

IDC's *Generative AI for Content Creators and Consumers* service looks at the use of generative AI (GenAI) by consumers and content creators. It covers both the demand side (sizing the market in terms of how many consumers and content creators are using GenAI) and the supply side (what GenAI apps are positioned for consumers).

MARKETS AND SUBJECTS ANALYZED

- Consumer and content creator engagement with GenAI (behaviors, desired outcomes, and generational differences)
- GenAI tools and applications used by consumer and content creators

CORE RESEARCH

- Worldwide Consumer GenAI Users Forecast
- Worldwide Content Creator Forecast
- GenAI Users Survey Results
- GenAI Integration into Social Media
- Leading Vendors in the Consumer GenAI Ecosystem
- Consumer and Content Creator GenAI Market Glance

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Generative AI for Content Creators and Consumers](#).

KEY QUESTIONS ANSWERED

1. How many consumers are using GenAI? How does this break down by generational cohorts?
2. How many content creators are there, how many use GenAI tools, and how do they use those tools?
3. What GenAI solutions, tools, platforms, and apps are most commonly used by consumers?
4. What are the outcomes consumers are looking for with respect to GenAI usage?
5. How will GenAI impact broader consumer internet usage?
6. What vendors are best positioned for success in the consumer and creator ecosystems?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in IDC's *Generative AI for Content Creators and Consumers* market including the following:

Anthropic (Claude), CapCut, character.ai, Colossyan Creator, Google (Gemini/Bard), Meta (Meta AI, Llama, Facebook, Instagram), Microsoft (Copilot, Clipchamp), Midjourney, OpenAI

(ChatGPT, DALL-E, Sora), Poe, Runway, Synthesia.io, TikTok, and X (formerly Twitter, Grok)