

From Youtubers to Avatars:
**HOW SYNTHETIC
REALITY IS
INNOVATING VIDEO
CONTENT
PRODUCTION**



YSEALI Academy at Fulbright University Vietnam
2022 Technology and Innovation Seminar
"The Digitization of Trust"
Group 4

Team members

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Comparison: Evolution of Video & Photography >

WatchData



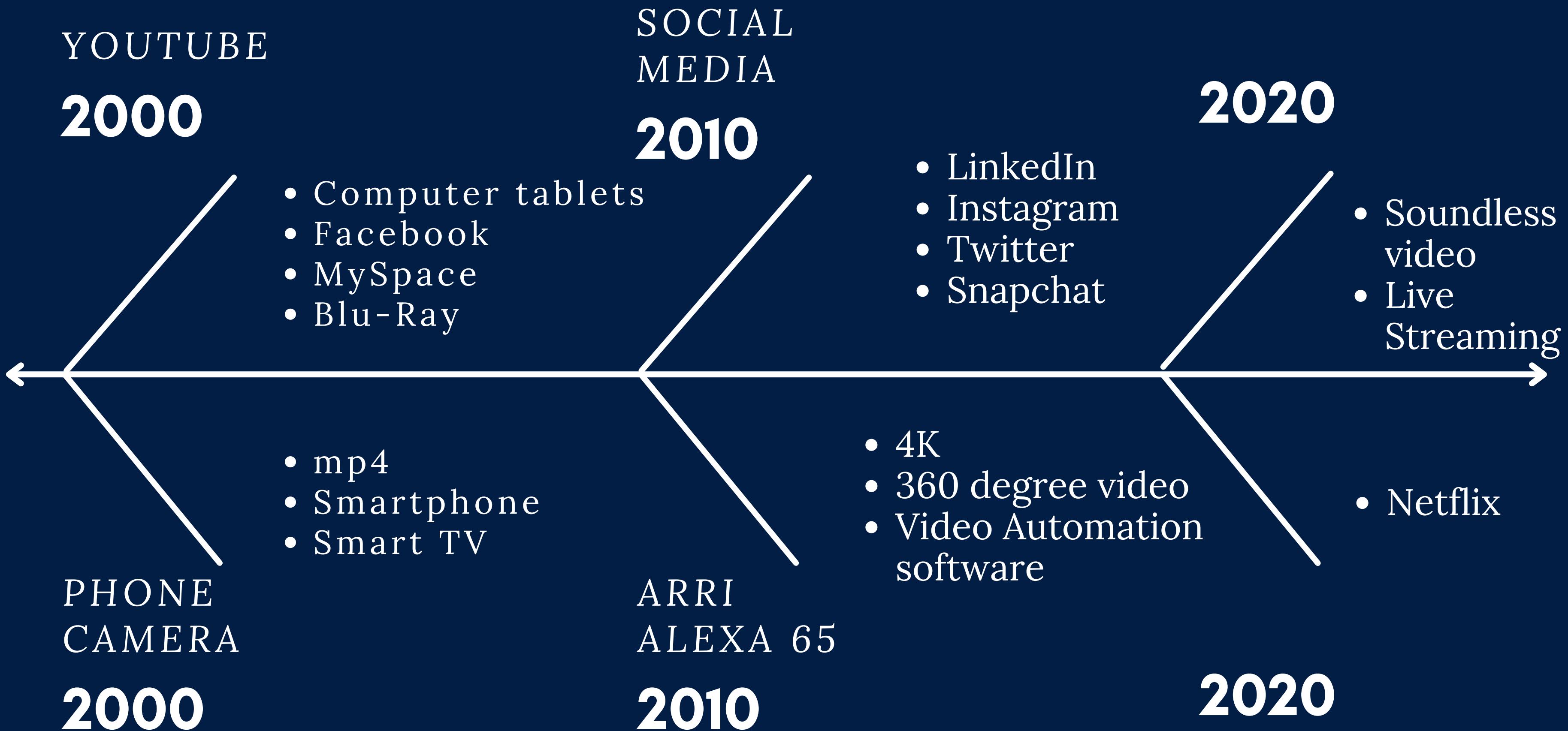
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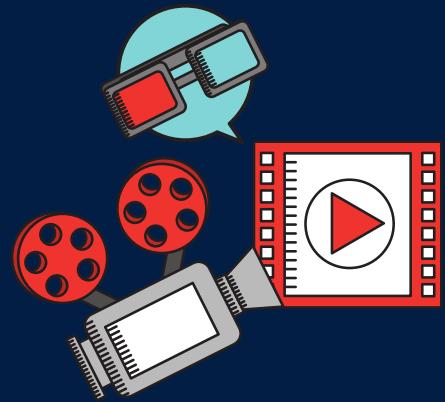
More videos
Tap to see all



