AI in media & entertainment

started the class w/ discussing Snowden movie.

AI case in media — Drake & the weekend voices were
used in AI to create songs
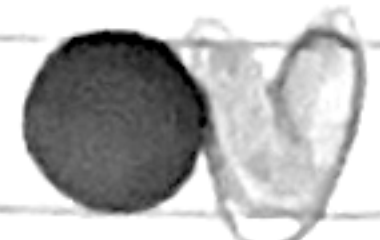
1. Content creation & content production:
   - Music composition: instrument/ sound creation
   - Writing scripts → more creative work, prompts
   - Video & audio editing:
2. Personalization & recommendations
   - Netflix: based on what you watch

3. Audience engagement
   - Facebook: liked or commented on a post so now
     you get ads based on that
   - Chatbox & AI assistants

4. Game development
   - Coding: easier & faster due to AI

Unsolved AI cases
1) Emotional resonance
2) Originality & authorship/ ownership
3) Bias & repetitiveness

Augmented reality AI cases
1) Pattern capturing on Google maps
   - Virtual AI + generative AI

Problems created by AI

1) IP & Copyright problems
2) Job displacement
3) Ethical concerns
   └ ex. deepfake