



# AI video marketing trends **FOR 2026**

How teams are navigating AI to streamline production workflows, create higher-quality videos, and engage their audiences

⚡ Write event description

⚡ Write a script

⚡ Create a social clip

⚡ Edit highlight reel



# Table of contents



## Introduction

AI is amplifying creativity and helping video marketers meet demand



## Impact

What's the impact of AI on business video so far?



## Tools

What does adoption of AI tools look like for business video?



## Future

What's next for AI and business video?



## Process

How are businesses using AI tools in video workflows today?



## Get started

Wistia + AI make video a team skill





## INTRODUCTION

# AI is amplifying creativity and helping video marketers meet demand

It's about creating *better* videos faster, not just churning out more content







# AI is accelerating video workflows—but only in certain places so far

The demand for great video content is higher than ever. And you're on the hook for it. With your to-do list continuing to grow each quarter and AI innovation happening at lightspeed, how will you pair the two?

We surveyed over 500 marketers who work with video to find out how they're using AI in their workflows, what's working, and what they're skeptical about.

Our findings? Marketers are adopting AI quickly, but not evenly. They're using it to pressure test ideas in pre-production and scale their output. But storytelling and capturing footage? That's staying human for now.

Folks are cautiously optimistic about using AI in video workflows at their businesses. But today, there are still concerns about quality, ethics, and making sure their brand retains the trust of their customers.

Teams are still discovering how AI will fit into their businesses. Our hope is that this report gives you the lay of the land, introduces you to new tools and ways of working, and gives you some inspiration for how you might use AI in your video efforts this year.

Transcript

Comments

Spanish



Edit



Enhance Speech

Improves audio clarity and quality

ON



Trim extended silences

We'll remove silence over 2 seconds in length

- 3 silences found

Apply



# AI Video Marketing Trends for 2026



## Ideas are more of a barrier than video skills

33% of respondents say coming up with new ideas and concepts for video content is their biggest process challenge.



## Marketers use AI during pre-production to brainstorm and draft scripts

51% of respondents use AI to assist them in the ideation stage, or to automate video scripts and outlines.



## ChatGPT is the most widely used AI tool in the video production process

57% of respondents use ChatGPT the most compared to 38% using Gemini.



## Most video marketers feel confident in their ChatGPT and Gemini skills

41% consider themselves “Advanced” users and 28% of respondents consider themselves “Expert” users.



## 64% agree that AI is keeping video production in-house

And agencies are 34% more likely to say AI video tools has significantly reduced the need to outsource.



## AI makes repurposing content easy

37% of respondents say the most significant impact of AI is faster turnaround time for producing multiple versions of the same video.



## Teams are judging AI tools on quality, not quantity

Over half (51%) say improving video performance is the most important outcome for their video strategy, and producing higher-quality content is close behind (48%).



## Marketers say videos with AI perform better

85% of all respondents report that videos with visible AI components, like AI-generated captions and AI-assisted visual effects, perform better than traditional videos.





## TOOLS

# What does adoption of AI tools look like for business video?

Teams are using AI tools to simplify workflows, while keeping creativity human



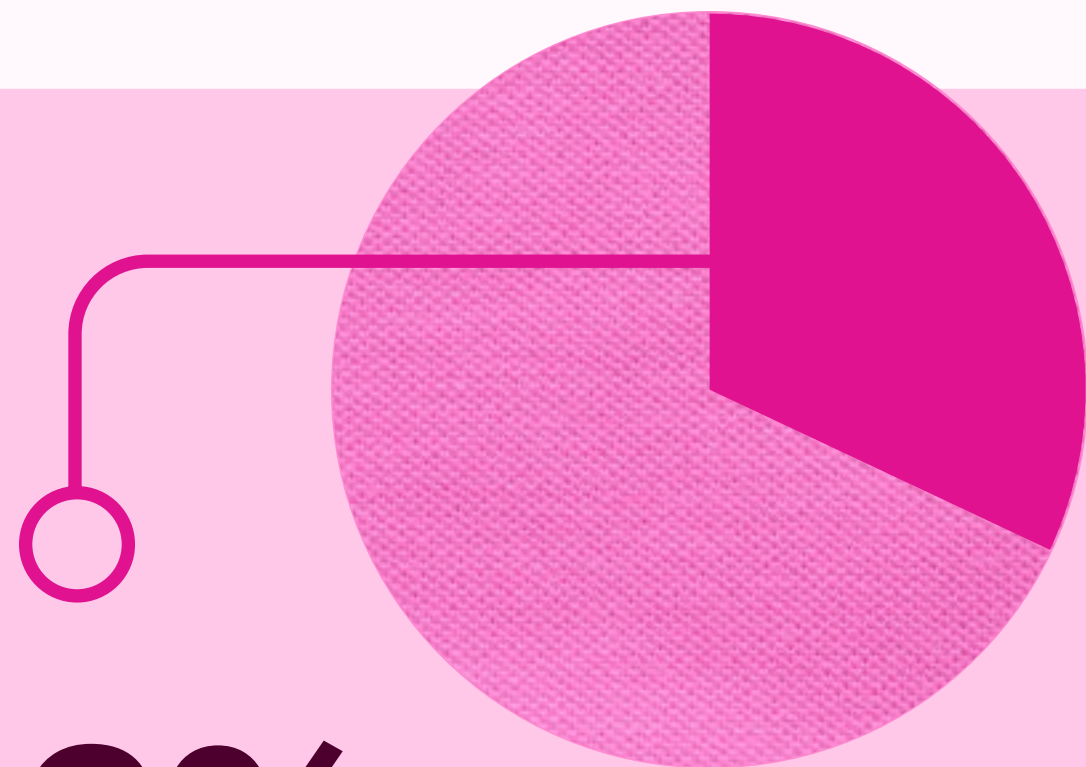




# Marketers are optimistic about AI. Well...cautiously optimistic.

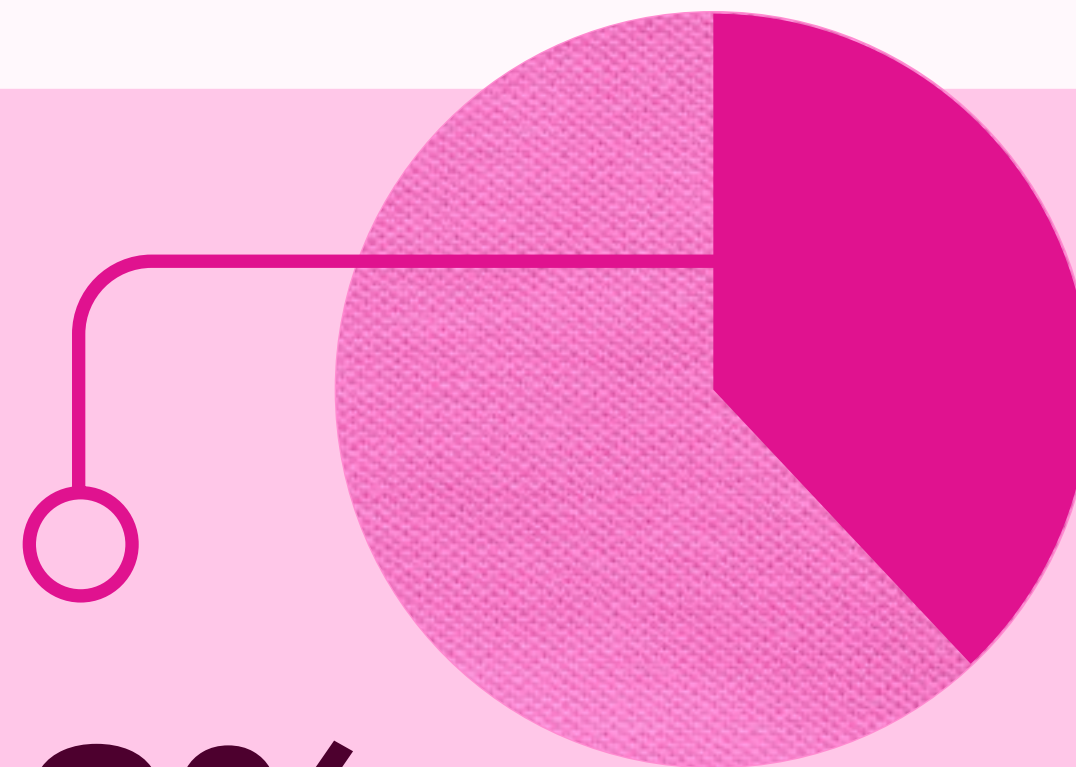
Most marketers are using AI tools extensively. In fact, 99% of the people we surveyed have experimented with AI. It's clearly becoming part of everyday work, but the enthusiasm hasn't quite caught up: only about a third of marketers describe themselves as truly enthusiastic about these tools.

The takeaway? Adoption is widespread but cautious. **Teams want AI to help them produce more videos without sacrificing quality.** They're gravitating toward tools that make it easier to repurpose existing content and to speed up audience research.



