



AI IN POST

< BY THE NUMBERS >

What 120 members of the American Cinema Editors told us about AI in post production.



As AI and AI agents make their way into post production, some would have you believe professional editors are digging in their heels. Avid has been part of numerous industry changes, so we set out to learn how true that is. In partnership with ACE, we asked 120 editors across film and TV 17 questions about how they use AI today and where it belongs in post. **77.5% are already using it.** This report shares every result.

77.5%

already use AI in their work, regularly, occasionally or experimentally

81.7%

say AI would help most with the work around the edit

86.7%

strongly or somewhat agree AI is most valuable when it enhances, not replaces, creative intent

49.2%

name ethics, copyright and security as the biggest barrier

“I don't want to generate an image. I want the AI to transcribe footage or find lines I'm looking for.”

ACE MEMBER, SURVEY RESPONSE

> ABOUT THE SURVEY

- > 120 members of the American Cinema Editors (ACE); 17 questions, fielded Q2 2026
- > Conducted by Avid in partnership with ACE
- > Percentages are shares of all 120 respondents unless noted, and may not total 100% due to rounding
- > Combined figures are calculated from exact counts, so they can differ by 0.1% from the sum of the rounded answers
- > Adoption depends on how the question is asked. 77.5% said they use AI in their professional workflow, while only 13.3% said they never use AI tools at all. Our headline figure uses the stricter, workflow-based question.

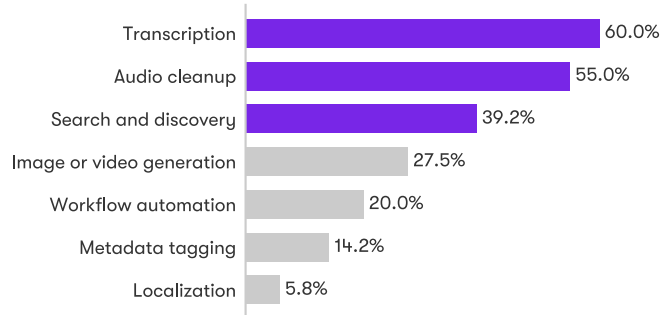




> WHAT EDITORS TOLD US

HOW EDITORS USE AI TODAY

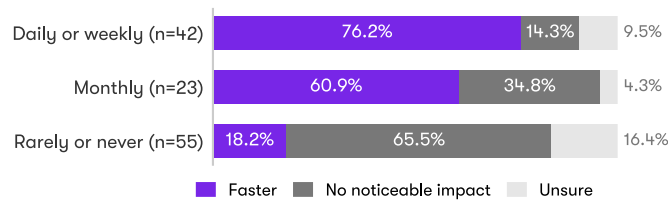
Transcription and audio cleanup lead by a wide margin. Generative image and video trails.



Which areas are you currently using AI for? Editors could select more than one area, so totals exceed 100%. "Not currently using AI tools" (18.3%) not shown.

FASTER, THE MORE THEY USE IT

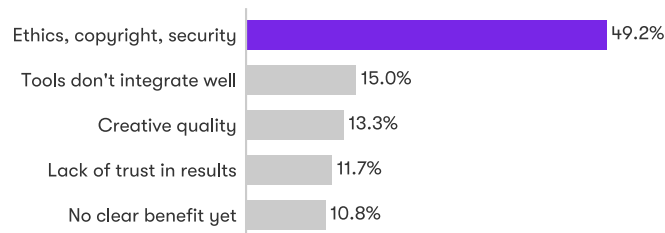
76.2% of daily and weekly users say AI has made them faster, compared with 18.2% of those who rarely or never use it.



Has AI helped you or your team work faster? Grouped by self-reported frequency of use; percentages within each group.

ETHICS OUTWEIGH EVERY OTHER BARRIER

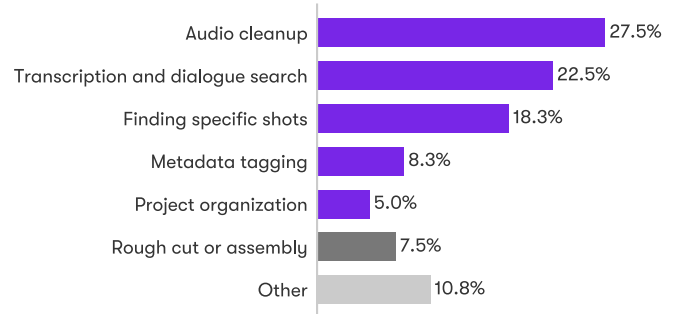
49.2% name ethics, copyright or security concerns, more than triple the next answer.



What is the biggest barrier to AI adoption in your organization? One answer per respondent.

WHERE AI WOULD HELP MOST

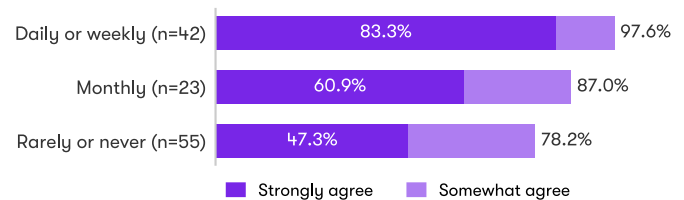
81.7% chose a capability that handles the work around the edit. Rough cut or assembly assistance drew 7.5%, which is the line Avid is building to: AI that organizes and syncs media so the cut stays with the editor.



Which AI capability would have the biggest positive impact on your editing workflow? One answer per respondent; totals 99.9% due to rounding.

HEAVY USERS GUARD CREATIVE INTENT

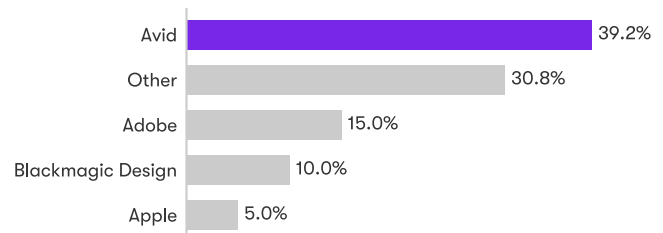
97.6% of daily and weekly users strongly or somewhat agree AI should enhance, not replace, creative intent.



"AI is most valuable when it enhances, not replaces, creative intent." Share who agree, by frequency of use. "Neither" and "disagree" responses not shown.

WHO EDITORS TRUST WITH AI

Avid leads at 39.2% when editors are asked which company they trust most to implement AI.



Which company do you trust the most to implement AI in a manner beneficial to your role as an editor?

67.5%

say it is at least somewhat important that AI is built into the tools they already use

75.8%

strongly or somewhat agree the best use of AI is more time for storytelling and creative decisions

46.7%

expect their use of AI tools to increase significantly or somewhat in the next 12 months