

Media

Revenue Enablement in the AI Era

Media-based respondents surveyed are among the most enthusiastic AI adopters across our Revenue Enablement in AI Era research: They're seeing real productivity gains and reporting stronger-than-average impact on client relationships. **But beneath that optimism sits a structural problem that AI alone can't solve: fragmented audience data and disconnected inventory across channels.** The result is a sector that is running fast with AI, but often in the wrong direction, building audience intelligence in marketing while the sellers who need it can't access or act on it in the field.*

THE CENTRAL CHALLENGE: FRAGMENTED DATA, FRAGMENTED INVENTORY

When asked to name their top sales enablement challenges, media respondents painted a clear picture – three structural problems rose to the top, while the challenge that often dominates in other sectors barely registered here.

TOP CHALLENGES CITED

35% Difficulty differentiating value in competitive markets
Lack of integrated audience data across channels

30% Too many platforms / fragmented inventory

LEAST CITED

14%

Misalignment between
content, marketing,
and sales goals

TOP CHALLENGES CITED

The top three challenges are all symptoms of the same root cause: media companies are selling across a more complex product set with less unified data than their buyers expect. Notably, misalignment between content, marketing, and sales (the dominant challenge in most other industries) is nearly absent here, suggesting the problem isn't collaboration. It's infrastructure.

AI ADOPTION: REAL GAINS, UNFINISHED INTEGRATION



54%

say AI has significantly increased efficiency



vs. 38%

for the full survey sample

Every media respondent in this survey is at least piloting AI (zero reported not using AI yet). **Despite strong efficiency gains, only 16% describe AI as deeply integrated into daily workflows.** The gap between productivity results and genuine workflow integration suggests AI is delivering value in pockets, not across the full revenue motion.

WHERE AI IS (AND ISN'T) BEING USED

MOST USED (TIE)



Personalized Outreach

& Advertiser Data Analysis (41% each)

ALSO ACTIVE



Proposal Automation

Automating pricing packages (27%)

LEAST USED



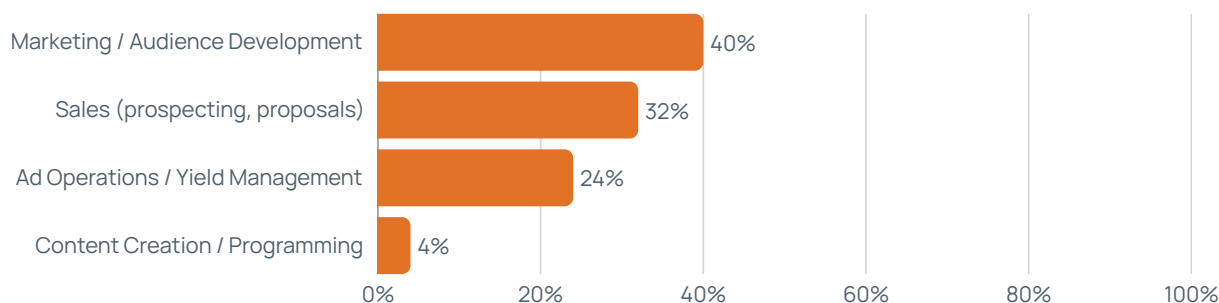
Rep Coaching

Coaching or improving rep performance (16%)

THE GAP:

AI investment is concentrated at the front of the ad sales process. **Rep coaching and performance improvement (the area most directly tied to closing deals) is where AI is being used least.** Given that difficulty differentiating value in competitive markets was the second-biggest challenge cited, this is a meaningful blind spot.

MARKETING IS LEADING AI ADOPTION... SALES IS STILL CATCHING UP



Marketing/Audience Development is outpacing Sales as the primary driver of AI adoption internally. The tools being built on the marketing side aren't yet solving the problems sellers experience day-to-day, creating a handoff gap that structured revenue enablement is uniquely positioned to close.

THE PERCEPTION GAP: LEADERS SEE INTEGRATION, SELLERS DON'T

83% of media executives say their systems are fully integrated. Among sales leaders and reps, only 11% say the same.

A parallel gap appears in data confidence: **67% of media executives are very confident in their CRM and AI-generated insights.** Among sales leaders and individual contributors combined, only 22% say the same. When leadership believes the infrastructure is working and sellers don't trust the data, enablement investments get misdirected – more tools from the top; more training and reliability from the floor.

INVESTING IN TRAINING AND STILL FALLING BEHIND

Media organizations are actively investing in training (the most commonly cited strategy change in the past year). **Yet nearly two-thirds still name the training gap as their biggest AI adoption barrier.** This isn't a contradiction; it's evidence that the pace of AI change is outrunning the investment. Organizations are running, but the ground is moving faster.

46% expanded investment in training & enablement over the past year

62% still cite lack of training as their top barrier to AI adoption

ONE GENUINELY POSITIVE SIGNAL

64%

say AI has had a strong positive impact on client relationships and revenue growth, with zero respondents reporting any negative impact

Media respondents were among the most optimistic in the full survey about AI's impact on client relationships. These results are being generated despite fragmented infrastructure and a persistent training gap, which means solving those foundational problems could compound the gains already being realized.

What This Means for Media Leaders

- **Unify your audience data before adding more AI tools.** Fragmented audience data across channels is the #1 challenge in this segment, and no amount of AI-powered outreach closes deals that fall apart because sellers can't coherently present what they're selling across platforms. That infrastructure problem is the foundational one.
- **Direct AI investment toward the bottom of the funnel, not just the top.** Your teams are already using AI to personalize outreach and analyze advertiser data, but rep coaching (the area most directly tied to closing competitive deals) is where AI is being used least. That's a misalignment worth correcting.
- **Close the handoff gap between marketing and sales.** Marketing is leading AI adoption internally and building real audience intelligence, but if that intelligence isn't reaching sellers in a usable, timely way, it isn't generating revenue. The priority isn't more AI on the marketing side; it's the bridge.
- **Take the perception gap seriously (especially if you're a leader).** Executives in this sector are significantly more confident in their systems and data than the people selling every day, which means enablement investments may be solving the wrong problems. Getting an honest read from your front-line sellers is the starting point.
- **Treat training as infrastructure, not a line item.** Nearly two-thirds of media respondents cite lack of training as their top AI adoption barrier even as nearly half report expanding their training investment. The investment is happening; it's not reaching the floor fast enough.

* About this data: This spotlight draws on responses from a subset of media industry participants in LeadG2's 2026 Revenue Enablement in the AI Era survey (n=154 total). Results are directional (not statistically significant) and are best understood as early signals and conversation starters rather than definitive benchmarks.