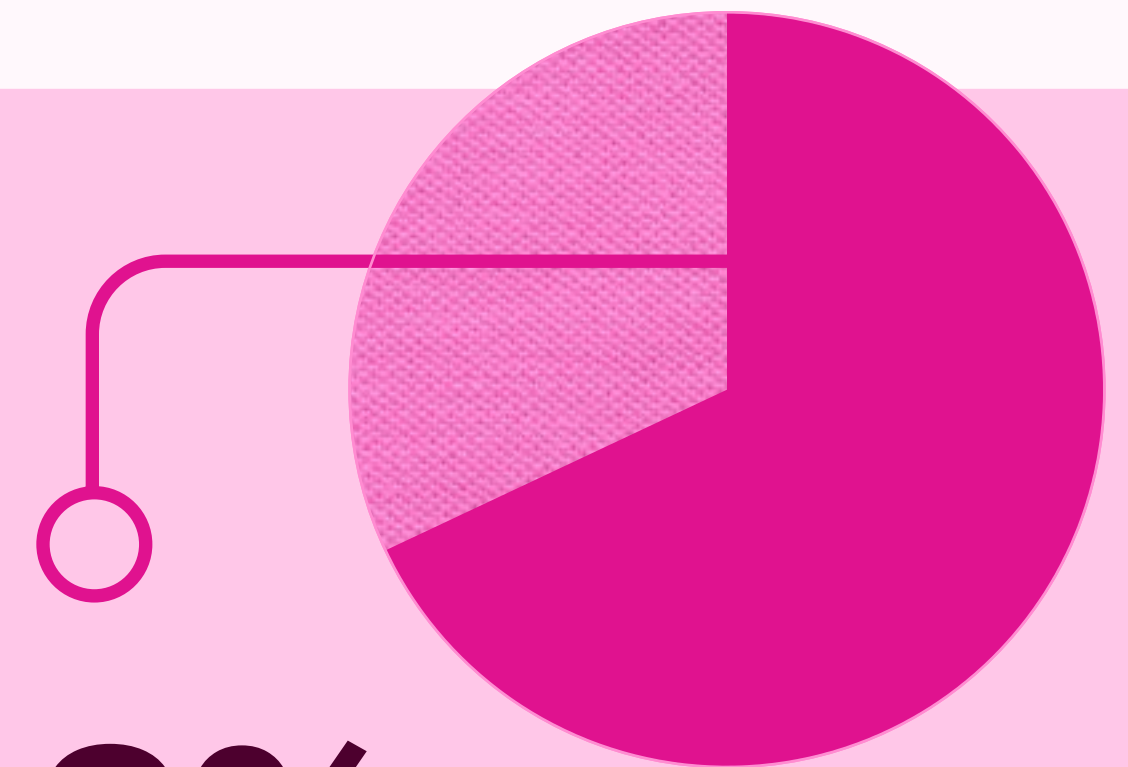
32%

are enthusiastic about  
using AI tools.



38%

see the potential of AI tools  
and are open to using them.



68%

use AI tools extensively and consider  
themselves advanced users.



# Businesses are rapidly adopting AI tools in their workflows

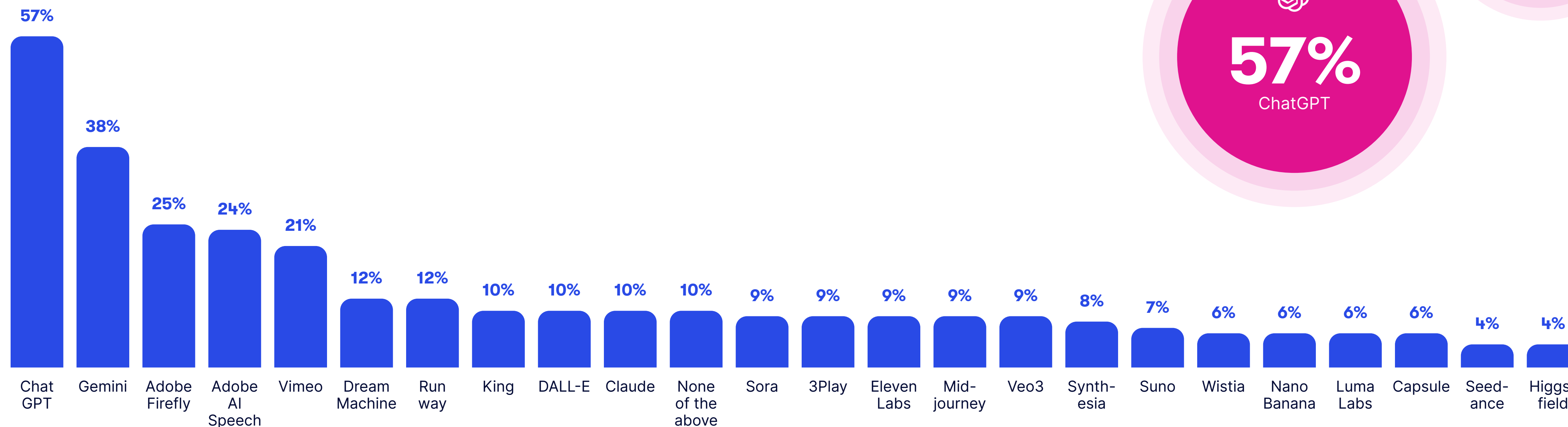
Over two-thirds of marketers have already published videos that incorporate generative AI tools somewhere in their workflow. What are they using? While businesses are experimenting with a wide variety of tools, a few frontrunners are pulling ahead.



## The top 3 tools

Teams are focusing on 2-3 solutions that solve their biggest bottlenecks, from scripting to post-production.

Here are the AI tools marketing teams are using in the video production process:



