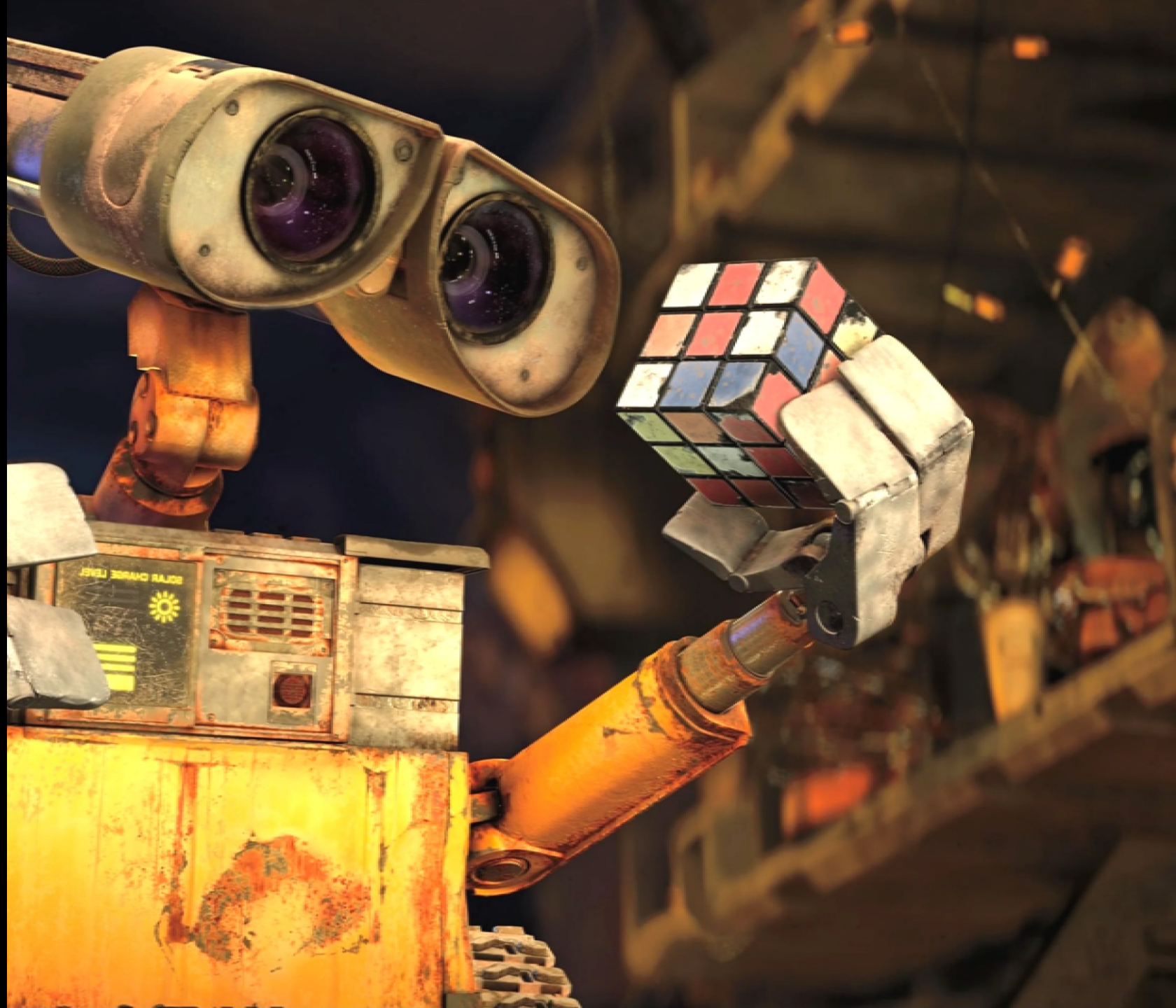


Debate:
Technological
innovation
and future of film





Previous transformative
technology in film

Technology in Film Industry

A film set with a camera operator in the foreground and crew members at computer workstations in the background.

