# A NEW DAWN IN MEDIA AND ENTERTAINMENT

There are lots of interesting case studies emerging in these fields. Even if you don't work in media or entertainment, no doubt you consume news, TV, film, sports, book content, podcasts, music, and art.

## Generative AI and Journalism

Lots of media organizations are thinking about how to leverage GenAI and what the technology means for journalism in the future. As we'll see, GenAI has a lot of potential in journalism, as it can be used to automate the creation of content (particularly for data-driven stories and reports), and for other tasks.

**Finding efficiencies and new ways to present content**

Imagine you're a journalist or editor in a busy, under-resourced newsroom – because, make no mistake, most newsrooms are getting smaller and smaller, and employing fewer reporters every year.1 GenAI can help stretched newsrooms create content in a more streamlined, efficient way. And I'm not just talking about computers writing stories (although, that is happening) – I'm talking about using GenAI to brainstorm ideas for features, analyze audience data, personalize news stories, create accompanying video content, and more. Journalism is, at heart, about processing and presenting information, and GenAI can help news outlets do this in new, exciting, and more efficient ways – from automating news stories about local college football results, to generating engaging video content with AI. GenAI can also be used to make stories more interactive and deliver news in a more personalized way (think movie stars reading your daily news). What's more, GenAI can instantly translate content into multiple languages, thereby increasing the geographic reach of media outlets. All of which allows human journalists to focus on more complex aspects of storytelling and investigation.

**A few GenAI examples from media**

The Associated Press (AP) has been an early adopter of GenAI, using it to automate summaries of earnings reports and sporting events to great effect. (In fact, GenAI has allowed the AP a tenfold increase in output of such articles.2) And in 2023, the AP announced a licensing deal with OpenAI, allowing the AI company to use part of AP's news archive to explore GenAI uses in news.3

BuzzFeed is another company that's adopting GenAI. The platform is already using ChatGPT to enhance its quizzes and experiment with personalized content for readers in the form of chatbots and games. The company has also created a new AI recipe generator called “Botatouille.” BuzzFeed CEO, Jonah Peretti, has said he sees GenAI replacing “the majority of static content,” citing AI's ability to generate hundreds of ideas in a second, curate content, and produce “hyper-personalized content.”4

Google is reportedly testing a GenAI product that can write articles – demonstrating the product for the New York Times and other news outlets.5 The AI tool, which has the working title of Genesis, can take in information on, say, details about an event, and produce news content. Google's plan is that the tool can automate certain tasks for journalists, rather than replace journalists altogether.

Meanwhile, Bloomberg has developed a GenAI model, trained specifically on financial data. BloombergGPT is designed to answer questions about businesses, write headlines, and identify how a headline reflects a company's financial outlook. The idea is to help clients digest the deluge of business and financial news information, and allow them to ask questions about news stories.6

One area of news where GenAI really excels is in producing lots of hyper-local content – exactly the kind of content that shrinking newsrooms simply don't have the resources to produce. Indeed, News Corp has been using GenAI to produce 3000 local news stories a week in Australia, on topics such as weather and fuel prices. The technology allows a team of just four staff to generate and oversee thousands of local stories.7

But it's not all rosy. In 2020, Microsoft-owned MSN replaced its human journalists with GenAI, using the technology to create stories for MSN and Edge browser home pages – with, let's say, iffy results. MSN has since come under fire for publishing a range of fake news stories about, among other topics, mermaids, Bigfoot, and angels in the sky.8 Which goes to show what happens when you implement GenAI without human oversight…

## Enhancing Sports Broadcasting and Fan Engagement with Generative AI

GenAI has lots of potential to revolutionize sports broadcasting by creating more engaging and personalized content for viewers. Let's explore potential applications of GenAI and a few real-world examples.

**GenAI applications in sports**

An obvious application is using GenAI to auto-generate commentary (or translate commentary in real time) for sporting events. AI is capable of analyzing vast amounts of data from previous games, player statistics, sensors (both wearable sensors on players and sensors on the pitch), cameras, and fan sentiments from social media to provide insightful and real-time commentary, which enriches the viewer's experience.

Moreover, GenAI can produce realistic virtual simulations and visual augmentations, giving broadcasters the ability to recreate pivotal moments in a game from different angles and perspectives, thus offering fans a more immersive and fun viewing experience. Basically, by harnessing the capabilities of GenAI, sports broadcasters can elevate the quality, personalization, and interactivity of their content – in the process, enhancing fan engagement and satisfaction.

