

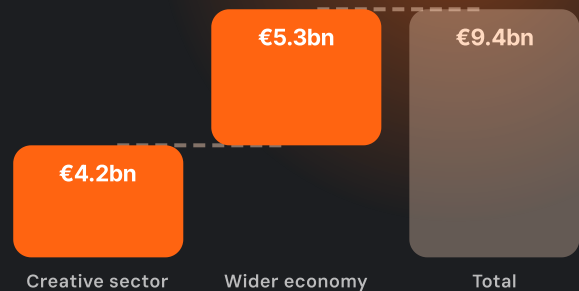
How Generative Media is helping unlock **human potential** and economic opportunity across Spain.

The economic opportunity from Gen Media in Spain is significant.

€9.4bn

USD 11bn

Estimated additional GDP a year by 2035 due to the impact of Gen Media on the **creative sector (€4.2bn)** and **wider economy (€5.3bn)**.



CASE STUDY

CanalSur

CanalSur, Andalusia's public broadcaster owned by RTVA, partnered with Google Cloud in 2025 to open the Cádiz Carnival (COAC) to international audiences for the first time.

The Carnival's coplas (satirical song lyrics that carnival groups perform in the COAC) are dense with Andalusian dialect and local references that are challenging to translate, which had long kept the broadcast to largely Spanish-speaking viewers only.

For the 2025 final, broadcast live from the Gran Teatro Falla, CanalSur used Google Cloud's **Gemini 1.5 Flash model on Vertex AI to generate multilingual subtitles as the show aired**. CanalSur Media staff then refined them before publishing the subtitled cut on the broadcaster's CarnavalSur YouTube channel, opening a regional tradition to an international audience.

Dubbing with Gemini has demonstrated the potential of Artificial Intelligence to internationalize niche cultural content of high linguistic complexity. Historically, CanalSur's external audience was concentrated almost exclusively in Spanish-speaking countries. However, thanks to this project, the CarnavalSur channel—whose viewership is overwhelmingly local (96.3% of its 12.5 million views originate in Spain)—has succeeded for the first time in placing Germany, France, and the United Kingdom among its top international markets, opening up local folklore to new global audiences.

As Juande Mellado, Director General of RTVA, put it: the partnership enabled **"the wit of Cádiz to reach the whole world."**

Subtitling the Cádiz Carnival Final manually—a massive event with hours of complex content—would have been a titanic task. Thanks to artificial intelligence, we turned this operational challenge into a real opportunity to export our culture in an agile and efficient way

Juande Mellado

Director General of RTVA

01 THE CREATIVE SECTOR

It is boosting productivity and innovation in the **creative sector**, making it possible to trial creative concepts more efficiently and deliver creative output that was not previously feasible.

20%

productivity **boost** for Spanish creative sector workers.

390hrs

saved per year – the equivalent of 50 working days – for creative sector workers.

+150k

estimated overall **increase in creative sector jobs** over the next decade.

02 ASPIRING CREATORS

It is helping **aspiring creators** turn their creativity into livelihoods and giving Spanish-speaking creators access to global English-speaking audiences.

51k

new professional creators enabled by Gen Media by 2035.

190%

Increased reach for **Spanish-speaking creators** enabled by AI-based translation. Generating a further €370 million (USD 420 million) in revenue.

03 THE WIDER ECONOMY

Across the **wider economy**, Gen Media tools can help Spanish adults across every sector confidently complete creative tasks at work.

€5.3bn

estimated economic potential created by GenMedia tools per year by **boosting worker productivity, enabling more effective advertising and communication, and democratising access to high end design.**



SCAN TO READ

The full global report

genmediareport.publicfirst.co