38%  
Gemini

25%  
Adobe Firefly

57%  
ChatGPT



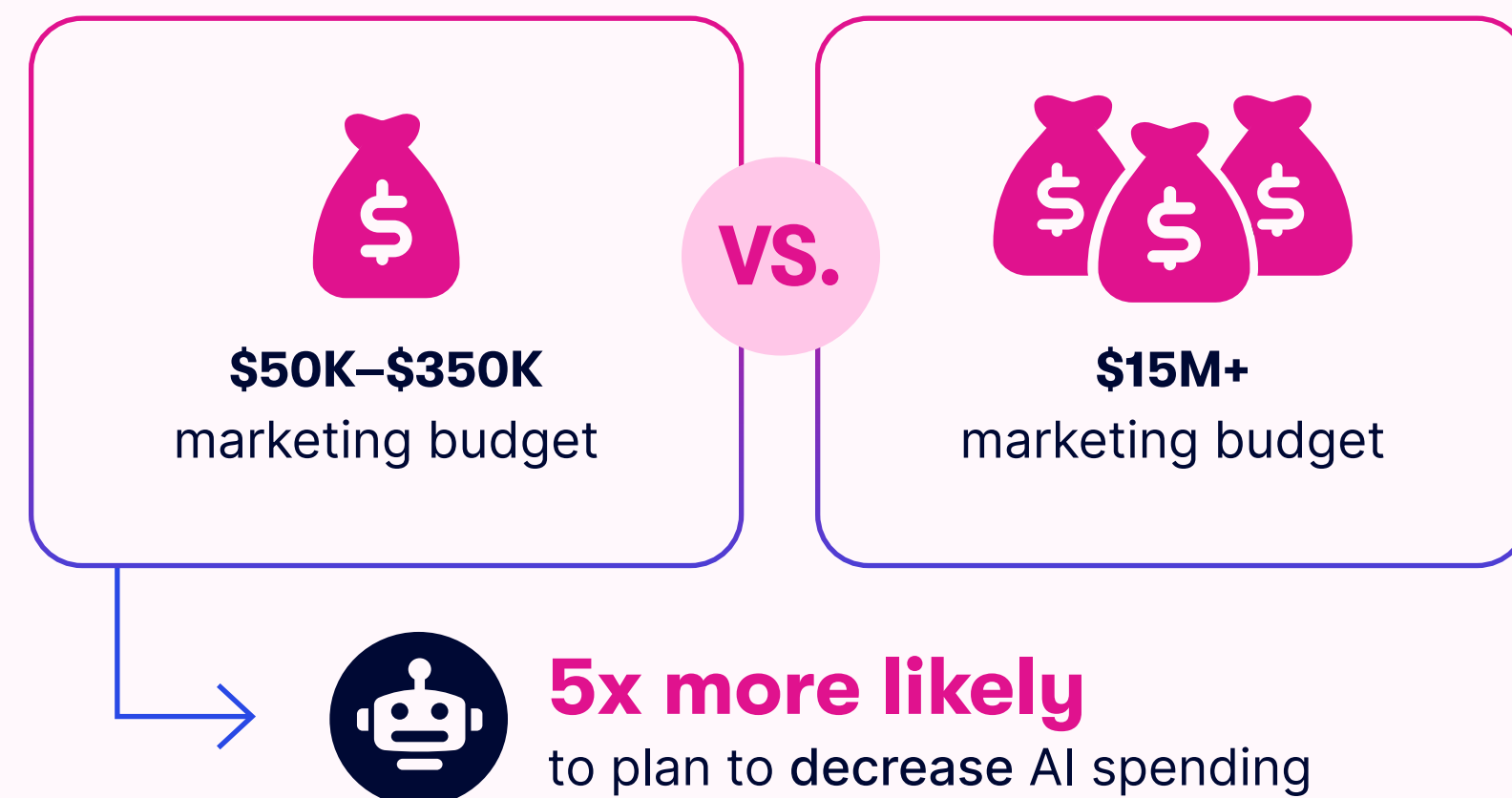


# AI video budgets are growing (but not for everyone)

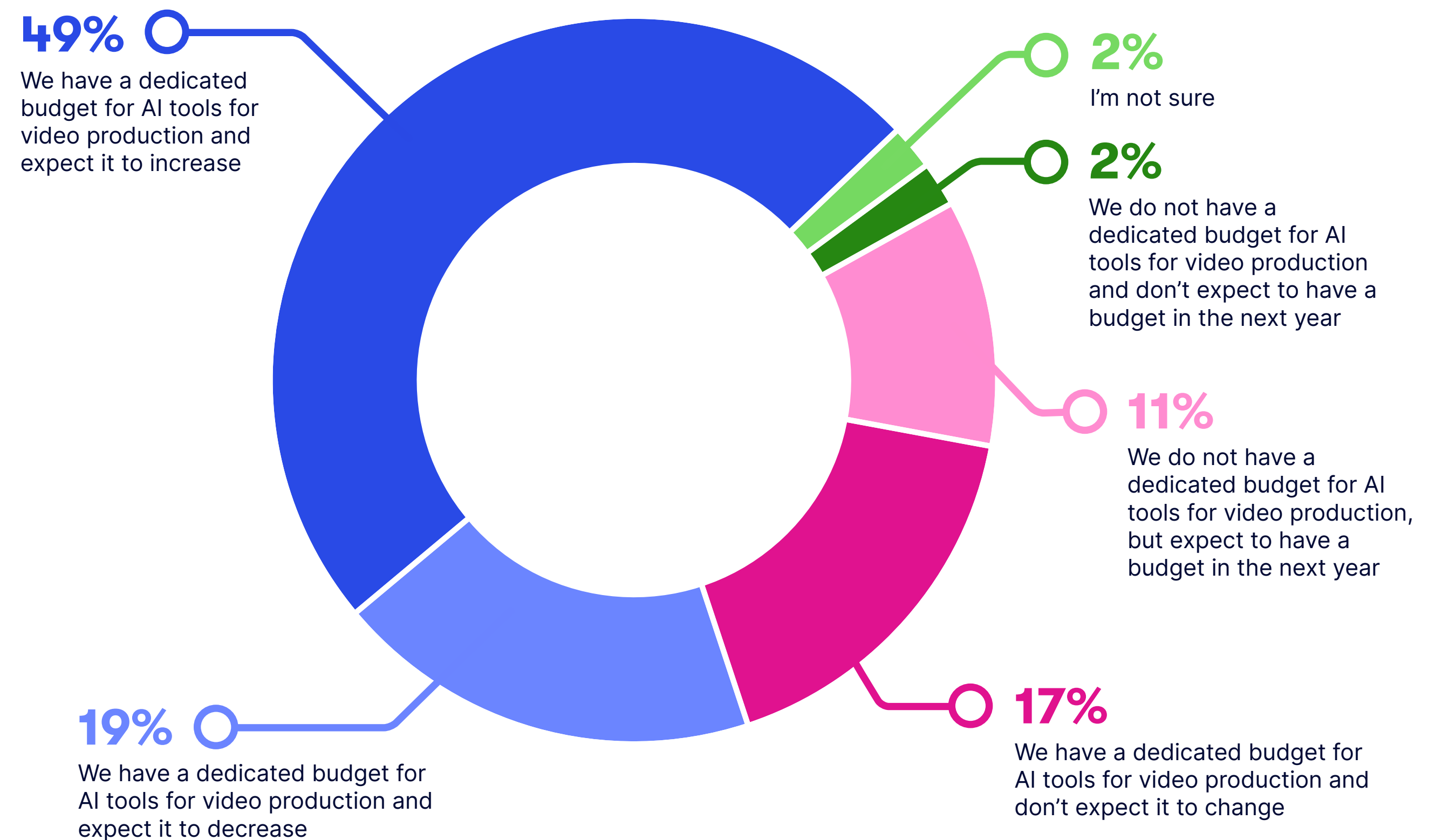
In general, most companies surveyed have a dedicated budget for AI and anticipate an increase in the coming years.

Notably, companies with marketing budgets of \$50K–\$350K are **5x more likely to plan to decrease AI spending** compared to companies with marketing budgets of \$15M or more.

This means smaller businesses might not be seeing the ROI from AI that they need to justify increasing budget for these tools.



Which of the following best describes your company's budget for AI tools in the video production process and how do you expect it to change over the next year?





# Agencies, large businesses, and entertainment companies are early AI adopters

Organizations with more complex workflows and larger teams have been quick to try out AI tools to streamline their video production.



Gemini

26%

Agencies are 26% more likely to use Gemini



Dream MACHINE

33%

Entertainment and hospitality companies are 33% more likely to use Dream Machine<sup>1</sup>



ChatGPT



DALL-E

30%

Organizations with \$5M+ marketing budgets are 30% more likely to use ChatGPT and DALL-E<sup>2</sup>



Adobe



DALL-E

50%

High-output teams (20+ videos a month) are 50% more likely to use Adobe Speech<sup>3</sup> and DALL-E

<sup>1</sup>Dream Machine generates videos based on user prompts or still images

<sup>2</sup>DALL-E generates images from natural language descriptions

<sup>3</sup>Adobe Speech is an AI filter that enhances voice recordings to make them sound more professional





# Where teams have concerns about AI

For most video teams, the concern is not cost or complexity. It's trust. AI is moving fast, and marketers are still sorting through questions of accuracy, reliability, and ethics.

What best describes your biggest hesitation about trying new AI tools in video production?





# AI tips for video marketers

## What to look for in AI tools for video



### Map your workflow first

Identify where bottlenecks exist (Ideation? Editing? Distribution?) before selecting tools to test.

## How to test AI in video production



### Start small

Choose 1 or 2 tools that target your biggest challenge, rather than trying to implement AI across all areas at once.

## AI video tools and use cases to start with



### Conduct research with ChatGPT

Learn more about your audience or current trends before mapping out your video strategy.



### Choose solutions that unblock a specific bottleneck

Bring on AI tools and features that address your biggest pain points, like ideation, editing speed, or repurposing content.



### Fit AI into your existing workflow

Prioritize tools that integrate with your current tech stack and don't require your team to learn entirely new processes.



### Animate with Runway

Take AI-generated images and turn them into dynamic, moving scenes.



### Refine with Photoshop or After Effects

Use Generative Fill to remove odd details and extend visuals, or apply automated motion tracking to blend AI with custom graphics.





## PROCESS

# How are businesses using AI tools in video workflows today?

Empowerment is up,  
and outsourcing is down





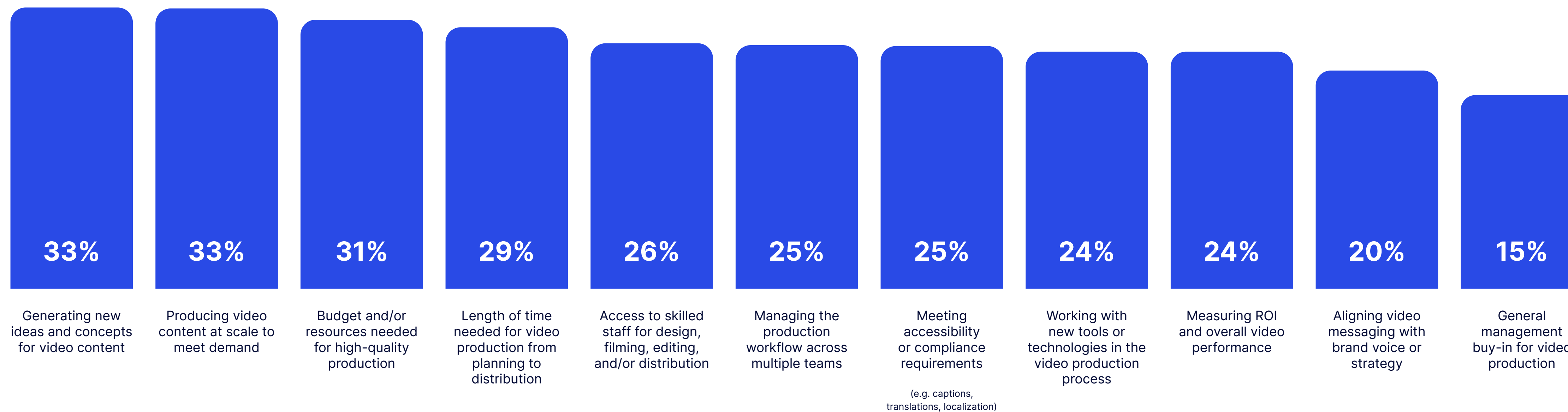


# Teams are using AI to meet their top challenges

Overwhelmingly, teams want to make more videos. But the top challenge for all video marketers is coming up with new ideas and producing content at scale to meet demand.

As teams solve production bottlenecks with AI, their priorities are changing. More marketers are using video to educate and entertain on social. They're personalizing and localizing content to better connect with niche audiences.

## Team's top 3 biggest challenges in the video production process







# Chat, help me put together a storyboard for my next video...

AI is making it easier to get the creative juices flowing, take the busy work out of the creative process, and quickly create higher-quality videos at a lower cost. It's also helping marketers get their videos out in the world.

~33%

Around one-third of the respondents we surveyed are using AI to streamline video distribution.



## Where AI fits into the video production workflow

| Stage                      | Sub-stage                   | AI Tools                                                                                             |
|----------------------------|-----------------------------|------------------------------------------------------------------------------------------------------|
| Planning                   | Ideation                    | ChatGPT, Gemini, Claude, Luma                                                                        |
|                            | Project brief/ research     | ChatGPT, Gemini, Claude                                                                              |
| Pre-production             | Script                      | ChatGPT, Gemini, Claude, Wistia, Vimeo                                                               |
|                            | Storyboard                  | Runway, Nano Banana, Adobe Firefly, Kling, DALL-E, Midjourney, Higgsfield                            |
|                            | Set design                  | Runway, Nano Banana, Adobe Firefly, Kling, DALL-E, Midjourney, Higgsfield                            |
|                            | Production schedule         | ChatGPT, Gemini, Claude                                                                              |
| Production                 | Character/avatar generation | Nano Banana, Adobe Firefly, Kling, Seedance, Synthesia, Midjourney, Higgsfield                       |
|                            | Shooting/video generation   | Dream Machine, Runway, Adobe Firefly, Kling, Sora, Luma, Veo 3, Seedance, Synthesia, Higgsfield      |
| Post-production            | Editing                     | Wistia, Vimeo, Sora, Capsule, Synthesia, Higgsfield                                                  |
|                            | Color grading               | Imagen Video, Media.io, Colourlab.ai                                                                 |
|                            | Music/ Audio                | Adobe Firefly, Adobe AI Speech, Sora, ElevenLabs, 3Play, Veo 3, Capsule, Suno, Synthesia, Higgsfield |
|                            | Translations                | Wistia, Vimeo, 3Play, Synthesia                                                                      |
| Publishing and repurposing | Captions                    | Wistia, 3Play                                                                                        |
|                            | SEO                         | Wistia, Vimeo                                                                                        |
|                            | Thumbnails                  | ChatGPT, DALL-E, Midjourney                                                                          |



## These are the top use cases for AI across the video production process

In which of the following video planning and pre-production areas have you used AI tools?