**Real-world examples from sports**

It's fair to say The All England Club, the organization behind the tennis tournament, transitioned to a data-driven media company a long time ago – for example, using AI to create automated video highlight reels as early as 2017. In 2023, Wimbledon upped its game by introducing automated AI voice and subtitle commentary for these highlight reels.9 Looking ahead, the technology could be used to create commentary for matches that don't have human commentators – such as junior matches, or matches on courts that simply don't get as much attention as, say, a Centre Court match. The commentary could be created in multiple languages and even personalized to fans' preferences.

Formula One (F1) is using AI in multiple ways. F1 has always been a technology- and data-driven sport – behind every driver is a team of engineers and scientists mining data for every tiny little advantage. AI-powered simulations are used to model billions of potential race parameters to determine what variables are most likely to lead to favorable outcomes. AI simulations are also used to train drivers, allowing them to learn tracks and push their skills without risking injury (or expensive vehicles). And since certain data from these simulations has to be made available to opposing teams, this means drivers can train by racing simulated models of their opponents, based on real-world data.10

As for F1 broadcasting, there's so much happening in the course of a race that isn't necessarily obvious to the audience. Which is why F1 partners with Amazon Web Services to leverage all that data – such as live car positioning data and timing data – to create the insights that are delivered onscreen to audiences during the race. (Incidentally, F1 also routinely uses AI in the design of racing cars)

In another example, Fox Sports is collaborating with Google to harness GenAI. The sports broadcaster is using Google Cloud's Vertex AI Vision System to generate content from its massive archive of game footage.11 Google's system can rapidly search through footage from nearly two million videos and produce new video content “in near–real time” for sharing on TV and social media.

Meanwhile, LaLiga Tech, the technology division of Spanish football league LaLiga, has partnered with AI specialists Globant and Microsoft to pilot GenAI in its sports broadcasting. Among the projects, GenAI will be used to generate new personalized content for fans (including the automatic creation of multi-language subtitles) and create immersive new materials for broadcasters.12

## Storytelling: Generative AI in Books, Audiobooks, and Podcasts

Storytelling is part of what makes us human. So what does the advent of GenAI mean for this uniquely human pastime? Well, we know that tools like ChatGPT can already write all sorts of content, from poems and blog posts to short stories and even novels. Yes, that's right, AI can now write stories that can (sometimes) compete against human storytellers. But GenAI can also help authors and publishers create new forms of content and streamline aspects of content production (including audio content).

**How authors are using GenAI to tell stories**

Find it hard to believe GenAI can write a decent novel? In one early example from 2015, a novella called The Day a Computer Writes a Novel was deemed good enough to make it through the first round of selection for a Japanese literary award.13 More recently, The Inner Life of an AI: A Memoir by ChatGPT, published in 2022, became possibly the first memoir written by ChatGPT (prompted by data scientist Forrest Xiao).14 One sci-fi author was so taken with ChatGPT's capabilities, he used it to write over 100 books in just nine months.15 On his epic sci-fi writing spree, Tim Boucher also used Midjourney to create images to accompany ChatGPT's text.

Many more writers will perhaps dip their toe into GenAI by using it to generate ideas, come up with character and place names, produce writing prompts, and generally as a tool for inspiration and productivity – helping to overcome the dreaded “writer's block.” In this way, GenAI can be considered a “co-creation” tool rather than something that will render human storytellers obsolete.

GenAI can also foster more collaborative and interactive storytelling – meaning writers can create interactive narratives where the storyline progresses based on the reader's choices. (The AI equivalent of those “choose your own adventure” books you might remember from your youth.) In other words, GenAI could provide a way for writers to provide a more personalized experience and connect with readers in new ways.

**Enhancing the publishing process**

While there's been much criticism of GenAI from the publishing sector (thanks to GenAI models being trained on book content without consent), we may, in future, see publishers adopt GenAI into workflows. For example, GenAI could be used to automatically repurpose book content into other formats (e.g., articles and blog posts for PR use). And it could drastically speed up the translation of books for other geographic markets. With GenAI, translated editions could be created simultaneously, alongside the English language version.