THE 2000's VIDEO PRODUCTION



Uses of Video Content



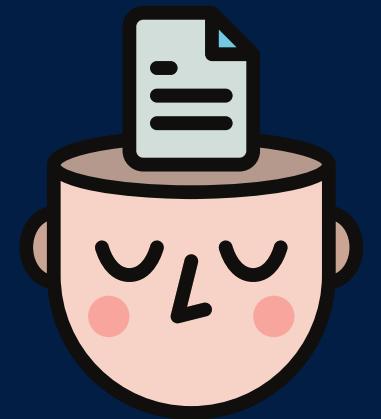
Entertain



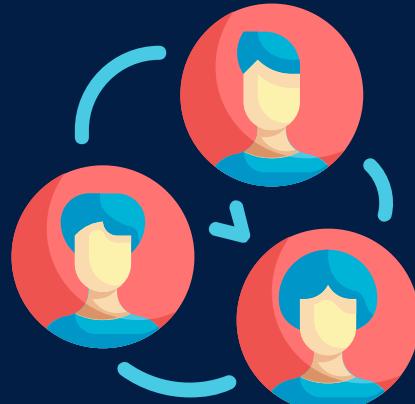
Educate



Increase Awareness



Provide context



Build relationships



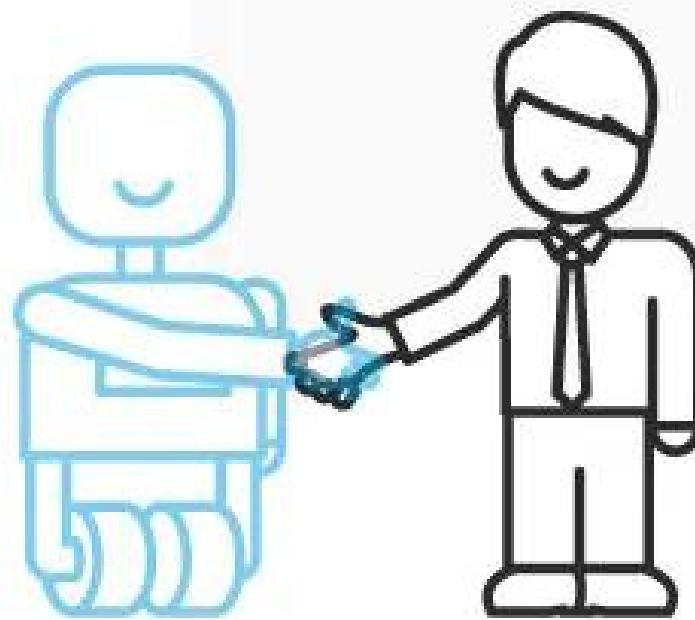
Creating video content is time-consuming and expensive.