- Casting/recruitment/budget analytics
- Audience/engagement data analytics
- Generative AI / synthetic media
- Previsualisation
- Virtual Production / VR scouting
- Camera-to-cloud / distributed workflows
- Post-prod tools (ML-driven)
- Distribution / streaming / funding

Virtual Production



AI analysis beyond the obvious/genAI

- <https://www.boldbusiness.com/digital/artificial-intelligence-film-making/>



Film-Related Firm	Artificial Intelligence Services	Founding Year and Location	Annual Sales Revenues
Legendary Entertainment	AI used for visual storage, movie trailer design, and audience development	2005 Burbank, CA	\$620,000
Vault ML	AI used to predict opening weekend revenues at the box office	2015 Israel	Not Available
ScriptBook	AI cloud-based platform allows rapid movie script analysis to predict box office success or failure	2015 Belgium	Not available
Pilot Movies	AI used in a SaaS platform to allow film-makers to predict gross sales revenues long-term	2016 Boston, MA	Not Available
Qloo	AI database used to create millions of movie viewer profiles to aid in targeting marketing and creation efforts	2011 New York, NY	\$420,000

AI-assisted writing example

Dracula

Train a new brain

Characters



B *I* **C**  

Deep down, I always knew which way to go. The night sky had turned dark, and in the dim light of my room I saw the dark figure of Lucy as she lay in her bed, her face calm and heavy. A deep feeling of peace swept over me.

Dostoevsky's Outsider

Train a new brain

Characters

B *I* **C**  

Deep down, I always knew that it was forbidden for a person to torture himself, but I didn't care. For many years, I would go to the cemetery every morning to pray for the souls of the dead.

Marcus Aurelius

Train a new brain

Characters

B *I* **C**  

Deep down, I always knew that this was the path I had to take. To face my fears, to love what I do, and to work with what I have here at my side.





Synthetic Media

Synthetic Media / Metahumans



UNREAL
ENGINE

A SNEAK PEEK
AT METAHUMAN
CREATOR

<https://www.youtube.com/watch?v=S3F1vZYpH8c>



Synthetic Media / Deep fakes



<https://studioneural.ai/>



<https://www.filmcrux.com/blog/ai-tools>



Remote Working

A blurred office scene with a man in a white shirt in the foreground and a woman in the background. The scene is dimly lit, suggesting an indoor office environment.

What is Frame.io?

<https://frame.io/>

Discussion: Content-related Challenges

- Authorship / IP (*content & image*)
- Bias
- Artistic & Cultural appropriation
- Uncanny valley effect
- Audience expectations & aesthetics





Discussion: Wider challenges











- Synthetic media & body image
- Rem. working competition / challenges
- Sustainability of tech. infrastructure
- Data and privacy / analytics
- Empathy / communication

Your place in this landscape?




A man in a black t-shirt stands in a futuristic, digital landscape. He is wearing black gloves with glowing blue lights on the fingers. The background is filled with glowing blue lines, circles, and data streams, suggesting a high-tech or virtual environment. The overall color palette is dominated by blues and greys, with bright white highlights from the digital elements.

- How do you remain current and relevant?
- How do you develop creativity and critical thinking?
- How are audiences (expectations / content consumption) shaped / informed?

Top 10 skills of 2023

- | | |
|--|--|
| 1.  Analytical thinking | 6.  Technological literacy |
| 2.  Creative thinking | 7.  Dependability and attention to detail |
| 3.  Resilience, flexibility and agility | 8.  Empathy and active listening |
| 4.  Motivation and self-awareness | 9.  Leadership and social influence |
| 5.  Curiosity and lifelong learning | 10.  Quality control |

Type of skill

 Cognitive skills  Self-efficacy  Management skills  Technology skills  Working with others

Source

World Economic Forum, Future of Jobs Report 2023.

Note

The skills judged to be of greatest importance to workers at the time of the survey