51%

AI-assisted brainstorming for video concepts/campaign

51%

AI-generated video scripts or outlines

42%

Audience research/  
trend analysis powered  
by AI

38%

AI-assisted  
storyboarding or  
shot planning

37%

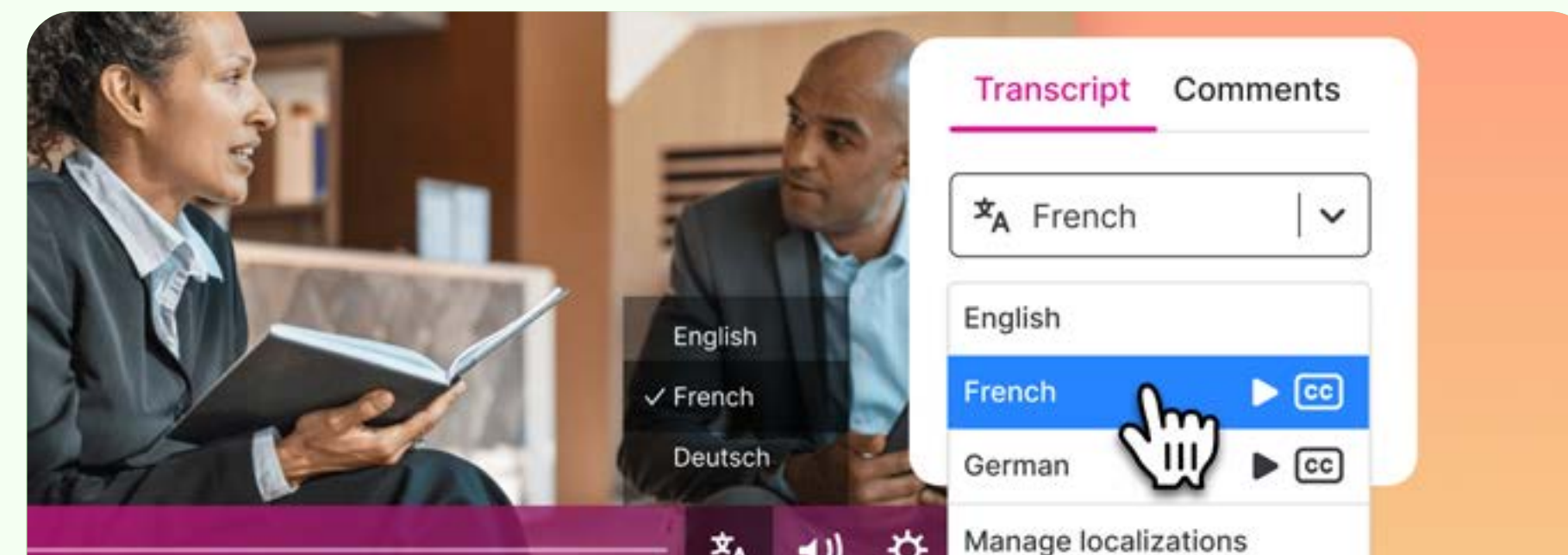
AI-assisted  
copy refinement or  
tone adjustment

31%

Automated mood  
boards or visual style  
suggestions

26%

AI-assisted casting  
or talent selection  
recommendations



### WISTIA CUSTOMER SPOTLIGHT

## Lighthouse uses AI-translated captions and transcripts to reach wider audiences

“Before [Wistia] I [updated captions] very manually. I took the SRT file, then did Google Translate, sent it to a native speaker, made a packet, and then inserted it back into the video. Then I downloaded all of the SRTs and uploaded each one separately. It helped me so much just to be able to type in French and click and there it is. For us, it opens bigger doors because most of our communication is in English [and our] audience prefers to be communicated to in their native language.”

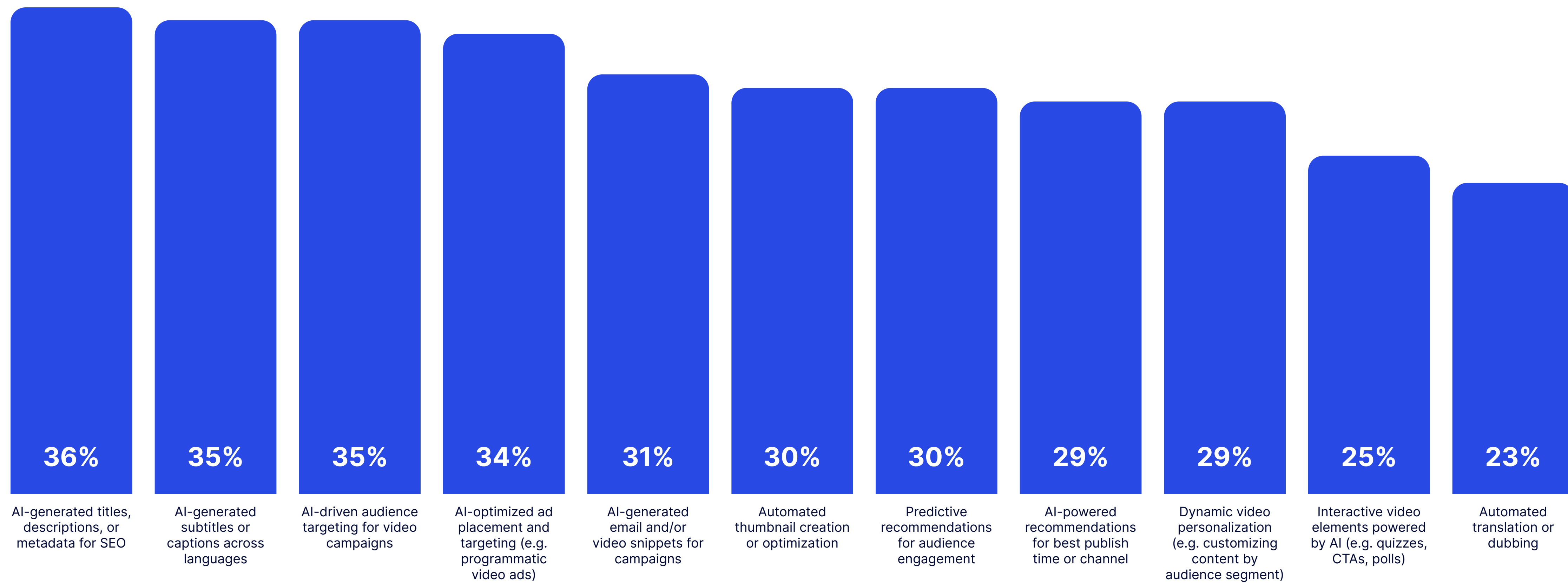
The video team at  lighthouse





## These are the top use cases for AI across distribution and promotion

In which of the following video distribution and promotion areas have you used AI tools?





# How AI supports marketers in conducting audience research

Audience research and trend analysis are among the most popular ways marketers use AI, with 42% leveraging it during pre-production.

How marketers are using AI to better understand and reach their audiences:



35%

AI-generated titles, descriptions, or metadata for SEO



34%

Ad placement and targeting



30%

Predictive recommendations for audience engagement



29%

Recommendations for the best time to publish

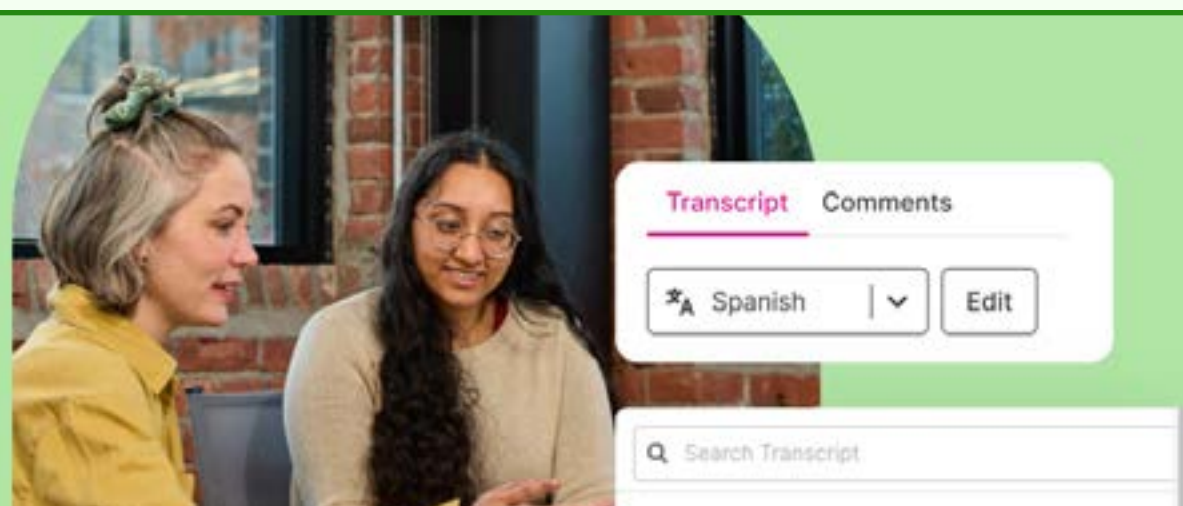






# Businesses are using AI to reduce complexity and human effort—not to reduce actual humans

Teams are drawing clear boundaries around where AI belongs in their workflows. They're generally enthusiastic about AI handling the repetitive, time-consuming tasks that happen behind the scenes, but prefer keeping the brand voice (literally and figuratively) in human hands. The divide comes down to authenticity.



