



The agentic era: Reshaping the future of business

Media and entertainment



Introduction

The media and entertainment (M&E) landscape is undergoing a seismic shift, driven by the rise of intelligent agents. We're entering what can be described as the agentic era, a time where multi-modal AI-powered assistants are not just automating tasks, but assisting how M&E organizations create content, manage distribution, engage audiences, and personalize experiences. These increasingly sophisticated agents can help understand complex creative workflows, audience behavior patterns, and content performance data. They can also anticipate needs and take action on your behalf—all while under your supervision. This ebook explores how M&E organizations can harness the power of agents to thrive in this new reality.



Innovate or fall behind: The relentless pressure in media and entertainment

Fragmented technology systems have been a problem for decades.

There is a long-standing problem of fragmented technology systems within businesses. Today, you have a lot of technology that works amazingly, but achieving seamless integration to unlock its full potential is often difficult.

Now, current trends are putting pressure on M&E organizations to leverage the myriad of technologies available to them to drive the business outcomes they need, and to adapt and innovate at overwhelming speed. It's not just about keeping up; it's about staying competitive and relevant in a rapidly evolving landscape.

A surge of cutting-edge technologies adds new complexity.

We are seeing an explosion of incredible new technologies—things like large language models (LLMs), intelligent agents, generative AI, automated workflows, and enterprise-wide search tools. Each of these holds immense promise. However, this rapid innovation, while exciting, also introduces a new wave of complexity.

Organizations are asking:

- How do we make sense of all these new tools?
- How do they fit together within our existing infrastructure?
- And most importantly, how can we actually use them effectively to solve real business problems and drive value?

The core challenge isn't merely understanding these technologies in isolation. It's about harnessing their collective power to achieve tangible outcomes.

Organizations need to be able to:

- **Access information quickly:** Getting the right information to the right person (employee or customer), at the right time is crucial. How can these new AI-driven tools sift through vast amounts of data—structured and unstructured—to surface what's relevant, instantly?

- **Connect data sources:** Most businesses have data scattered across various systems, silos, and formats. Real power comes from connecting these disparate sources. How can LLMs and agents help bridge these gaps and create a unified view of the data landscape?
- **Take action:** Insights are only valuable if they lead to action. How can organizations embed these technologies into workflows to not just analyze or predict, but to actively assist in decision-making, automate tasks, and drive outcomes?

This is where Google Cloud comes in. We understand that navigating this new, complex technological landscape can be daunting. Our goal is to abstract away much of this underlying complexity. One successful way organizations are seeing success is to apply a clear approach—a way to systematically harness AI to find critical information, understand its implications, and empower decisive action.



Unlocking the agentic era: Find, understand, act

As organizations navigate the agentic era, they need a seamless way to find, understand, and act on their data.



Find

Finding relevant, useful, and personalized information can be a huge challenge, particularly as organizations amass more data, in many different formats, and across many disparate systems. Time wasted searching for insights and information can be a huge drag on productivity. Alongside this, search behaviors are changing, incorporating multiple modalities such as text, images, audio, and video. Query understanding is becoming increasingly complex. Being able to quickly find information and take action is a key enabler for the agentic era and provides the foundation for downstream agentic tasks. Imagine a workforce empowered to instantly find exactly what they need, when it is needed, enabling action to unlock value and drive innovation.



Understand

Simply finding information is no longer enough. The real advantage comes from the ability to rapidly understand complex sources—encompassing both structured and unstructured data—and harvest key insights. Envision the ability to rapidly summarize information, transforming raw data into clear, concise insights, and enabling faster and better informed decisions.

