

Nielsen Media 25-54 demo predicts Tesla adoption

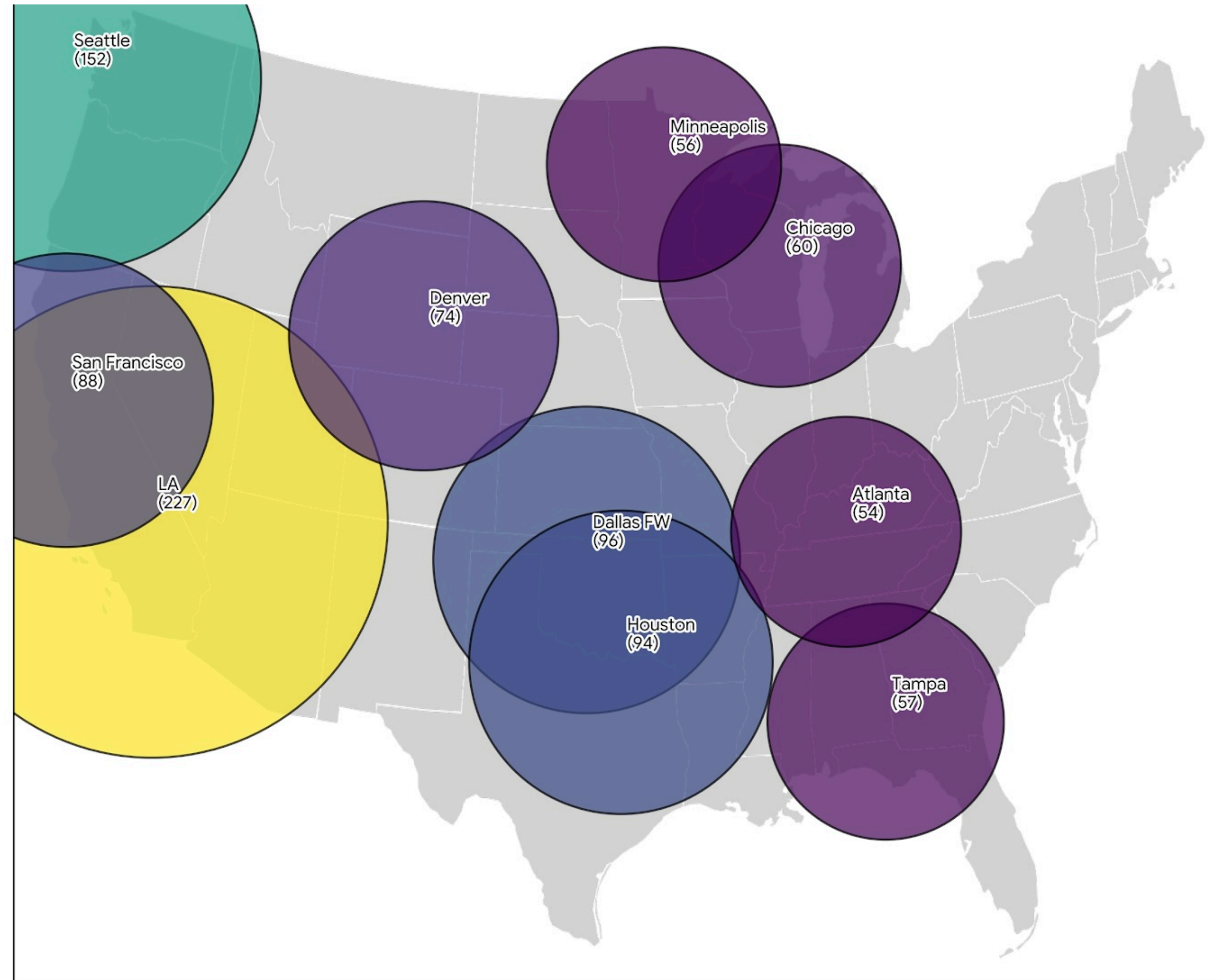
Can be used to predict hyper local AI video adoption trends for Pika Labs, HeyGen, Nvidia Omniverse and AMD Media Department

One GeoAI layer = lots of profit/\$\$\$

Cultural Velocity: How Media Consumption Predicts Tech and Media Adoption

- Cultural velocity = EV (electric vehicles) per 1000 population x 25-54 age group (premium cable share)
- High CNBC/Fox Business viewership = 2.1x faster EV update (Nielsen and DOE 2025)
- Same sign works for AI video. Metros with high media 25-54 demo adopts new content creator tools faster
- Dark pool metros indicates high cultural velocity - more tech and media content creator tools being used