The Rise of Synthetic Reality in Video Content Production



Before Understanding What is Synthetic Reality

AR vs. MR vs. VR



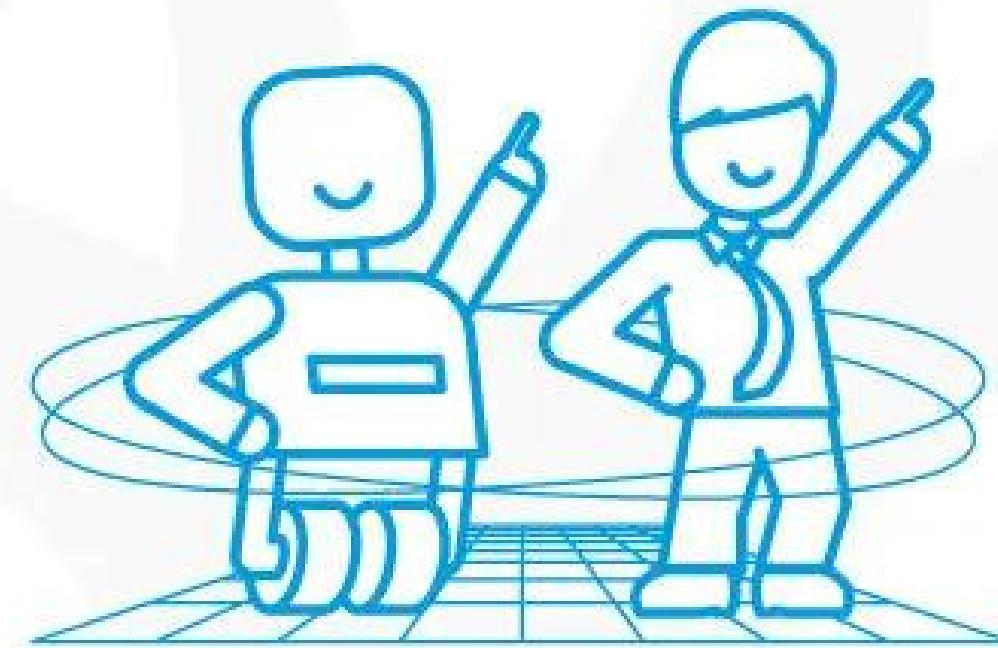
Augmented Reality (AR)

a view of the physical world with an **overlay** of **digital** elements



Mixed Reality (MR)

a view of the physical world with an overlay of **digital** elements where physical and digital elements can **interact**



Virtual Reality (VR)