## Marketers are more open to using AI for:

|                                                |     |
|------------------------------------------------|-----|
| Caption, subtitle, and translation generation  | 11% |
| Audio cleanup, like noise reduction or mixing  | 10% |
| General editing, like trimming and transitions | 8%  |
| Storyboarding and brainstorming                | 8%  |



## And they're less keen on using AI for:

|                                     |     |
|-------------------------------------|-----|
| Virtual presenters and AI avatars   | 12% |
| Voiceovers and narration            | 9%  |
| Design visuals or branding elements | 9%  |
| Scriptwriting and messaging         | 8%  |

Even at Wistia, AI has changed the production process:

**“We’ve decided to start almost every larger-scale video with an AI-generated storyboard. No more hand drawn sketches or lengthy script treatments. AI is the fastest way to visualize if an idea works. With AI, the team explored a wide range of scenarios—different locations, characters, and styles—that would’ve been impossible within a traditional budget.”**



**Chris Lavigne**

Head of Video Production at Wistia



# AI tips for video marketers

## PRE-PRODUCTION

### AI for research and planning



#### Accelerate content creation

Transform existing assets like blogs and reports into scripts, or use AI to brainstorm concepts from campaign briefs.



#### Validate ideas faster

Use AI to generate storyboards and visualize concepts before committing to production.

## POST-PRODUCTION

### AI for editing and translation



#### Expand your global reach

Use AI translation and dubbing to localize for new markets while maintaining voice authenticity and brand consistency.



#### Prioritize accessibility

Generate captions, transcripts, and audio descriptions at scale to make your video content inclusive.

## DISTRIBUTION

### AI for sharing and repurposing content



#### Repurpose strategically

Use AI to identify key moments and create social clips, testimonial snippets, or teaser content from long-form videos.



#### Optimize for discoverability

Generate SEO-optimized metadata, keywords, and transcripts that help your videos rank in both search engines and answer engines.





## IMPACT

# What's the impact of AI on business video so far?

AI is improving video workflows, helping teams do more in-house







# AI is making video teams faster and more flexible

How's AI changing collaboration? Teams are producing multiple versions of videos faster, cutting down on revision cycles, and enabling non-specialists to jump in and contribute. Video teams can now focus on creative strategy while AI handles the repetitive tasks.

27%

of respondents note the shift to AI has created some growing pains around roles and ownership.



## How has the adoption of AI tools in the video production process changed collaboration within your video production team?

Improved turnaround time for producing multiple versions of the same video (e.g. social cuts, formats)



Reduced back-and-forth on edits through faster automated revisions (e.g. trimming, captioning, versioning)



Enabled faster personalization of videos for different audiences, reducing handoffs between teams



Freed up video specialists to focus on higher-value creative and strategic work



Simplified feedback loops with AI-generated transcripts, captions, or rough cuts for review



Allowed non-specialists (e.g. marketers without editing skills) to contribute directly to video creation



Created new collaboration challenges (e.g. overlapping roles, unclear ownership of edits)



Reduced reliance on external agencies or contractors for editing and/or localization



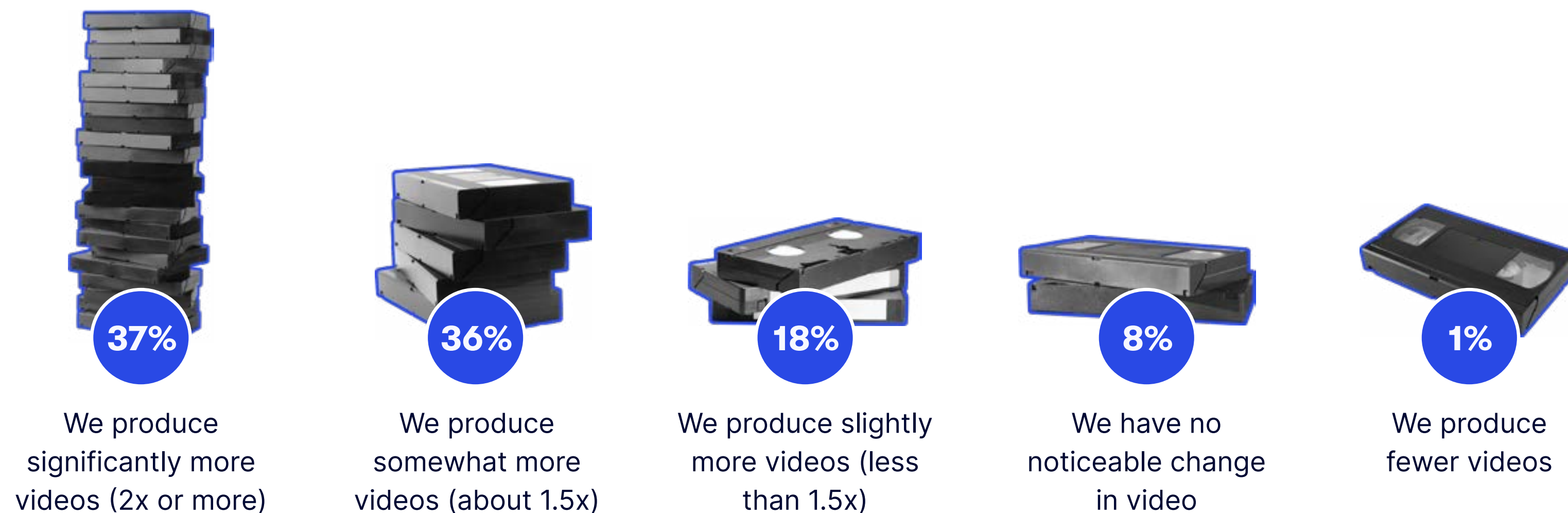




# AI is helping marketers scale production and improve video performance

AI improves turnaround time, and video marketers are proving it: 91% of teams are producing more videos since adopting AI tools, with 37% reporting 2x or more output. This ability to scale—creating multiple versions and distributing more strategically—is transforming what teams can accomplish.

Compared to before using AI tools in the video production process, how has your team's ability to produce videos changed?







# How teams know if their AI investment is paying off

Teams measure AI success across three key areas: production efficiency (time saved, higher volume), audience performance (engagement, conversions), and cost optimization.

The leader? Time saved at 35%, followed closely by video engagement metrics at 33%. Surprisingly, lowering production costs ranks last at just 22%, suggesting teams value speed and quality over pure cost savings.



## 5X more plays

Wistia customers using AI for behind the scenes workflows and repurposing have seen 5x more plays than those not using AI

## How does your company currently measure the ROI of AI tools in the video production process?

Time saved in production (e.g. faster turnaround)



Higher viewer engagement (e.g. watch time, click-throughs, shares)



Ability to create more versions and/or personalized videos with the same resources



Increased volume of videos produced



Improved lead generation or pipeline contribution



Reduced outsourcing costs (e.g. agencies, contractors)



Increased conversions or sales attributed to video content



Enhanced brand perception or audience reach



Improved ability to localize and personalize content for global audiences



Lower overall production costs







# With AI assistance, marketing teams are keeping more video production in-house

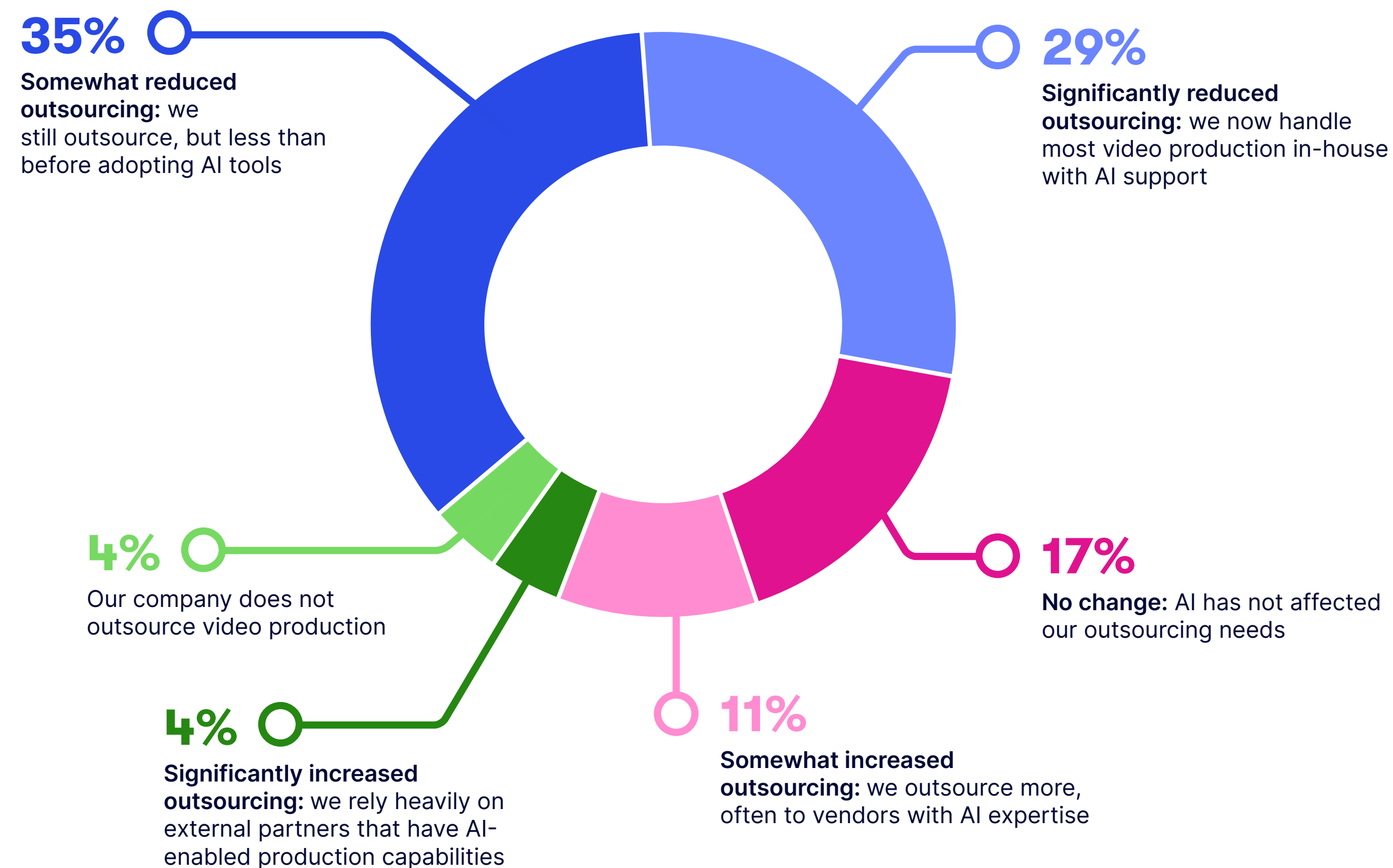
AI is helping non-experts close skills gaps and move more video production in-house:

