Experts Say TV Advertising Will Get an AI-Driven Reset in 2026

Is the ad industry headed for ChatGP-TV?

AI was all the rage in presentations at 2025’s TV upfront week, and throughout the year, publishers have worked to deliver on lofty promises—bringing more targeted virtual product placement, AI-generated creative to get advertisers closer to content, and contextual targeting to reach consumers in real-time.

So where does the industry go from here?

As ADWEEK’s end-of-year wrap-up continues, we spoke with ad sales chiefs and senior buy-side and sell-side media executives to hear how they think AI will change the TV and media landscape in 2026.

Here’s what they had to say:

How AI will affect TV advertising in 2026

Jay Askinasi, chief revenue officer, Paramount Skydance: AI will be the engine behind smarter monetization—especially unlocking commerce-driven capabilities for small and medium-sized marketers.

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