a **fully-immersive digital** environment



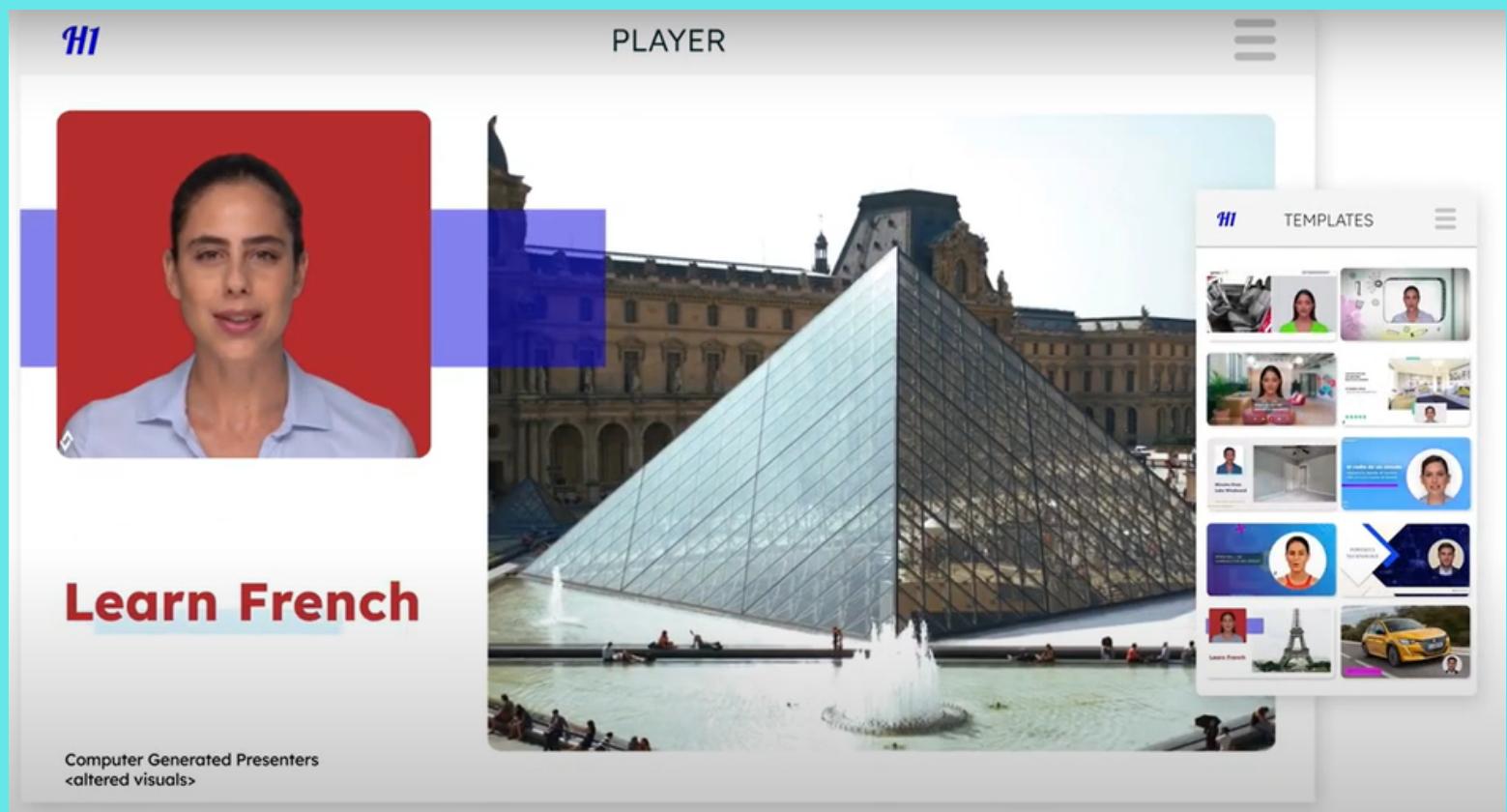
Metaverse

Synthetic Reality

Now

Text
Preferences
+

Artificial Intelligence



Art Of The Possible



+
Artificial
Intelligence

Interactive
2D or 3D
Visual
Experiences

Analyse

Predict

Respond

The Beginning: How was Synthetic Reality Used in Content Production



1 April 2015

Universal Pictures trained a model which replaced the face of Paul's brothers (Caleb and Cody Walker) with **Paul Walker** (who died in a 2013 car accident) in various scenes of **Fast & Furious 7**

9 April 2019

Synthesia trained a model to create a video of **David Beckham** speaking in multiple languages to raise funds for Malaria No More, from user input text, languages and selected preferences