**27%** report non-specialists now contribute to video creation.

**64%** of teams have reduced outsourcing to agencies or content houses.

**74%** of agencies themselves say they have reduced outsourcing.

How has the adoption of AI tools in the video production process influenced your company's approach to outsourcing video production?





# AI tips for video marketers

## Evaluate your AI budget and measure ROI



### Map your workflow first

Monitor output volume, turnaround time for multiple versions, engagement rate, and reduction in outsourcing costs from videos with and without AI-assisted workflows.

## Set your goals for using AI tools



### Expand your team's capabilities

Focus on what your team can do now that they couldn't before, like launching in 5 new languages or creating 10 social variants per video.

## Optimize for reach across regions, audiences, and LLM results



### Make videos LLM-friendly

The rise of answer engine optimization (AEO) has teams exploring how to increase the visibility of their videos to AI platforms, letting your videos teach the internet what they're all about.



### Prioritize what to keep in-house

Use AI tools to help your team handle what they do best then spot the gaps where outside help still matters.



### Give your team clear use cases

Don't just tell your team to "use AI more". Define where it supports the workflow so teams feel comfortable using it as a helper, not a shortcut. Guidance builds confidence.



### Publish with context

Pair videos with clear titles and supporting copy so people and AI can quickly understand what the video is about and why it's useful.





## FUTURE

# What's next for AI and business video?

With production unlocked, the focus is shifting to impact and personalization.







# Marketers' predictions for 2026

AI is becoming a mainstay in video production and it's helping teams deliver more videos in less time. With faster workflows, marketers are shifting their focus to video's impact. The real challenge is making videos that stand out and connect with the right audience at the right time.

When asked about the biggest changes AI will bring to the video landscape in the coming years, opinions were split across multiple areas, but these four rose to the top:

1

## Faster video creation and reduction in production time

As AI continues streamlining scripting, editing, and post-production, 16% of marketers expect to see an even more dramatic reduction in production time.

2

## Deeper performance insights with AI-powered analytics

11% of respondents believe AI-powered analytics will move beyond surface-level metrics to identify patterns in viewer behavior and surface insights that inform creative strategy.

3

## Increased use of AI-generated avatars, voiceovers, and synthetic presenters

Despite today's concerns, 10% of marketers expect to see AI avatars, synthetic presenters, and AI voiceovers incorporated more into video content.

4

## Increased personalization, localization, and optimization

AI makes it easier to create variations for different audiences, and 10% of respondents imagine AI will help them do more to personalize videos using real-time analytics.





# The future of AI-assisted video

AI has shortened timelines and automated workflows, but it hasn't quite answered the big question: What happens when everyone can produce video at scale? When production speed isn't a barrier anymore, what makes your videos different moves up the ladder. Teams will have to start focusing on what humans do best: coming up with unique ideas, having a sharper understanding of their audience, and using their taste and judgment to know which videos are worth making. AI may give you the ability to crank out more videos, but it isn't able to perfectly predict what will resonate.

**“AI should enhance, not replace, the human element in video. Trust and authenticity still come from people. The tools that will truly succeed are those that integrate seamlessly into existing workflows, making adoption easier and impact greater.”**



**Chris Savage**

CEO of Wistia, in an [interview with MarTech Edge](#)







# Wistia + AI make video a team skill

AI helps you create more, but Wistia helps you connect with your audience. Learn how to increase your reach, repurpose your assets, improve your accessibility, and get better analytics.

[Get started with Wistia](#)

## Order audio description

[Glossary of terms](#)

• **AI Audio Description (5:24)** **\$5.97**  
\$1.00 per minute, ready in minutes.

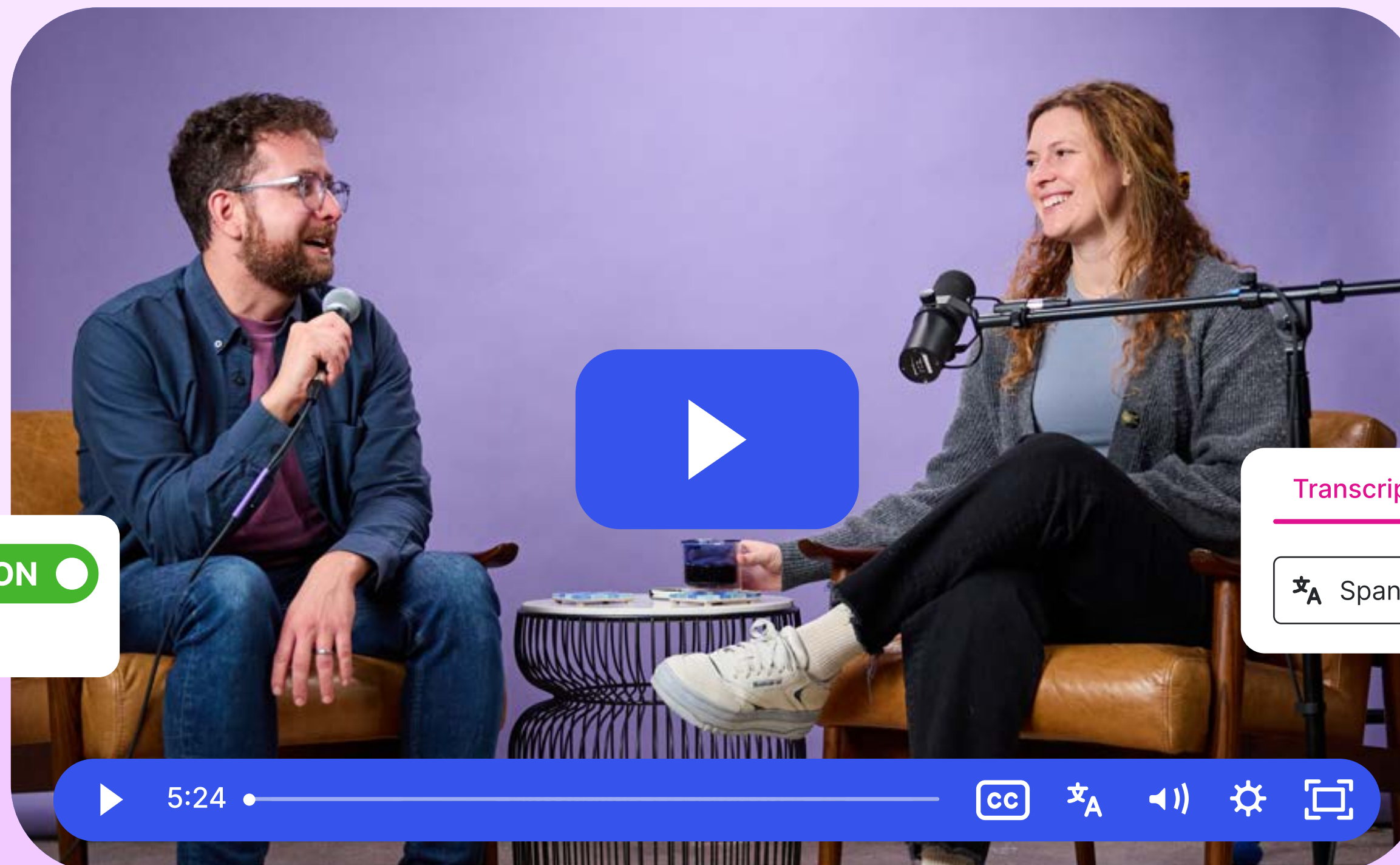
**Professional Audio Description (5:58)** **\$47.73**  
\$8.00 per minute, human reviewed, 5 day turnaround.