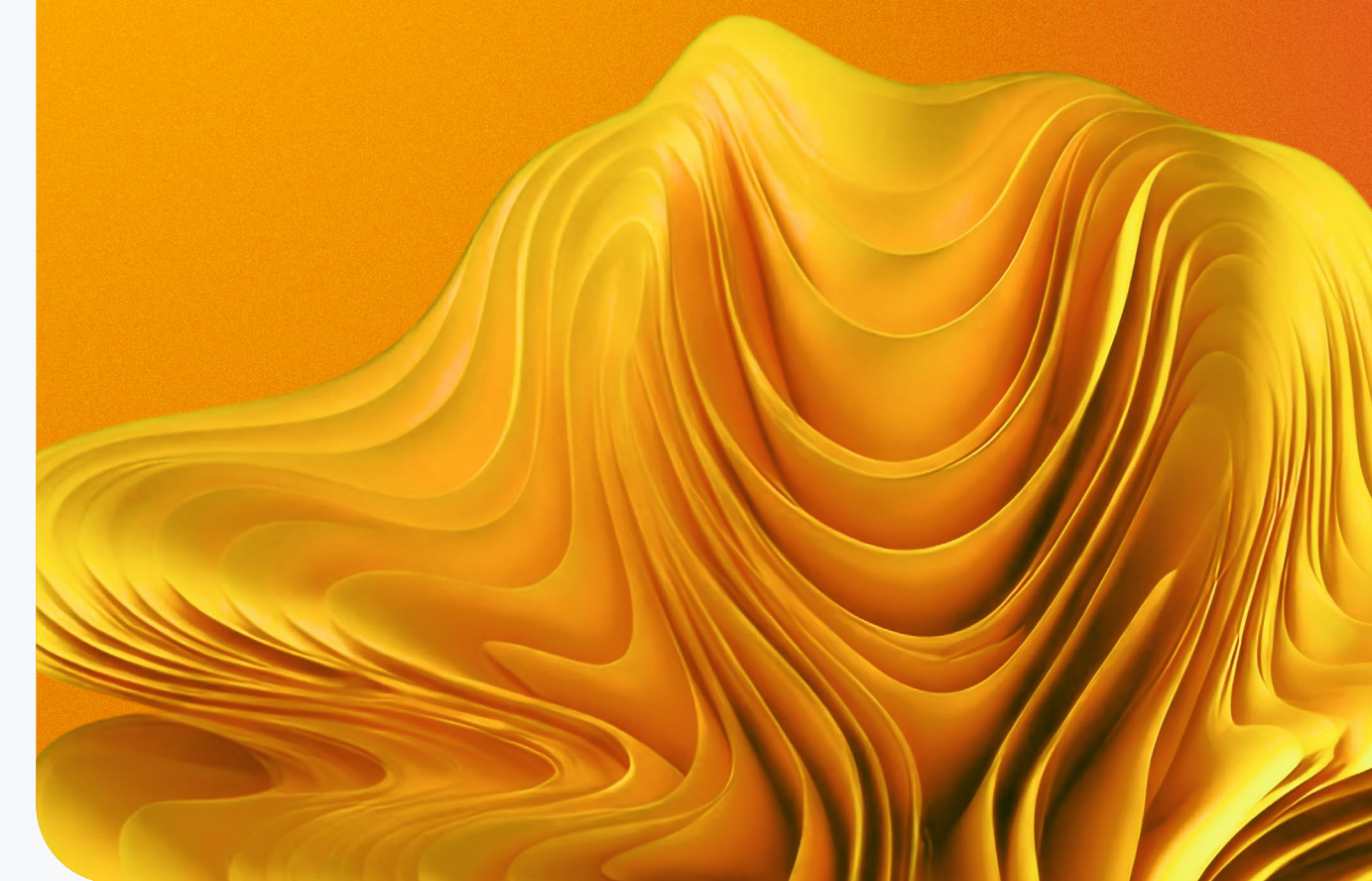


Act

The final step is to translate insights into tangible action. In the agentic era, businesses need AI to take action, helping employees turn information into workflow-driven tasks. The business can then move forward with speed.



In the following examples, we will explore how this **find, understand, and act** approach can play out.





Agents in action: Transforming key functions in media and entertainment

Let's explore how AI agents can help transform specific functions within M&E organizations, particularly in areas like accelerating script content production. We'll examine how agents can assist from initial discovery through to review and approval. By seamlessly integrating into existing workflows and providing intelligent automation, agents can help empower creative and production teams to achieve new levels of efficiency, insight, and impact. These applications are designed to inspire your thinking and illustrate how the agentic era may influence your business, while encouraging you to consider the unique opportunities within your own organization.

- Marketing
- Sales
- IT
- HR
- Finance
- Operations
- Procurement



Media and entertainment applications

- 01. Script analysis
- 02. News story development



Script analysis

Discovering, shaping, and landing great content



Intelligent automation can assist M&E organizations in their efforts to discover high-potential stories and accelerate the script production pipeline. By bringing together capabilities like scanning vast script volumes, comparing similar plots, and identifying emerging content trends, AI agents can help extract key plot elements, generate summaries based on studio guidelines, and facilitate objective content assessment and discovery. Integrating intelligent automation offers potential improvements by assisting with the generation of compelling pitch materials and streamlining script review, feedback, and approval processes, aiming to accelerate overall production timelines.