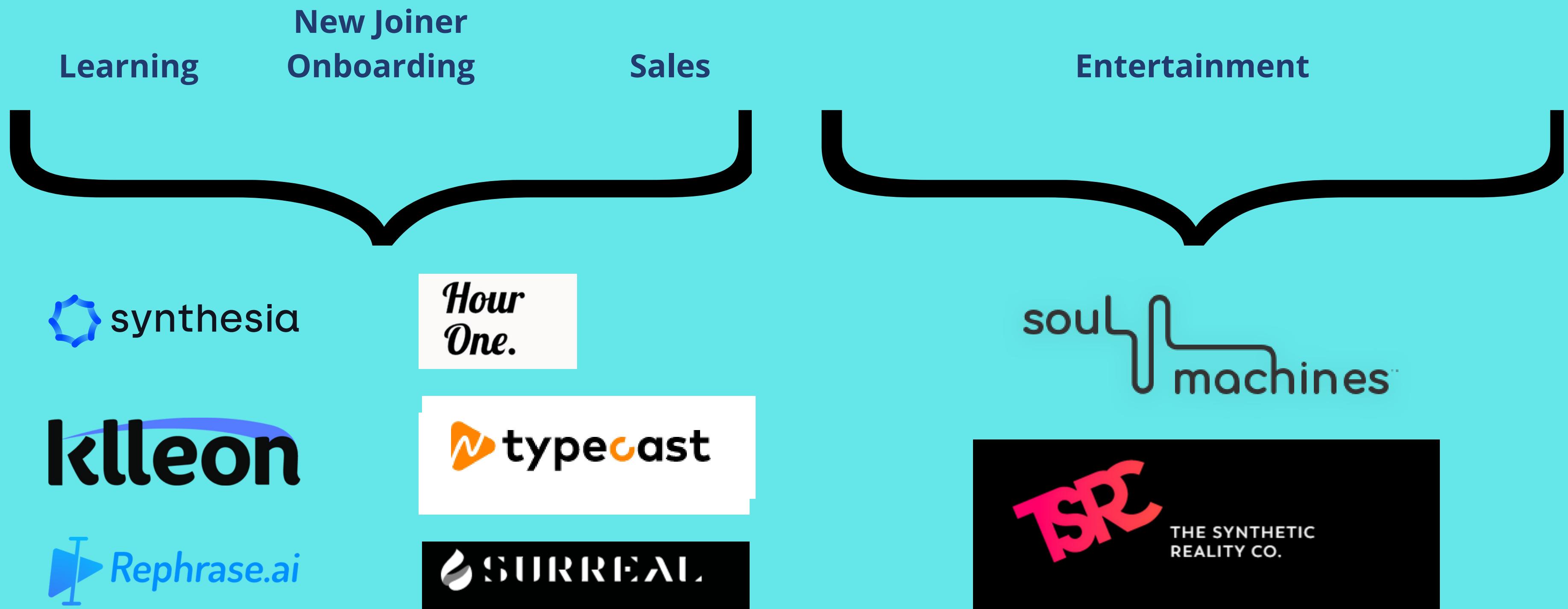
9 November 2019

Canny AI trained a model to create a video of world leaders spreading a message of hope by lip syncing to the song Imagine by John Lennon from audio and video inputs

16 December 2019

Lucasfilm blended computer-generated imagery with outtakes of **Carrie Fisher** (who died in 2016) from previous Star Wars films in various scenes of **Star Wars: The Rise of Skywalker**