[Order](#)

## Enhance Speech

Improves audio clarity and quality

ON ☒



► **Once upon a time,  
in a small studio not so  
far away from here, two  
friends started a podcast.**

**Transcript** Comments

🇪🇸 Spanish



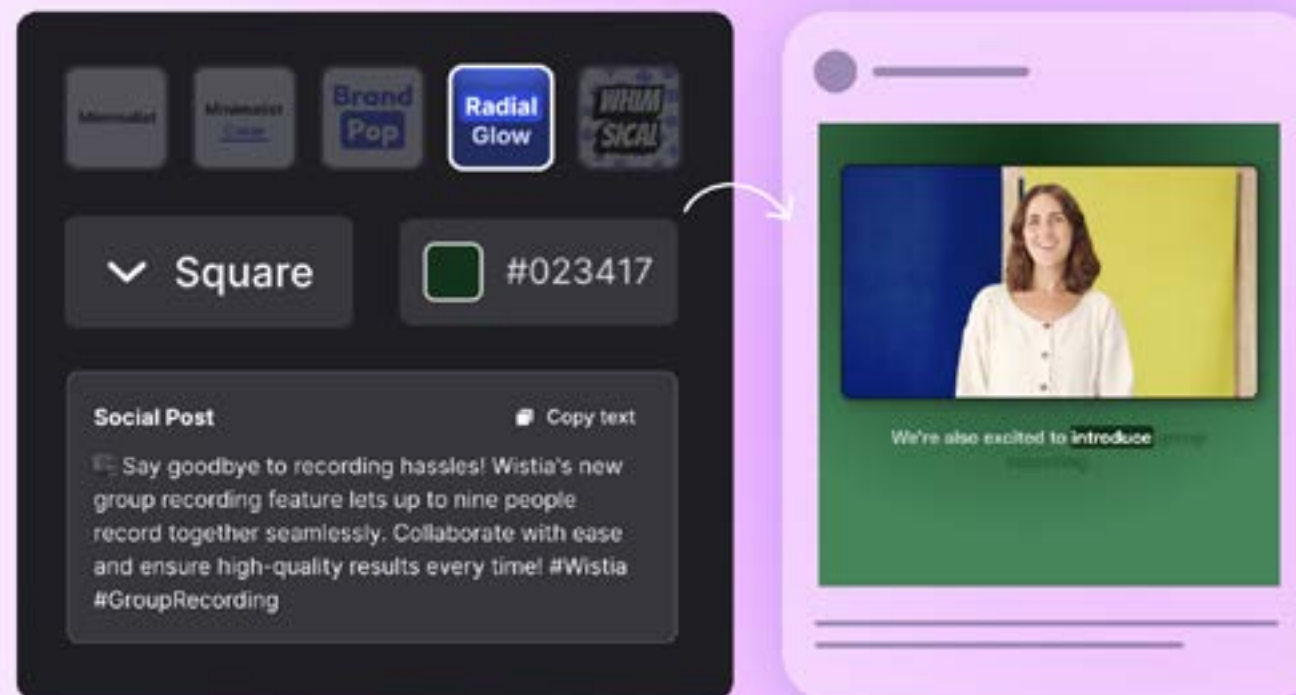
Edit



5:24







## Turn a single video into many social clips

- ✓ Create snippets for social channels
- ✓ Grab standout quotes for customer testimonials
- ✓ Curate teaser clips to entice viewers to watch more

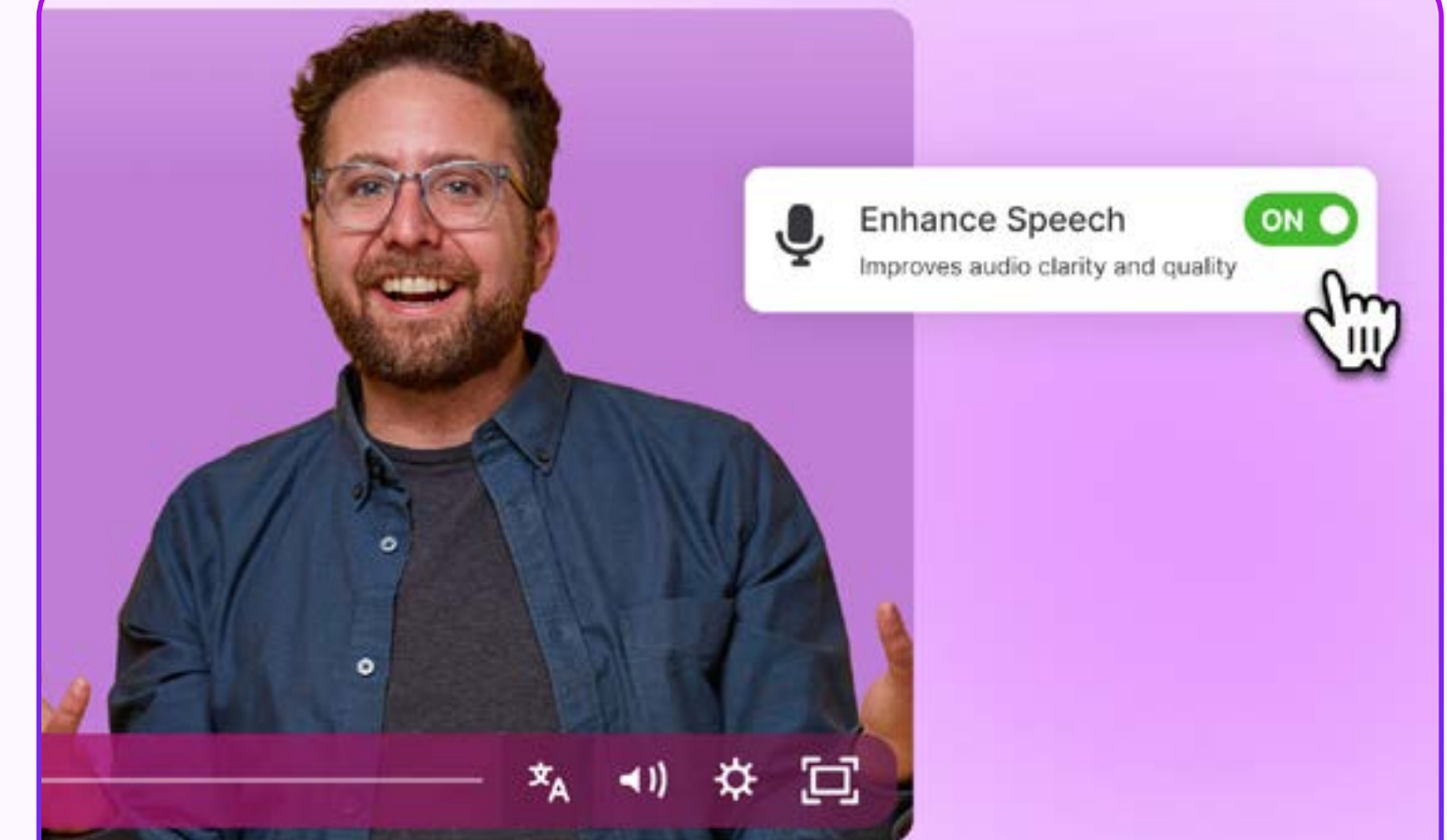
[Try Social Clips →](#)



## Go global with translations and dubbing

- ✓ Use the speaker's real voice for translated audio
- ✓ Edit your translations right within the transcript
- ✓ Boost your video's search ranking across languages

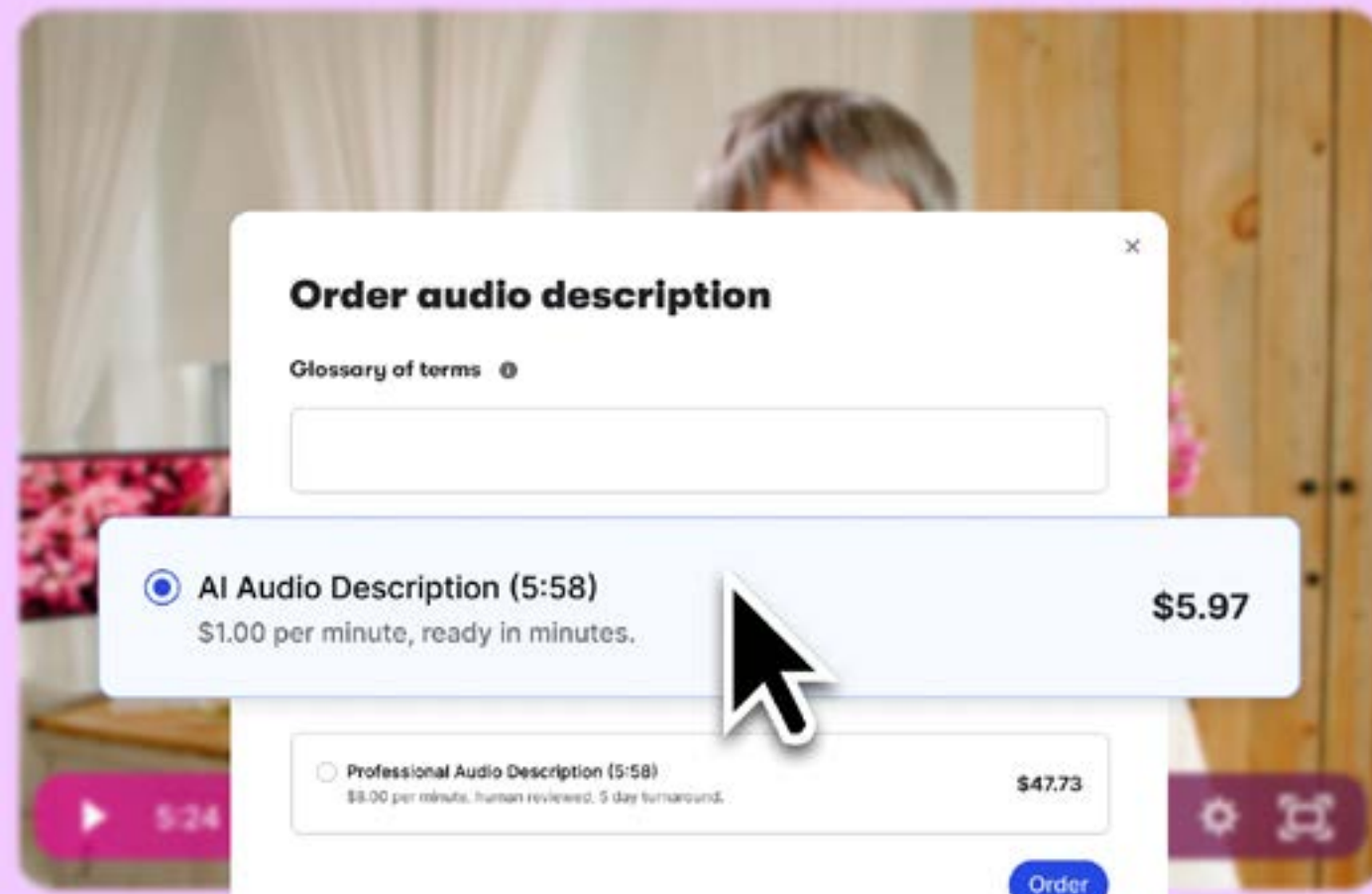
[Learn about AI-powered Video Dubbing →](#)



