

# ComplexDiscovery OÜ Launches Winter 2025 eDiscovery Pricing Survey, Exploring Generative AI's Impact on Pricing Models

*Survey to Benchmark Costs and Explore the Impact of Generative AI on eDiscovery Pricing Models*

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[ComplexDiscovery OÜ](#), a leading source for insights into cybersecurity, information governance, and

eDiscovery, today announced the launch of its [Winter 2025 eDiscovery Pricing Survey](#). Now in its thirteenth edition, the semi-annual survey continues to serve as a critical benchmarking tool for eDiscovery professionals assessing market rates for essential services, including collection, processing, and review.



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*Holley Robinson, Marketing Operations Manager, ComplexDiscovery OÜ*

As the global eDiscovery market expands—projected to grow from \$16.89 billion in 2024 to \$25.11 billion by 2029 at a Compound Annual Growth Rate (CAGR) of 8.25%—the need for transparent, data-driven pricing insights has never been more pressing. This growth is driven by rising data complexity, evolving global regulations, and the increasing adoption of advanced technologies such as artificial intelligence (AI) and cloud-based solutions.

Survey Enhancements: Addressing the Realities of

Generative AI

In response to industry shifts, the Winter 2025 edition introduces new survey questions designed to assess Generative AI-assisted review pricing models. These questions explore:

- Preferred pricing models, including per-document, per-GB, per-token, subscription, outcome-based, and hybrid approaches.
- Cost expectations for GenAI-assisted review, broken down by document and GB pricing tiers.

-Outcome-based pricing structures, such as cost savings, accuracy-based fees, and tiered pricing for speed improvements.

-Handling of documents requiring special processing, including whether additional charges apply.

By incorporating these elements, the survey aims to provide a practical, real-world benchmark for legal, compliance, and technology professionals navigating the complexities of AI-driven eDiscovery.



## Emerging Trends: The Evolution of eDiscovery Pricing Models

A key trend from the Summer 2024 eDiscovery Pricing Survey was the continued innovation in pricing models by eDiscovery service providers. To remain competitive, providers are increasingly offering more flexible and cost-effective pricing structures, aligning their services with the evolving needs of their clients. These trends highlight the growing importance of transparency, efficiency, and adaptability in pricing strategies.

For eDiscovery professionals, these insights serve as valuable benchmarks for strategic planning and informed decision-making, helping them navigate the complex and dynamic landscape of eDiscovery services. The Winter 2025 edition builds upon these findings, further examining how Generative AI is influencing cost structures and service delivery.

## Industry Leaders Weigh In on the Importance of Benchmarking eDiscovery Costs

Kaylee Walstad, Chief Strategy Officer of EDRM, emphasized the significance of the survey for industry professionals:

“As the eDiscovery landscape continues to evolve with advancements in AI and increasing regulatory complexity, understanding pricing trends is essential for legal and technology professionals. ComplexDiscovery’s Winter 2025 eDiscovery Pricing Survey provides critical benchmarking insights that empower organizations to make informed decisions about cost-effective and efficient eDiscovery strategies. EDRM is proud to support this initiative, and we encourage industry professionals to participate and share their perspectives.”

Holley Robinson, Marketing Operations Manager at ComplexDiscovery OÜ, highlighted the value of transparency in pricing:

“Transparency in eDiscovery pricing is more important than ever, especially as emerging technologies like Generative AI reshape cost structures. With the Winter 2025 eDiscovery Pricing Survey, we aim to provide professionals with actionable data to better understand market trends and optimize their eDiscovery strategies. We encourage everyone in the industry to participate and help shape this essential benchmarking resource.”

Call to Action: Participate and Shape the Future of eDiscovery Pricing

ComplexDiscovery OÜ invites all eDiscovery professionals, legal teams, service providers, and technology experts to participate in the Winter 2025 eDiscovery Pricing Survey. With insights from 898 participants across the previous twelve editions, this survey continues to be an essential resource for understanding pricing trends and the evolving value of eDiscovery services.

The survey will remain open until February 28, 2025. Participants can access the survey and contribute their expertise by visiting [eDiscovery Pricing Survey – Winter 2025](https://complexd.blog/eDiscovery-Pricing-Survey-Winter-2025). (<https://complexd.blog/eDiscovery-Pricing-Survey-Winter-2025>)

About ComplexDiscovery OÜ

ComplexDiscovery OÜ is a digital publication focused on providing detailed insights into the fields of cybersecurity, information governance, and eDiscovery. Digitally based in Estonia, a hub for technology innovation, ComplexDiscovery OÜ upholds rigorous standards in journalistic integrity, delivering nuanced analyses of global trends, technology advancements, and the eDiscovery sector. The publication expertly connects intricate legal technology issues with the broader narrative of international business and current events, offering its readership invaluable insights for informed decision-making. Learn more at [ComplexDiscovery.com](https://ComplexDiscovery.com).

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ComplexDiscovery OÜ Media Contact

Holley Robinson (USA)  
ComplexDiscovery OÜ  
+1 512-934-7531  
[email us here](#)

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