# Netflix co-CEO Ted Sarandos highlights AI as a tool, not a threat, amid focus on global storytelling



In a recent podcast appearance, Netflix co-CEO Ted Sarandos provided a revealing glimpse into the streaming giant's evolving approach towards storytelling, technology, and audience engagement in an era marked by fierce competition and rapid change. He emphasised how pivotal the success of localised content is to Netflix's global strategy, highlighting hit series like *Squid Game* as examples of how authentic narratives can resonate across diverse cultures.

Discussing his longstanding relationship with Bollywood luminary Shah Rukh Khan, Sarandos reflected on the cultural differences experienced during their interactions in India compared to Los Angeles. He expressed high expectations for the upcoming project *The Ba*\**ds of Bollywood*, directed by Aryan Khan, praising its humorous exploration of the Bollywood industry and its unique insider perspective. The co-CEO noted that such narratives not only entertain but also educate global audiences about the complexities of Indian cinema.

Sarandos underscored the importance of choice in viewer experience, asserting that audience engagement hinges on the emotional satisfaction derived from selecting the right content. He articulated a core principle at Netflix: the aim is not merely to present a variety of options but to ensure viewers stay engaged once they press play. "When you push play, do you stay?" he queried, framing this as a key indicator of success in an oversaturated market where capturing attention is increasingly challenging.

Moreover, Sarandos addressed the looming question of artificial intelligence (AI) in the creative process. While acknowledging the significant technological advancements AI brings, he cautioned against viewing it as a replacement for human creativity. In multiple interviews, he has reiterated that AI should serve as a tool to enhance storytelling rather than diminish the human experience at its core. He reassured creators that AI is not a threat but an opportunity for better storytelling, enabling even smaller productions to achieve professional quality effects.

In responding to the industry's concerns about AI, Sarandos pointed out that genuine storytelling will always require a human touch. He refuted claims that AI could eventually replace skilled creatives, stressing that the art of prompting AI effectively remains a distinctly human skill. This nuanced perspective reflects a broader belief that, while technology can streamline production processes, the essence of storytelling lies in human intuition and connection.

Highlighting Netflix's ambitions in India, Sarandos expressed optimism about the country's rich pool of storytelling talent. He cited examples such as *Delhi Crime*, which garnered an International Emmy, as evidence of India's potential to produce globally impactful narratives akin to *Squid Game* and *Money Heist*. This commitment aligns with Netflix’s strategy of amplifying diverse narratives and ensuring regional stories receive international visibility.

Sarandos charted a future where content creation and distribution will undergo further transformations, stating that the next disruption in entertainment may come not from how stories are distributed, but from how they are created. He praised the current era as a dynamic time for content producers, asserting that the rapidly evolving landscape of storytelling and technology offers unparalleled opportunities for innovation.