Top 10 Dark Pool Metros (highest cultural velocity)

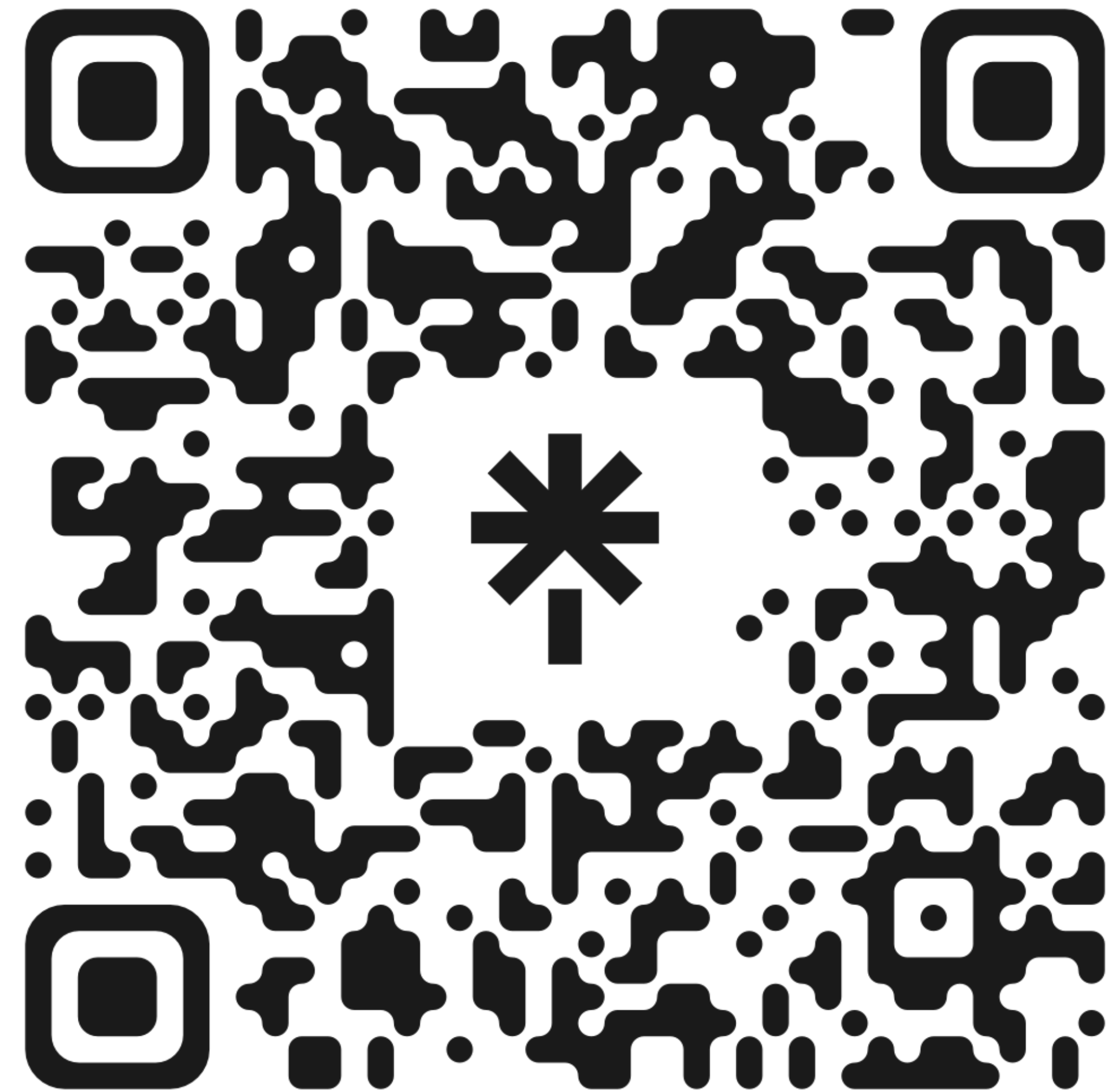


Source: Nielsen Fall 2024 + DOE AFDC Q3 2025

One GeoAI Layer = Five Wins

- Tesla = new showrooms in high velocity metros
- Pika Labs = culturally native video trailers; perfect for FIFA World Cup 2026
- HeyGen = geo adapted avatars
- AMD = using GPUs to create regional entertainment options
- NVIDIA Omniverse = spatial CI for virtual production

Let's talk GeoAI x Media Futures



TN-eligible Geographer (Urban Planning) | Cultural Intelligence + Spatial Trend Forecasting | Nielsen
CI + Broadcasting Background