**Creating audio content**

Remember that GenAI can generate audio content as well as written and visual content. And this brings a lot of potential to the world of publishing and storytelling. Making audiobooks the traditional way, with a human narrator, is a costly, time-consuming process, and yet GenAI can automatically convert written content into audio content – and with realistic-sounding voices (not robotic computer voices).

Project Gutenberg, a free online e-book library of public domain books, has collaborated with Microsoft to create thousands of free audiobooks – made with GenAI text-to-speech technology.16 The books are available on Spotify, Google Podcasts, or Apple Podcasts. And in the future, the project promises, readers will be able to generate audiobooks using their own voice.

Similarly, Apple has also developed GenAI technology to narrate audiobooks, working with independent publishers to turn published works into audiobooks.17 To find these AI-narrated books, search for “AI narration” in the Apple Books app.

**What about podcasts?**

If books can be translated automatically with GenAI, why not podcasts? Spotify has been working on just that with its Voice Translation pilot, an AI feature that translates podcasts into additional languages – in the podcaster's own voice.18 The tool, based on OpenAI's voice-generation tech, seamlessly matches the original speaker's style, intonation, and pauses, resulting in a more authentic result than traditional dubbing. Spotify worked with podcasters including Dax Shepard and Steven Bartlett on the project. (By the way, Steven Bartlett has also used AI technology to seamlessly dub his “Diary of a CEO” YouTube videos into Spanish and French.)

## Generative AI in Film

**What can GenAI do for filmmakers?**

GenAI has the ability to create special effects, generate characters and backdrops, and even produce entire scenes, reducing the reliance on costly physical sets and streamlining post-production processes. This opens up new opportunities for smaller studios and independent filmmakers to achieve high-quality visuals that were previously the domain of big-budget productions. Thus, GenAI can help to democratize the filmmaking process, and reduce production time and costs across the board.

It can also be used in the pre-production stage, to enhance scriptwriting and generate new ideas. What's more, AI can be used to create narration, dub audio in a more authentic way, or even potentially resurrect the voices (and images) of stars who are no longer with us.

That latter usage is problematic, though, since dead movie stars can't give consent or be compensated for the use of their voice and image. Plus, it can be downright creepy. Zelda Williams, daughter of the legendary Robin Williams, who died in 2014, has said she finds AI recreations of her father's voice “personally disturbing.”19

**Real-world use cases from film**

It's clear GenAI has a lot of potential in filmmaking, but how are filmmakers actually using the technology? One example comes from the Oscar-winning Everything Everywhere All at Once, which blurred the boundaries between the real world and fantasy by integrating AI elements with live-action footage. The makers have praised AI and said that visual effects work that previously would have taken half a day could be done in mere minutes.20

Runway ML's AI editing technology, which was used in the making of Everything Everywhere All at Once, can be used for a number of visual effects – including removing objects from a scene. Remember when the internet lost its mind over a Starbucks cup accidentally left in shot in an episode of Game of Thrones? AI editing technology could easily solve problems like that in minutes. Runway also has a video-to-video offering that can create new visual content based on existing content – so filmmakers can create new scenes based on existing footage.21

In another example, AI lab Flawless, founded by film director and producer Scott Mann, is using GenAI to improve dubbing. Gone are the days when a character's mouth movements don't bear any resemblance to the dubbed audio; Flawless's TrueSync technology uses GenAI to make the actor's mouth seamlessly match the subbed language (a process they call “vubbing”).22 The company says the same technology can be used to remove swear words from films, in order to secure a certain rating. It was used in the 2022 film Fall to remove F-bombs and gain a PG-13 rating.

## Generating Music with AI

**Transforming the music industry**

GenAI can be a catalyst for creativity and innovation, and as such it's being embraced by many amateur and professional musicians. GenAI can be used to create new compositions, and help artists and producers experiment with new sounds. What's more, GenAI can be employed for mastering and mixing tracks, automating these processes and, thus, saving time and resources for artists. By blending human creativity with AI, the music industry can usher in a new era of co-creativity and discovery.

GenAI also has the potential to revolutionize music platforms, enabling the creation of diverse, personalized, and unique musical content. By analyzing vast datasets of music, GenAI algorithms can learn patterns, styles, and structures inherent in different genres, and then use that knowledge to create entirely new compositions. Music platforms could integrate these technologies to offer tailor-made experiences for users, generating playlists and tracks that align with individual preferences.