The Present: How can Synthetic Reality be Used in Content Production



SYNTHETIC REALITY INDUSTRIES



Tourism



Entertainment



Education



Corporate

INTENDED BENEFITS

- Highly scaleable
- Cost-effective
- High quality
- Humanized communication



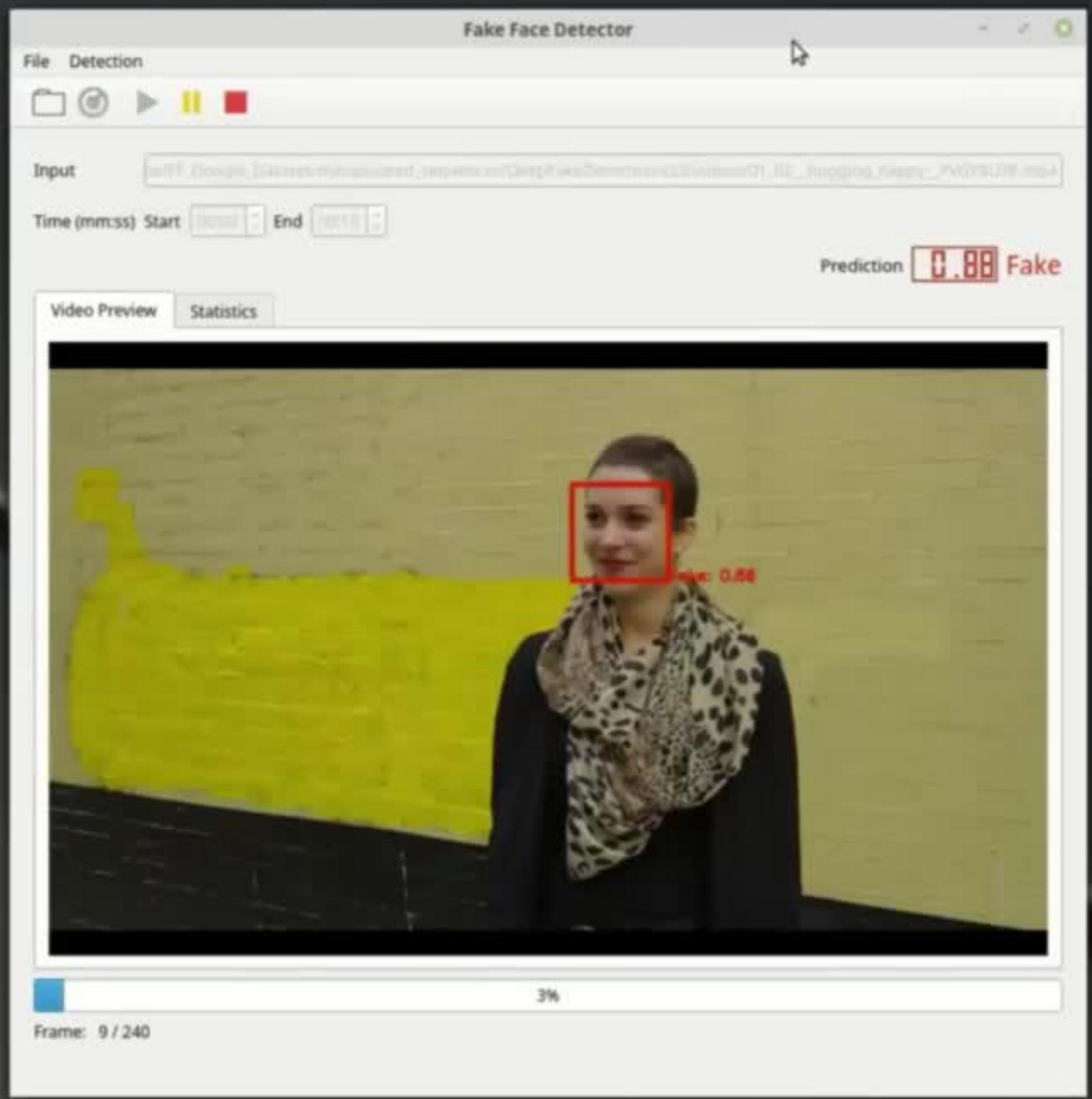
UNANTICIPATED BENEFITS



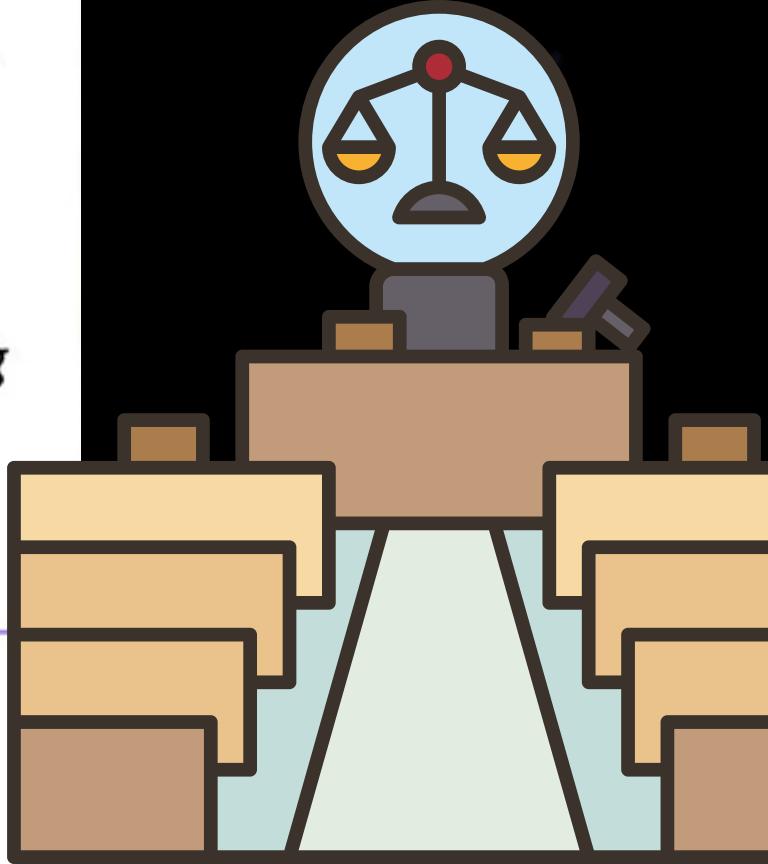
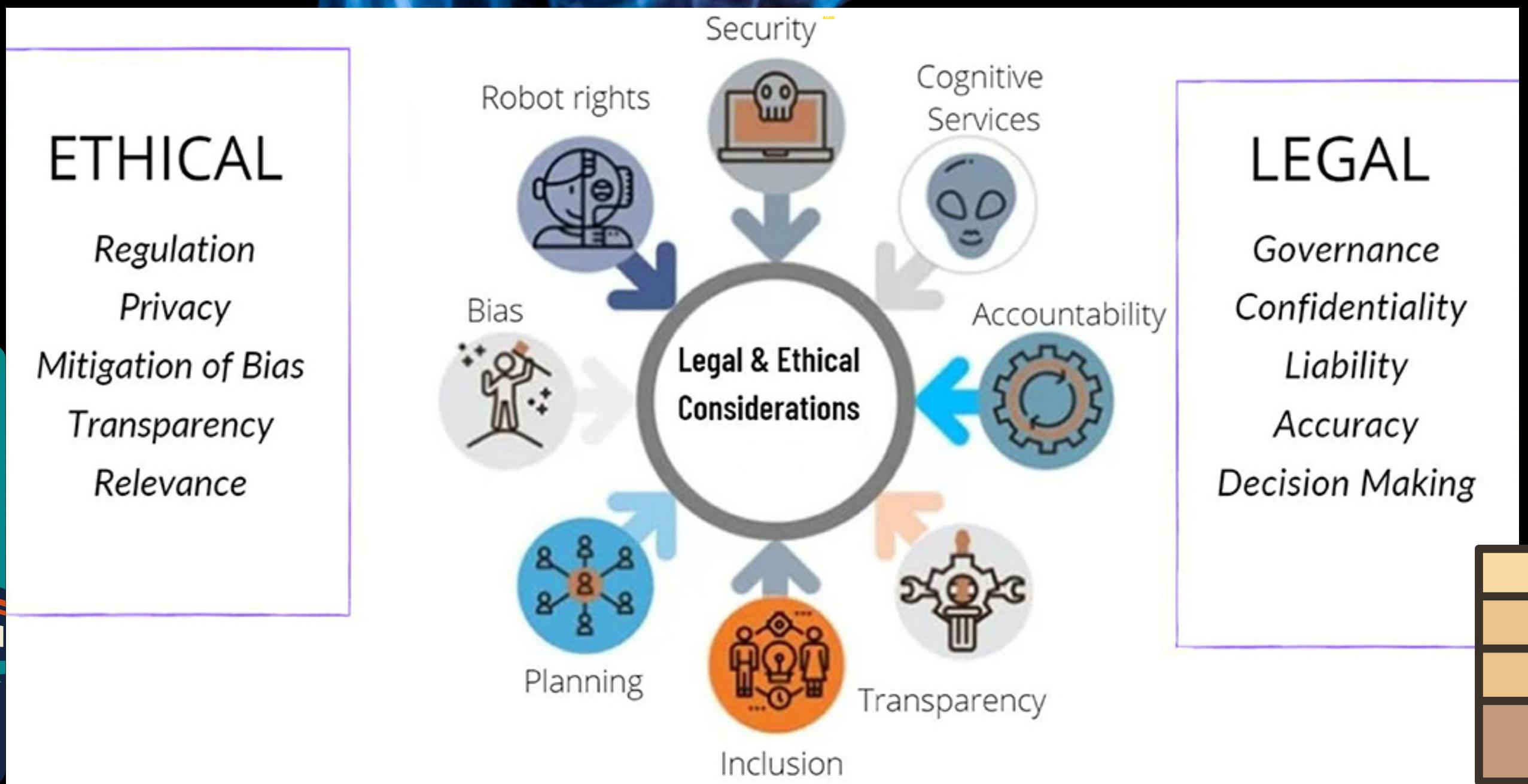
- Digital "resurrections"
- Risk communication through self-representation
- Digital twins

Taxonomy of deep fakes

- Deep fake Pornography
- Political Campaigns
- Reduction of Transaction Costs
- Creative and Original Deep Fakes



ETHICS & LAW



THE FUTURE OF SYNTHETIC REALITY



1. THE EXPANSION OF VIRTUAL REALITY
2. DIGITAL IDENTITIES
3. THE SR ADOPTION IN SMARTPHONES
4. NEW FILMS WITH A DEAD STAR USING THEIR LIKENESS
5. GAMING INDUSTRY AND ESPORT
6. HOLOGRAM VERSIONS OF DECEASED CELEBRITIES
7. INTERACTIVE MEDIA
8. TECH INNOVATION BEYOND HUMAN IDEAS





SUMMARY

-  **The rise of synthetic reality from it was first used in video production to dialogue replacement.**
-  **In the entertainment industry, mostly the SR is used to recreate performances or videos by celebrities.**
-  **Effects of synthetic reality in video production, how SR is helping to build and humanize virtual worlds.**
-  **Laws seeking to address the use of Deepfakes and SR being used for video production.**
-  **Reality is seen as increasingly less stable, and potential for manipulation in the future is on the rise.**