## Clean up your audio in one click (no recording setup needed)

- ✓ Turn a noisy or muffled audio into studio quality
- ✓ Exude professionalism with clear, crisp audio

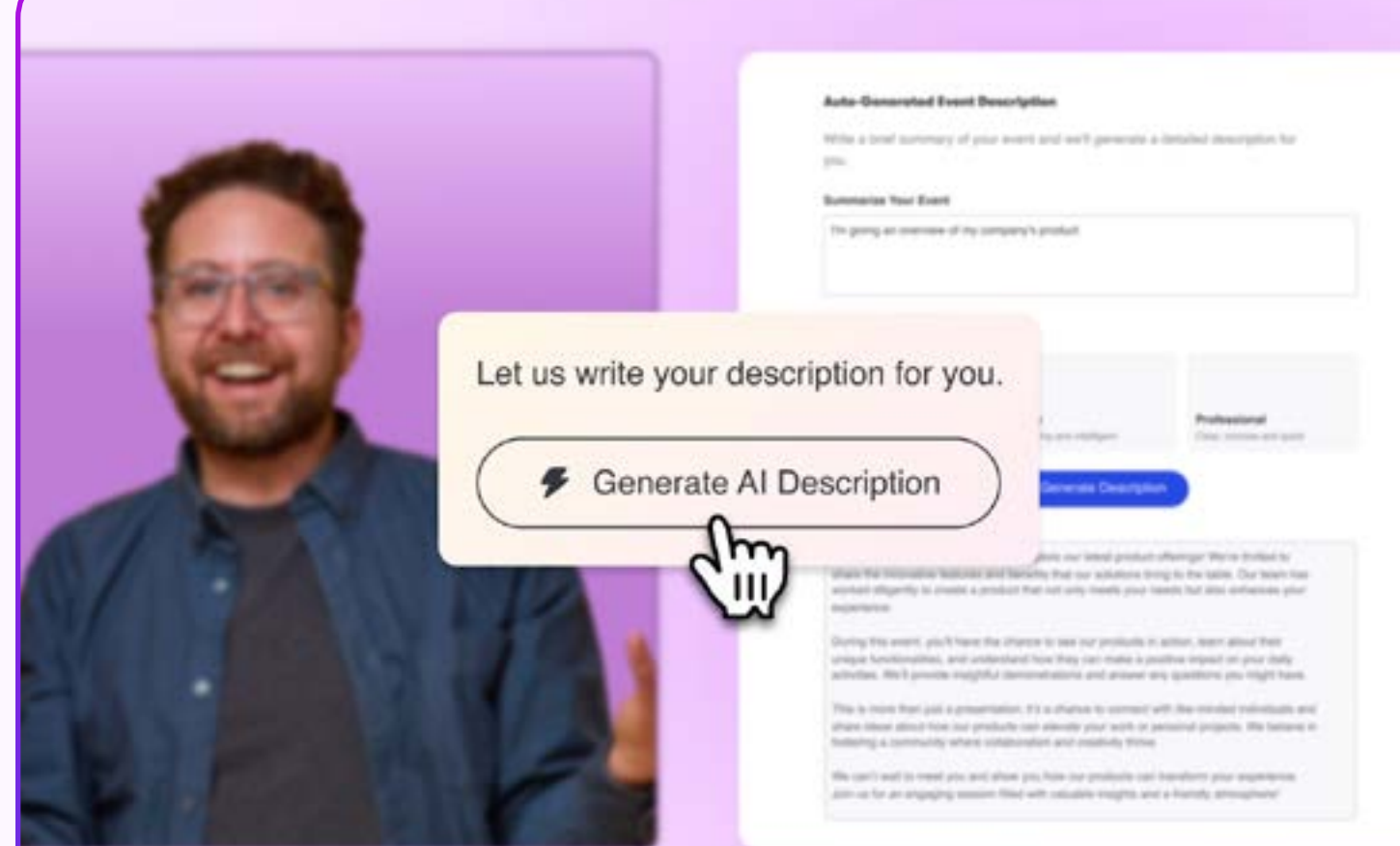
[Edit smarter →](#)



## Make your videos accessible faster and cheaper than ever

- ✓ Fill in the visual gaps like scene changes, gestures, or on-screen text
- ✓ Narrate visual elements for visually impaired users

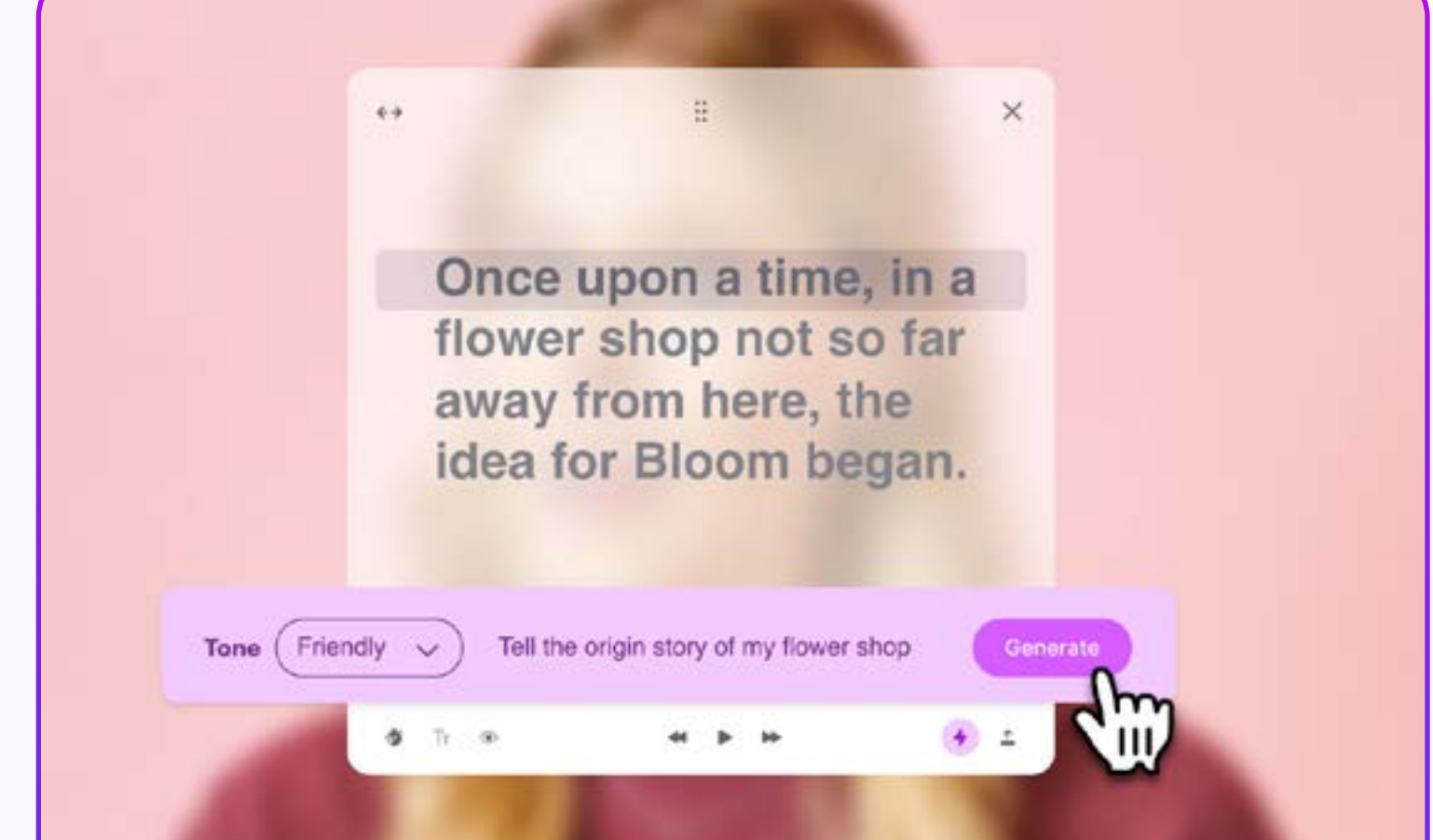
[Read about AI Audio Descriptions →](#)



## Event descriptions are no longer a chore

- ✓ Save time and effort while getting a catchy description that hooks your audience
- ✓ Summarize your event, select your brand voice, and let the tool generate a friendly, witty, or professional description of your live event

[Use AI-Generated Event Descriptions →](#)



## Script like a pro

- ✓ Generate scripts with AI with the teleprompter feature
- ✓ Choose your tone of voice, edit, and regenerate the script as needed

[Create with Script Generator →](#)





---

## Methodology

We surveyed 503 marketing professionals who work with video content across various industries and company sizes from September 16-October 1, 2025 to gain insights for this report.

All images in this report are of real humans and settings.

Report created in collaboration with [Datalily](https://www.datalily.com).  
[www.datalily.com](https://www.datalily.com) • [hello@datalily.com](mailto:hello@datalily.com)