**Music generators**

A wave of AI-powered music generation tools have been released that can create or assist in the creation of music. They can generate all sorts of music, across different genres, coming up with melodies, rhythms, harmonies, or even entire songs. Such tools could democratize music creation. You no longer need expensive equipment or formal training to be able to create music. (And with voice generators, you don't even need to be able to sing.) But these tools aren't just for aspiring musicians; established artists and producers could use such tools to generate ideas, unearth new musical directions, and streamline production.

So what sort of music generation tools are we talking about? Let's take “Loudly” as an example. The platform allows anyone to generate their own royalty-free music using simple natural language prompts. For example, ask it to create a soundtrack for your product launch video, and that's what you'll get. You can choose the style of music, tempo, mood, and even individual instruments. All of the sounds are based on human-generated recordings rather than being synthesized, and, importantly, Loudly owns the copyright of all music used to train its system. Any of the existing songs can be customized to fit individual projects or new songs can be created from scratch.

Other examples of AI music generators include Soundful, Mubert, MuseNet, Dadabots, Beatbot, and Aiva.

GenAI music tools could even be used to finalize tracks by dead artists. In June 2023, Sir Paul McCartney revealed that AI had been used to create “the final Beatles record,”23 using restored vocals from one of John Lennon's old demo recordings – part of several songs on cassettes marked “For Paul,” recorded shortly before Lennon's death.

**AI voice generators**

As well as beats, rhythms, and entire songs, AI can also synthesize human-sounding voices. Current voice-generation tools include Lovo.ai, Genny, Synthesys, and Microsoft's AI voices available as part of Azure OpenAI. While these are mostly designed to produce professional voiceovers, creating singing voices is the next logical step.

In fact, AI-generated singers are already emerging. Teenage influencer Noonoouri became the first virtual AI star to get a record deal with Warner Music in September 2023.24 Noonoouri is the creation of artist Joerg Zuber. Her voice was created by taking a recording of a real human singer and then using AI to create a new voice that's unique to the virtual performer. If you're wondering why a record company like Warner might be interested in signing artists that don't actually exist, consider this: Noonoouri will never get worn out from touring and promoting, she can be restyled in seconds to keep pace with changing teen trends, she won't create a scandal, and she's never going to make diva demands. For the record, I actually rather like her debut track!

But even real-life stars are experimenting with AI voice generation. In 2023, the artist known as “Grimes” launched software called “Elf Tech” that enables fans to make songs using an AI-generated version of her voice.25 So, basically, anyone can use Grimes's voice to make new music – so long as they give her 50% of the royalties.

Bottom line, with music generation and voice-generation tools, AI allows anyone to create new music – whether you're a complete novice or a professional artist. Personally, I think that's lovely.

**Interactive, AI-driven music consumption**

AI is already informing how we listen to music. Spotify's recommendations, for example, are driven by AI algorithms. But this era of GenAI will bring new opportunities for personalization and interactivity.

With that in mind, Spotify recently debuted a new AI feature called “DJ” – a personalized AI guide that understands your music taste so well it can choose which artists and tracks to play next. So it's a curated lineup of music, but with added AI features, including AI-generated commentary and facts “in a stunningly realistic voice.”26 It also refreshes the lineup constantly, based on your feedback – so if you tell it you're not feeling a particular track, it'll learn and alter the lineup accordingly. Spotify is also reported to be developing AI-generated playlists that users can create with text prompts.27

While embracing GenAI in some aspects, interestingly, Spotify has also removed thousands of AI-generated songs from its platform. The songs were removed not because of copyright concerns, but because of the suspected use of bots to inflate streaming figures for AI music.28

## AI in Art

Just as with music, GenAI could act as a catalyst for co-creation and innovation in art. But does AI art challenge what it means to be human and express ourselves? What do artists make of it? Let's explore the role of AI in art.

**The artistic promise of GenAI**

As we venture deeper into the digital age, the canvas of creativity is becoming increasingly digital. Artists are no longer confined to the traditional tools of their craft and, as such, are exploring new technologies – using GenAI to create intricate and novel pieces that stretch the boundaries of human imagination. By learning from vast datasets comprising diverse artistic styles and elements, GenAI models can generate art that merges, modifies, and extrapolates existing artistic concepts, resulting in aesthetically unique creations that may not have been possible through human effort alone.

