The content storm

74%

...of creative teams will **produce more content** in 2024 than in 2023

Canto

+ **More content needed**

- **Tight resources**

= **AI to the rescue**

Increasing content volume

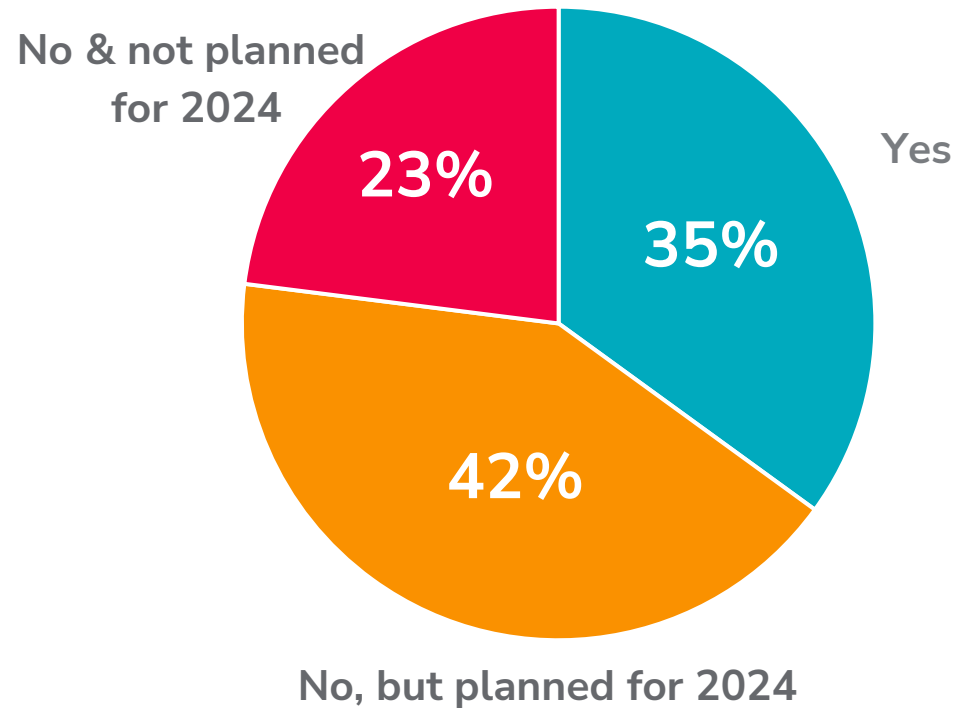+

Disconnected tech stack & workflows

+

Lacklustre content strategy

= CONTENT CHAOS

Expectations for AI are high

Use of AI tech to create content

No & not planned for 2024 — 23%

Yes — 35%

No, but planned for 2024 — 42%

Source: Canto – State of Digital Content Report (2024)

Canto

What kind of AI tools are you using in your organization?