Finally, Sarandos concluded with a profound understanding of work-life balance within a creative culture that propels bold storytelling. He acknowledged the inherent struggles many creatives face, articulating a philosophy that supports risk-taking and embracing failure as integral parts of the creative journey. This attitude, he believes, fosters a more innovative environment where stories can flourish, ultimately catering to a global audience hungry for diverse, authentic narratives.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://news.google.com/rss/articles/CBMi_gFBVV95cUxPZXhRdEdzVDg5WmtPd19rVHdVblItYm9sY1F5di1nOEk0U2F6Y2FoUjhER3k4TzdkT1NEdDY3c2xsZjE2TGoxaXBXWFlMV2plVVBramVkTzhUSW1OQWxlbnh1U3VZWUVnbmdBYmczTEVfcE9reGxZT1hBcHYwVUZrWk9veEZiemVpajNyYlh5X1g1RVBzeVpYUnRoeWZTMmxnNk9YRWh3QnV1dHpPM25DRUIwdXIwdWVVR3dfNG1uTnFEd295WnpRRk9ESlo0RVkwZ2xUdVpwUVlGcWwxN1ZzY2pEdnhZN3p1M3hRejc2T1RXY2Zmb1ZEMEFiMTY5QdIBgwJBVV95cUxPSFBlRWdfVmw4RC03Y19pN1A0YmZvc01BcThxejZlVEJvdU5wb1pPOE1ydGZwQ3p2TVpzSktvLTMwTy1mMDEwV1ZOLXVFQmJOb0F5U005YTRvam1BYld1TnlxMHdad0VfUnhoeklteU82VEVmclhmSUM3QVNqMV9jMEtSMDlNLVdXRFFLVWppdzMxRW5qNlFuRXBsd3lDY1lRLVVTVFI5dzJ6b2JIMU9CMXIzeG5SWWhFMkxfeEpDUnJ4SVNjbkw3OWI1YU5jbmdiMEVGNUhUb3J0WlktbUxpaDZveDhzaUJmTExvTV9GZjJiNjliYlZIY2JtOUQtcDRqbGdN?oc=5&hl=en-US&gl=US&ceid=US:en), [[3]](https://economictimes.indiatimes.com/industry/media/entertainment/squid-game-money-heist-could-come-from-india-next-netflixs-ted-sarandos/articleshow/90156586.cms)
* Paragraph 2 – [[1]](https://news.google.com/rss/articles/CBMi_gFBVV95cUxPZXhRdEdzVDg5WmtPd19rVHdVblItYm9sY1F5di1nOEk0U2F6Y2FoUjhER3k4TzdkT1NEdDY3c2xsZjE2TGoxaXBXWFlMV2plVVBramVkTzhUSW1OQWxlbnh1U3VZWUVnbmdBYmczTEVfcE9reGxZT1hBcHYwVUZrWk9veEZiemVpajNyYlh5X1g1RVBzeVpYUnRoeWZTMmxnNk9YRWh3QnV1dHpPM25DRUIwdXIwdWVVR3dfNG1uTnFEd295WnpRRk9ESlo0RVkwZ2xUdVpwUVlGcWwxN1ZzY2pEdnhZN3p1M3hRejc2T1RXY2Zmb1ZEMEFiMTY5QdIBgwJBVV95cUxPSFBlRWdfVmw4RC03Y19pN1A0YmZvc01BcThxejZlVEJvdU5wb1pPOE1ydGZwQ3p2TVpzSktvLTMwTy1mMDEwV1ZOLXVFQmJOb0F5U005YTRvam1BYld1TnlxMHdad0VfUnhoeklteU82VEVmclhmSUM3QVNqMV9jMEtSMDlNLVdXRFFLVWppdzMxRW5qNlFuRXBsd3lDY1lRLVVTVFI5dzJ6b2JIMU9CMXIzeG5SWWhFMkxfeEpDUnJ4SVNjbkw3OWI1YU5jbmdiMEVGNUhUb3J0WlktbUxpaDZveDhzaUJmTExvTV9GZjJiNjliYlZIY2JtOUQtcDRqbGdN?oc=5&hl=en-US&gl=US&ceid=US:en), [[2]](https://www.foxbusiness.com/entertainment/netflixs-ted-sarandos-tells-rob-lowe-ai-no-shortcut-human-experience), [[4]](https://thehill.com/policy/technology/4688363-netflix-ceo-ted-sarandos-ai-jobs)
* Paragraph 3 – [[1]](https://news.google.com/rss/articles/CBMi_gFBVV95cUxPZXhRdEdzVDg5WmtPd19rVHdVblItYm9sY1F5di1nOEk0U2F6Y2FoUjhER3k4TzdkT1NEdDY3c2xsZjE2TGoxaXBXWFlMV2plVVBramVkTzhUSW1OQWxlbnh1U3VZWUVnbmdBYmczTEVfcE9reGxZT1hBcHYwVUZrWk9veEZiemVpajNyYlh5X1g1RVBzeVpYUnRoeWZTMmxnNk9YRWh3QnV1dHpPM25DRUIwdXIwdWVVR3dfNG1uTnFEd295WnpRRk9ESlo0RVkwZ2xUdVpwUVlGcWwxN1ZzY2pEdnhZN3p1M3hRejc2T1RXY2Zmb1ZEMEFiMTY5QdIBgwJBVV95cUxPSFBlRWdfVmw4RC03Y19pN1A0YmZvc01BcThxejZlVEJvdU5wb1pPOE1ydGZwQ3p2TVpzSktvLTMwTy1mMDEwV1ZOLXVFQmJOb0F5U005YTRvam1BYld1TnlxMHdad0VfUnhoeklteU82VEVmclhmSUM3QVNqMV9jMEtSMDlNLVdXRFFLVWppdzMxRW5qNlFuRXBsd3lDY1lRLVVTVFI5dzJ6b2JIMU9CMXIzeG5SWWhFMkxfeEpDUnJ4SVNjbkw3OWI1YU5jbmdiMEVGNUhUb3J0WlktbUxpaDZveDhzaUJmTExvTV9GZjJiNjliYlZIY2JtOUQtcDRqbGdN?oc=5&hl=en-US&gl=US&ceid=US:en), [[2]](https://www.foxbusiness.com/entertainment/netflixs-ted-sarandos-tells-rob-lowe-ai-no-shortcut-human-experience), [[5]](https://www.aol.com/netflix-boss-ted-sarandos-says-135723691.html)
* Paragraph 4 – [[2]](https://www.foxbusiness.com/entertainment/netflixs-ted-sarandos-tells-rob-lowe-ai-no-shortcut-human-experience), [[4]](https://thehill.com/policy/technology/4688363-netflix-ceo-ted-sarandos-ai-jobs), [[6]](https://au.variety.com/2024/digital/news/netflix-ted-sarandos-generative-ai-tools-creators-16207/)
* Paragraph 5 – [[3]](https://economictimes.indiatimes.com/industry/media/entertainment/squid-game-money-heist-could-come-from-india-next-netflixs-ted-sarandos/articleshow/90156586.cms), [[5]](https://www.aol.com/netflix-boss-ted-sarandos-says-135723691.html), [[7]](https://www.moneycontrol.com/technology/netflix-is-exploring-how-ai-can-help-content-creators-ted-sarandos-article-12998272.html)