It's best to think of GenAI as a collaborative tool, working alongside human artists to refine and enhance their work, thus opening new avenues for artistic exploration. In essence, the integration of GenAI in art is not just an evolution of artistic tools; it will expand creative horizons and redefine what's possible in art.

And thanks to Web3 infrastructure, artists can issue their AI-generated works as NFTs (non-fungible tokens), thereby opening up new avenues for artists to monetize their creativity.

**Artists are in favor**

If art is an expression of the human experience, is it less human – less valuable – when it's created with AI? Many naysayers have been quick to denigrate AI-generated art as somehow “less than” art created solely by humans. But we've been here before. When photography was invented, some painters labeled it the end of art. (Upon seeing a photograph for the first time, French painter Paul Delaroche is said to have declared, “From today, painting is dead.”) Fast-forward a couple of centuries and photography has long been accepted as fine art, and painting is still alive and kicking. So why shouldn't AI-generated art be accepted as a valid form of fine art?

In fact, many artists have openly embraced GenAI, including artists like Stephanie Dinkins, Mimi Onuoha, and Wayne McGregor. In September 2023, a group of artists signed an open letter to the United States Congress in support of GenAI. The letter argues that algorithmic and automation tools have been used in music and art for decades and that GenAI is simply the next evolution in that journey. What's more, GenAI “lowers barriers in creating art – a career that has been traditionally limited to those with considerable financial means, abled bodies, and the right social connections.”29 The letter also asks that AI artists be included in talks about how AI systems should be regulated.

So, far from representing the death of art itself, GenAI will likely widen the artistic field and enable new forms of expression.

**Examples of AI artworks and image generators**

One of the most famous examples of an AI-generated artwork is the Portrait of Edmond de Belamy, which sold at Christie's auction house for US$432,000 in 2018.30 The painting was created by the French collective named “Obvious,” who fed 15 000 pre-twentieth-century portraits into an algorithm to teach it the aesthetics of portraiture. More recently, Christie's has teamed up with Gucci to commission digital artists to create 21 pieces of art that will be auctioned as NFTs.31 The artworks explore how GenAI will inform the future of fashion and art.

Since the Portrait of Edmond de Belamy was sold in 2018, new GenAI systems have been released that allow anyone to create their own art. There are image generation tools that will create images based on natural language text prompts, image prompts (e.g., an existing photo), or using a combination of image and text prompts. Examples of AI image generation tools include Midjourney, Stable Diffusion, Dall-E 2, Deep Dream Generator, Artbreeder, DeepArt.io, GoArt, and Deep Angel (which erases objects from photos). There's also Ideogram, which can create images that feature text.

Another example is the poem-and-art postcard feature in Google's Arts & Culture app. The feature allows you to generate poem postcards based on artworks such as The Scream and The Starry Night. So, you choose an artwork, choose what type of poem you want (including sonnet, limerick, and haiku), and give a subject prompt to inspire the poem (such as “spring” or “waterfall”). The AI then combines all of your choices and creates a new poem that you can share with friends.

And as with music, GenAI can also be used to complete unfinished works. That was the case with Chinese AI and internet giant Baidu, which used GenAI to complete a masterpiece of traditional Chinese ink art, left unfinished when its renowned creator, Lu Xiaoman, died more than 50 years ago.32 The project used Baidu's image generation model called “Wenxin Yige,” which is specifically designed to generate traditional Chinese-style ink paintings.

## Key Takeaways

In media and journalism, GenAI is being used to write stories and increase the output of shrinking newsrooms. But it can also be used as a productivity tool, helping journalists digest information, create summaries, create video content, and more.

The world of sports broadcasting is also beginning to adopt GenAI – in particular for generating real-time commentary in multiple languages, and creating interactive, personalized features for viewers.

Human storytelling, through poems, short stories, novels, podcasts and more, can also be enhanced through GenAI – from creating new written works, and generating ideas and inspiration, to automatically translating content, and creating AI narration for audiobooks.

In film, GenAI has particular promise for post-production processes, such as generating realistic visual effects and streamlining editing.

GenAI also promises to revolutionize music creation, with new music and voice generator platforms that allow anyone to make music. As a co-creativity tool, GenAI allows musicians and producers to try out new sounds and streamline music production.

Meanwhile, artists are using GenAI to expand their creative horizons. GenAI can be used to generate new images, manipulate existing images, and even complete unfinished works of art.

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