Data analysis — 53%

Chat-based tools/chatbots — 42%

Copy generation (ie. ChatGPT) — 39%
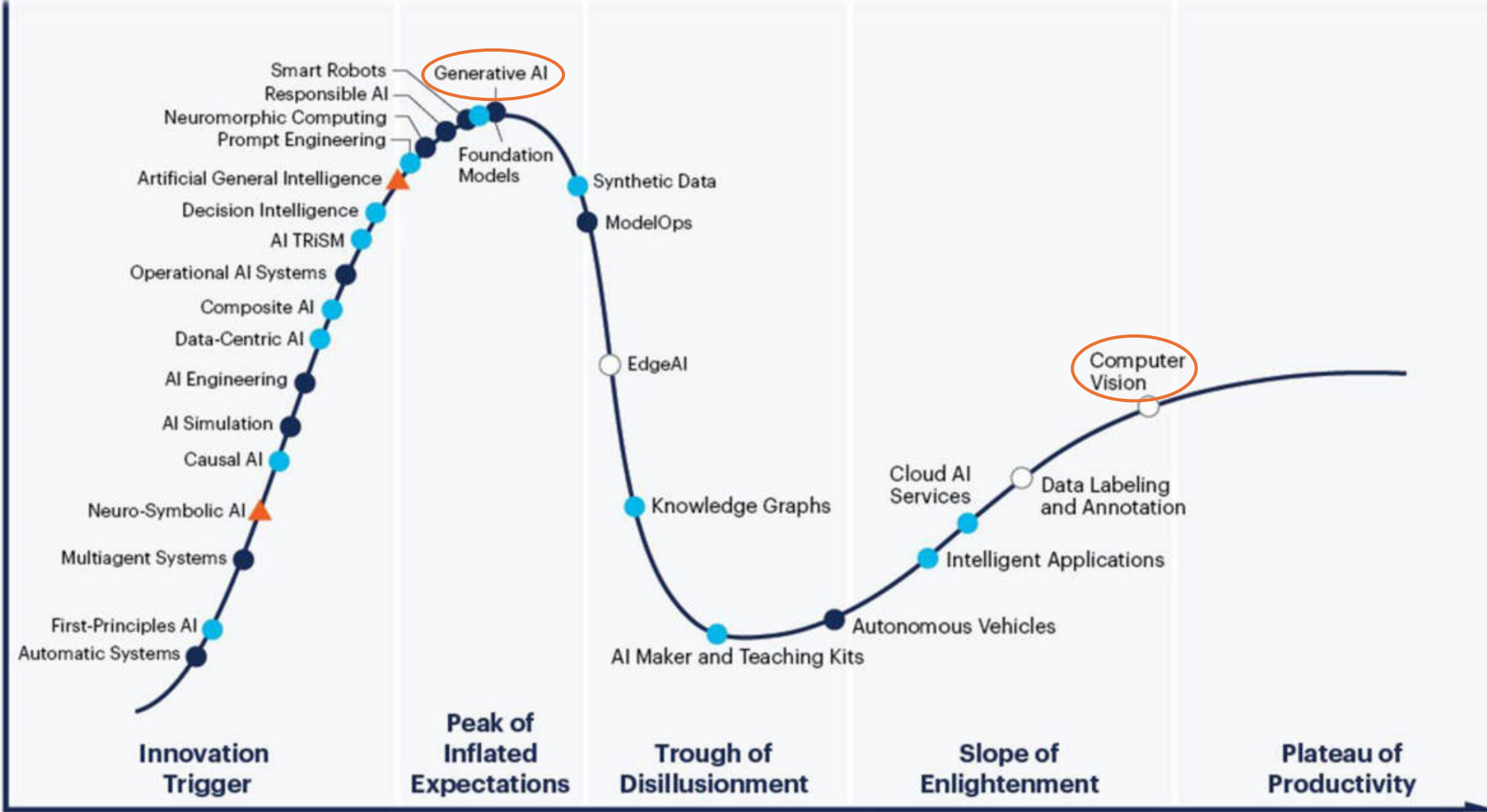
Image generation — 31%

Video generation — 28%

The State of Digital Content — 2024 Edition

Download report here:

Canto

Not all AI is created equal

Gartner Hype Cycle for Artificial Intelligence, as of July 2023.

The vertical axis is labeled **Expectations** and the horizontal axis is labeled **Time**. The curve passes through five phases: **Innovation Trigger**, **Peak of Inflated Expectations**, **Trough of Disillusionment**, **Slope of Enlightenment**, and **Plateau of Productivity**.

Technologies plotted along the curve:

- Smart Robots
- Generative AI (circled)
- Responsible AI
- Neuromorphic Computing
- Prompt Engineering
- Foundation Models
- Artificial General Intelligence
- Synthetic Data
- Decision Intelligence
- ModelOps
- AI TRiSM
- Operational AI Systems
- Composite AI
- Data-Centric AI
- AI Engineering
- EdgeAI
- AI Simulation
- Causal AI
- Computer Vision (circled)
- Neuro-Symbolic AI
- Cloud AI Services
- Data Labeling and Annotation
- Multiagent Systems
- Knowledge Graphs
- Intelligent Applications
- First-Principles AI
- Autonomous Vehicles
- Automatic Systems
- AI Maker and Teaching Kits

Plateau will be reached:
- ○ less than 2 years
- ● (light blue) 2 to 5 years
- ● (dark blue) 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

As of July 2023

gartner.com

Source: Gartner
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Gartner

AI has already created as many images as photographers have taken in 150 years.

EVERYPI XEL

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Adobe Firefly has generated over 1 billion assets just 3 months after launch.

Source: Adobe. Adobe Firefly Expands Globally, Supports Prompts in Over 100 Languages.