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2. <https://www.foxbusiness.com/entertainment/netflixs-ted-sarandos-tells-rob-lowe-ai-no-shortcut-human-experience> - In an interview with Rob Lowe, Netflix co-CEO Ted Sarandos discussed the role of artificial intelligence (AI) in the entertainment industry. Sarandos expressed confidence that AI would not replace human creatives, stating that while AI can be a powerful tool, it cannot replicate the human experience essential for storytelling. He emphasized that AI should be viewed as a creator's tool to enhance, not replace, human creativity. Sarandos also highlighted the importance of authentic, human-driven narratives in resonating with audiences.
3. <https://economictimes.indiatimes.com/industry/media/entertainment/squid-game-money-heist-could-come-from-india-next-netflixs-ted-sarandos/articleshow/90156586.cms> - Netflix's Chief Content Officer, Ted Sarandos, expressed optimism about India's potential to produce globally successful content akin to 'Squid Game' and 'Money Heist'. He cited the success of 'Delhi Crime', which won an International Emmy, as evidence of India's rich storytelling culture. Sarandos emphasized Netflix's commitment to bringing intelligent stories from India to a global audience, highlighting the country's vast creative potential and the platform's role in amplifying diverse narratives.
4. <https://thehill.com/policy/technology/4688363-netflix-ceo-ted-sarandos-ai-jobs> - In an interview with The New York Times, Netflix co-CEO Ted Sarandos addressed concerns about artificial intelligence (AI) replacing human creatives in the entertainment industry. Sarandos expressed confidence that AI would not supplant content creators, stating that while AI can be a powerful tool, it cannot replicate the human experience essential for storytelling. He emphasized that AI should be viewed as a creator's tool to enhance, not replace, human creativity.
5. <https://www.aol.com/netflix-boss-ted-sarandos-says-135723691.html> - Netflix co-CEO Ted Sarandos discussed the impact of artificial intelligence (AI) on the entertainment industry in an interview with The New York Times. Sarandos expressed confidence that AI would not replace human creatives, stating that while AI can be a powerful tool, it cannot replicate the human experience essential for storytelling. He emphasized that AI should be viewed as a creator's tool to enhance, not replace, human creativity.
6. <https://au.variety.com/2024/digital/news/netflix-ted-sarandos-generative-ai-tools-creators-16207/> - Netflix co-CEO Ted Sarandos discussed the potential of generative AI tools to enhance storytelling during the company's Q2 earnings interview. Sarandos highlighted that AI could serve as a valuable tool for creators, improving the quality of storytelling rather than reducing costs. He noted that many filmmakers and producers are experimenting with AI, finding it useful in the creative process. Sarandos emphasized that the goal remains unchanged: telling great stories.
7. <https://www.moneycontrol.com/technology/netflix-is-exploring-how-ai-can-help-content-creators-ted-sarandos-article-12998272.html> - Netflix co-CEO Ted Sarandos discussed the company's exploration of artificial intelligence (AI) to enhance the experience for content creators. Sarandos highlighted that creators are currently using AI tools for tasks such as pre-visualisation, visual effects sequence preparation, and shot planning. He noted that traditionally, only big-budget projects had access to advanced visual effects, but AI-powered tools are now enabling smaller budget projects to incorporate high-quality visual effects.