Scan

- Scan and summarize vast script volumes, identifying high-potential stories based on studio preferences
- Search and compare similar plots, gauging market potential and identifying emerging content trends within the industry



Extract

- Extract key plot elements, characters and settings, providing producers with quick, insightful overviews
- Analyze script data, generating scores and summaries based on studio guidelines, facilitating objective content assessment



Generate

- Generate compelling pitch materials, including blog posts and social media samples
- Streamline script review, feedback gathering and approval processes to accelerate production timelines



Unified search and content discovery, long context window, and advanced reasoning: Agents can help analyze and distill key insights from scripts, production documents, and related structured and unstructured data sources in support of creative teams.



News story development

Accelerating time to value at every stage of the editorial process



AI agents can assist editorial teams by helping streamline the story creation workflow. They can help accelerate research by locating relevant content and asset details like rights permissions within content management systems/digital asset management systems (CMS/DAMs). Agents can help analyze video footage and news articles, identify gaps, suggest alternate storylines, synthesize findings into reports, and summarize lengthy documents, video, and audio for quicker review. They can also assist with drafting communications like emails and social posts, and orchestrate complex tasks like deep research or social promotion, boosting efficiency throughout the editorial lifecycle.



Locate

- Locate relevant content (articles, videos, images) in internal CMS/DAMs via search
- Retrieve crucial asset details on demand, such as checking connected rights management systems to confirm usage permissions for media



Analyze

- Analyze internal and external data sources, identify coverage gaps, suggest story angles, and synthesize findings into comprehensive research reports
- Process lengthy documents (like article drafts) to generate concise summaries or synopses, facilitating quicker review and comprehension



Orchestrate

- Auto-draft emails and social posts using context and specialized agents
- Orchestrate complex, multi-step tasks like deep research or social promotion by coordinating agents



Multimodal search and content understanding, deep research, and advanced reasoning: Agents can help incorporate analysis and insights derived from first-party and third-party structured and unstructured data to augment the entire editorial workflow from ideation to review to publishing.



Why Google Cloud for agents



Deliver more impact with AI agents by easily tailoring AI for your specific needs. Only Google Cloud offers the most open and comprehensive platform for building and adopting agents at scale.

Accelerate deployment with AI assistants, applications, and agents that are ready for use today.

To help organizations do more with AI agents, Google Cloud offers a range of options tailored to different business needs and skill sets.

These options range from integrated Gemini assistants for [Google Cloud](#) and [Google Workspace](#) to AI applications such as [Customer Engagement Suite](#), which leverages agents to deliver exceptional customer experiences at every touchpoint.

We also offer purpose-built [vertical AI agents](#) for common use cases and Vertex AI Search that has been optimized for [specific industry needs](#), with additional agents planned for the coming year.



Build and manage multi-agent systems.

Every enterprise will soon rely on multi-agent systems—multiple AI agents working together—even when built on different frameworks or providers. Our robust developer platform, [Vertex AI](#), features the broadest range of enterprise-ready tools to build AI agents and enable a multi-agent ecosystem.

Vertex AI includes [Agent Development Kit \(ADK\)](#), a new open-source framework that simplifies the process of building sophisticated multi-agent systems while maintaining precise control over agent behavior. With ADK, developers can build an AI agent in under 100 lines of intuitive code.

And to help every organization maximize the benefits of agentic AI, Google Cloud's open [Agent2Agent \(A2A\) Protocol](#) enables seamless collaboration between agents—regardless of the underlying model or framework—and is supported by over 50 leading technology partners.

Easily scale adoption of AI agents across the enterprise.

Put AI agents in the hands of every employee with [Gemini Enterprise](#). This central platform uniquely combines Google's enterprise search, conversational AI (chat), and Gemini with third-party agents. It enables your workforce to efficiently find and synthesize internal information, interact with AI agents, and take action directly within their enterprise applications.

Gemini Enterprise is built on Google's secure-by-design infrastructure, and connected to over 100 enterprise applications such as Salesforce, SharePoint, and Slack, with native support for access control.

Ready to see the agentic era unfold?

[Explore hundreds of real-world examples](#) showcasing how Google Cloud customers are putting generative AI to work for tangible business impact.

Unlock your agentic future

The agentic era promises a future of unprecedented efficiency, innovation, and customer engagement. By understanding the potential and implementing the find, understand, and act approach, your organization can position itself to thrive in this transformative landscape.

Now is the time to make transformative changes, and Google Cloud helps our customers do that every day by making siloed systems a thing of the past. With security built-in and a comprehensive portfolio of technologies and applications, we can help you unlock the unprecedented efficiency, innovation, and customer engagement that the agentic era promises.

[Connect with our team](#) to explore how we can help every employee in your organization get ahead with AI agents.