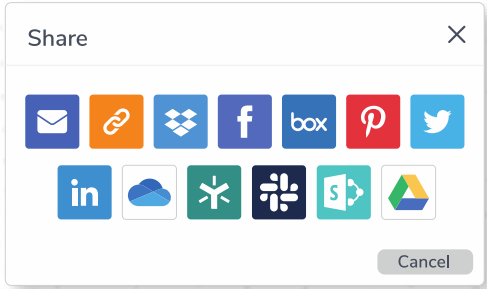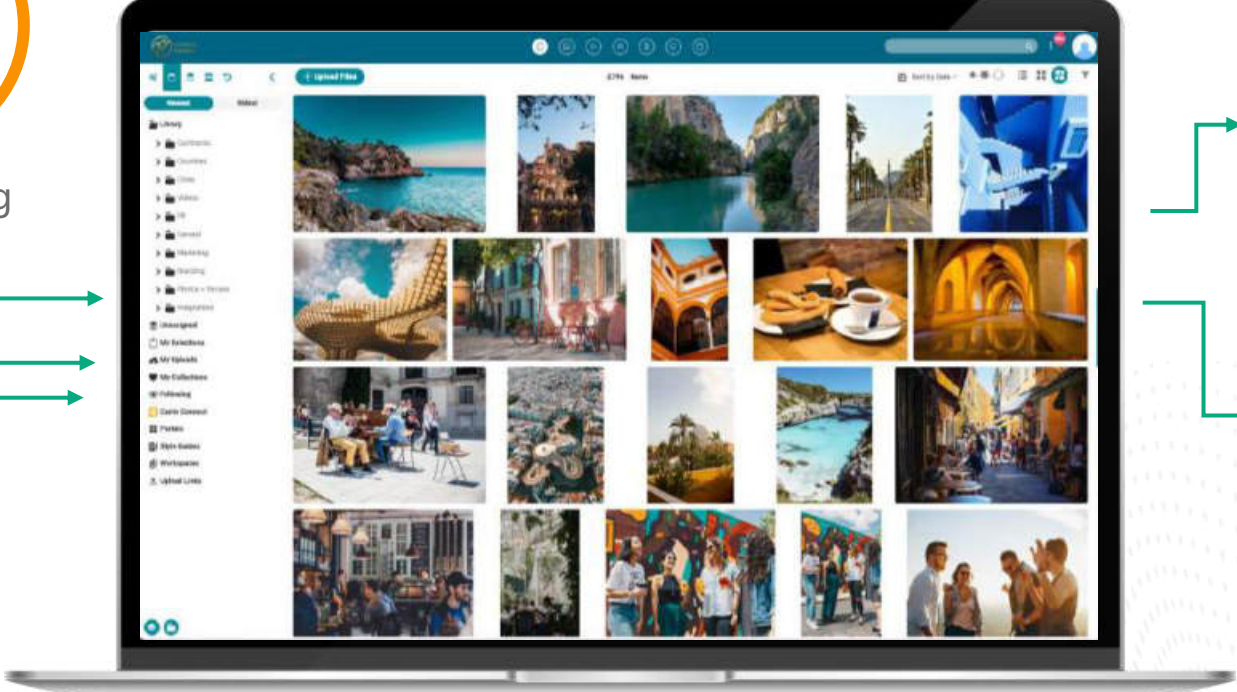# Where does all this content go?
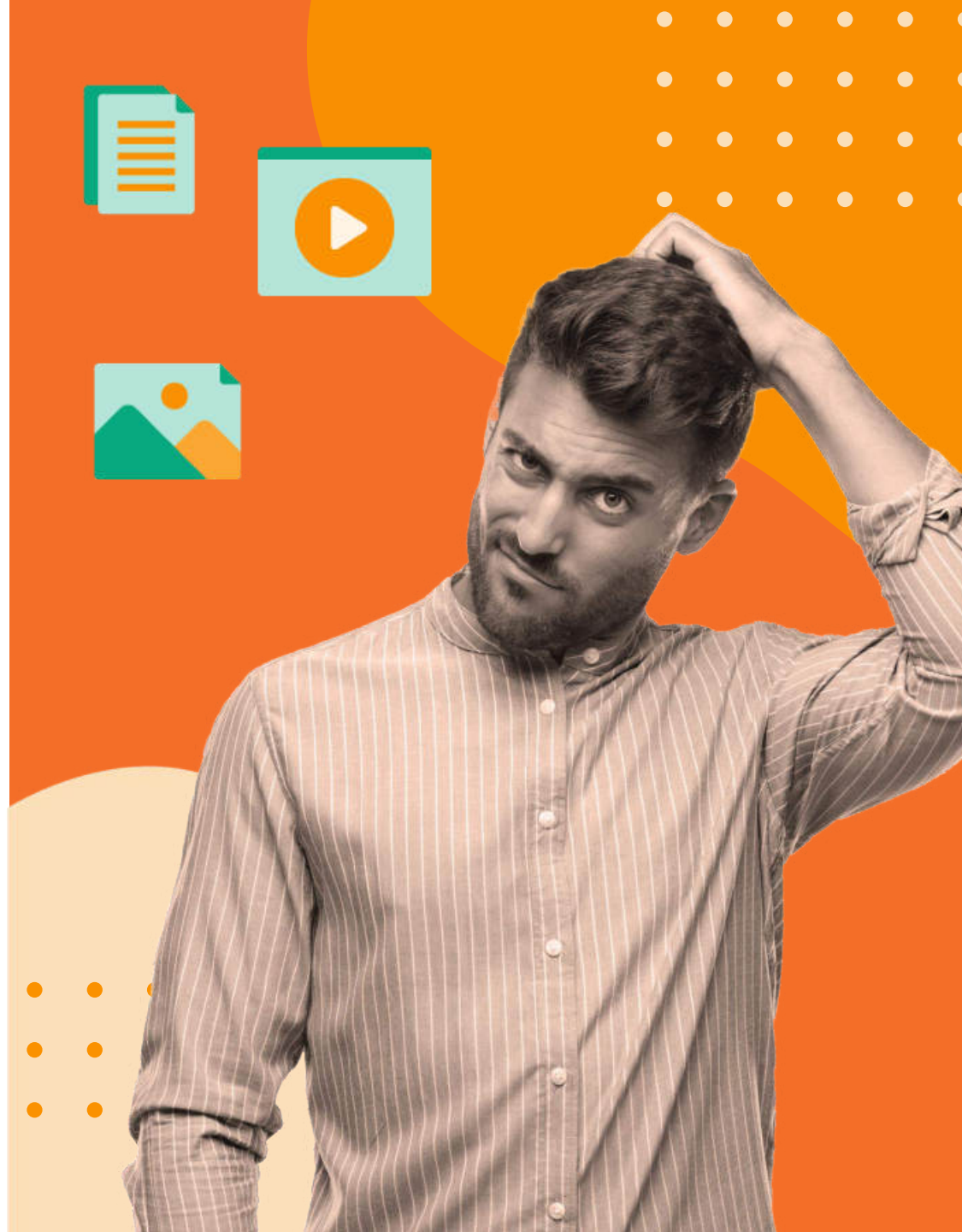
Digital Asset Management

Internal sources

File sharing

Third parties

SINGLE SOURCE OF TRUTH

Canto

Canto's AI vision

- AI to organise content better & find assets more quickly

- Keep up with the rapid pace of generative AI content creation
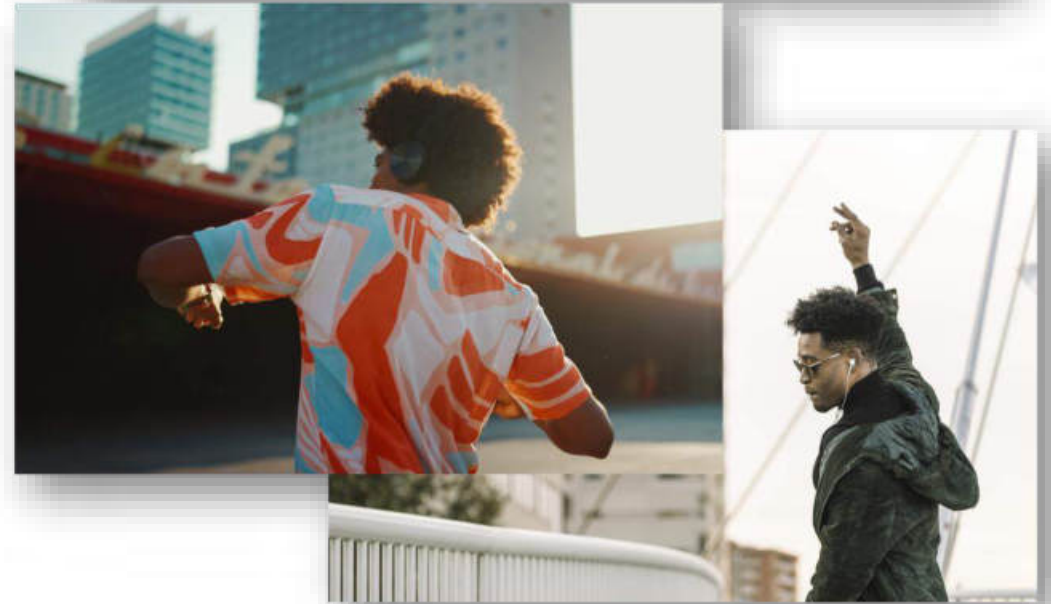
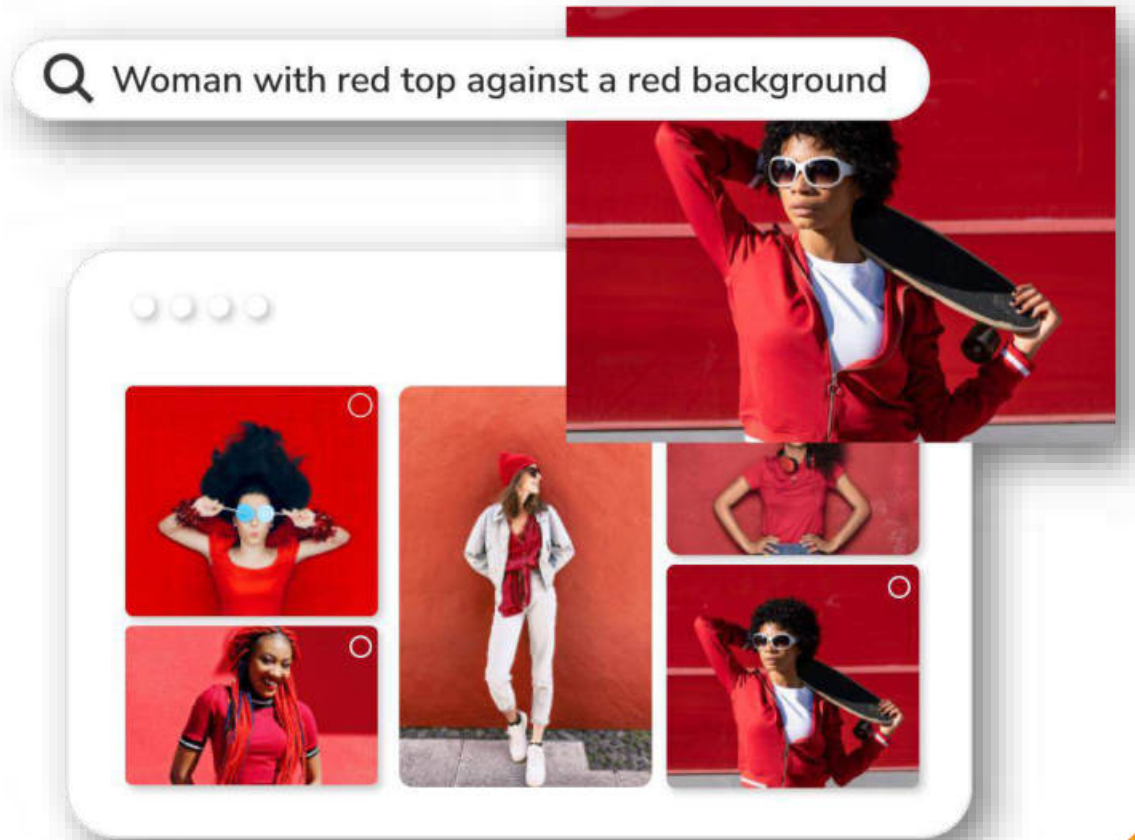Canto

Transforming the way you search

AI Visual Search

Describe what you're looking for, and

Canto instantly delivers results

Canto

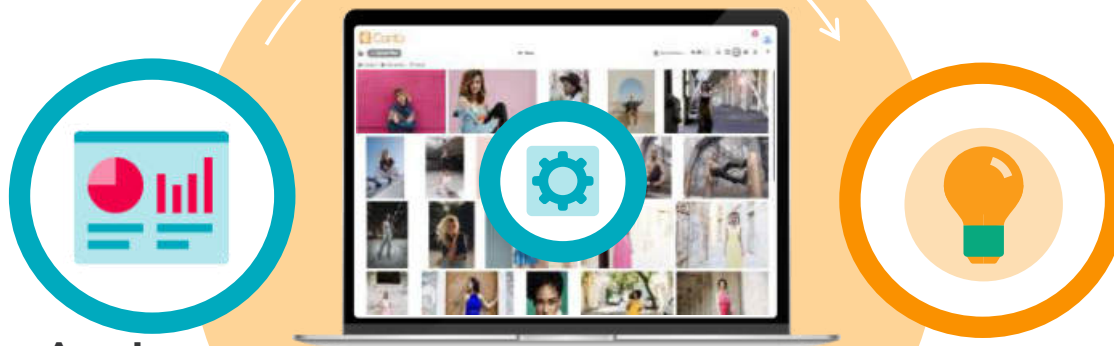# Make AI work in your content tech stack

Check your content tech stack

- Which tools are you already using?

- Are there gaps or silos?

- How do your tools work together?

- Can you easily "manage" your content in each phase?

Plan

Create

Manage

Share

Analyse

Canto

Takeaways