
To Infinity and Beyond: SHOW-1 and Showrunner Agents in Multi-Agent Simulations

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Abstract

1 In this work we present our approach to generating high-quality episodic content for
2 IP's (Intellectual Property) using large language models (LLMs), custom state-of-
3 the art diffusion models and our multi-agent simulation for contextualization, story
4 progression and behavioral control. Powerful LLMs such as GPT-4 were trained on
5 a large corpus of TV show data which lets us believe that with the right guidance
6 users will be able to rewrite entire seasons. *"That Is What Entertainment Will Look*
7 *Like. Maybe people are still upset about the last season of Game of Thrones.*
8 *Imagine if you could ask your A.I. to make a new ending that goes a different way*
9 *and maybe even put yourself in there as a main character or something."*¹.

¹Brockman <https://www.hollywoodreporter.com/business/digital/chatgpt-game-of-thrones-openai-greg-brockman-1235348099/amp/>

10 **1 Creative limitations of existing generative AI Systems**

11 Current generative AI systems such as Stable Diffusion (Image Generator) and ChatGPT (Large
12 Language Model) excel at short-term general tasks through prompt engineering. However, they
13 do not provide contextual guidance or intentionality to either a user or a generative story system
14 (showrunner²) as part of a long-term creative process which is often essential to producing high-quality
15 creative works, especially in the context of existing IP's.

16 **1.1 Living with uncertainty**



Figure 1: Example Still from South Park AI Episode

17 By using a multi-agent³ simulation as part of the process it's possible to make use of data points such
18 as a character's history, their goals and emotions, simulation events and localities to generate scenes
19 and image assets more coherently and consistently aligned with the IP story world. An IP-based
20 simulation provides a clear, well known context to the user which allows them to judge the generated
21 story more easily. Moreover, by allowing them to exert behavioral control over agents, observe their
22 actions and engage in interactive conversations, the user's expectations and intentions are formed
23 which we then funnel into a simple prompt to kick off the generation process.

24 The simulation has to be sufficiently complex and non-deterministic to favor a positive disconfirmation.
25 Amplification effects can help mitigate what we consider an undesired "slot machine" effect which
26 we'll briefly touch on later. We are used to watching episodes passively and the timespan between
27 input and "end of scene/episode" discourages immediate judgment by the user and as a result reduces
28 their desire to "retry". This disproportionality of the user's minimal input prompt and the resulting
29 high-quality long-form output in the form of a full episode is a key factor for positive disconfirmation.

30 While using and prompting a large language model as part of the process can introduce "*several*
31 *challenges*".⁴, some of them like hallucinations, which introduce uncertainty or in more creative terms
32 "unexpectedness", can be regarded as creative side-effects to influence the expected story outcome in
33 positive ways. As long as the randomness introduced by hallucination does not lead to implausible
34 plot or agent behavior and the system can recover, they act as happy-accidents⁵, a term often used
35 during the creative process, further enhancing the user experience.

²<https://fablesimulation.com/blog/friends-ai-sitcom-simulation>

³Sung Park <https://arxiv.org/abs/2304.03442>

⁴Li <https://arxiv.org/abs/2303.17760>

⁵Maas <https://noproscenium.com/from-a-i-character-to-sundance-filmmaker-with-gpt-3-d4ab80c31b4e>

36 **1.2 The Issue of ‘The Slot Machine Effect’ in current Generative AI tools**

37 The Slot Machine Effect refers to a scenario where the *generation of AI-produced content feels more*
 38 *like a random game of chance rather than a deliberate creative process*⁶. This is due to the often
 39 unpredictable and instantaneous nature of the generation process.

40 Current off-the-shelf generative AI systems do not support or encourage multiple creative evaluation
 41 steps in context of a long-term creative goal. Their interfaces generally feature various settings, such
 42 as sliders and input fields which increase the level control and variability. The final output however,
 43 is generated almost instantaneously by the press of a button. This instantaneous generation process
 44 results in immediate gratification providing a dopamine rush to the user. This reward mechanism
 45 would be generally helpful to sustain a multi-step creative process over long periods of time but
 46 current interfaces, the frequency of the reward and a lack of progression (stuck in an infinite loop)
 47 can lead to negative effects such as frustration, the intention-action gap⁷ or a *loss of control over the*
 48 *creative process. The gap results from behavioral bias favoring immediate gratification*, which can
 49 be detrimental to long-term creative goals.

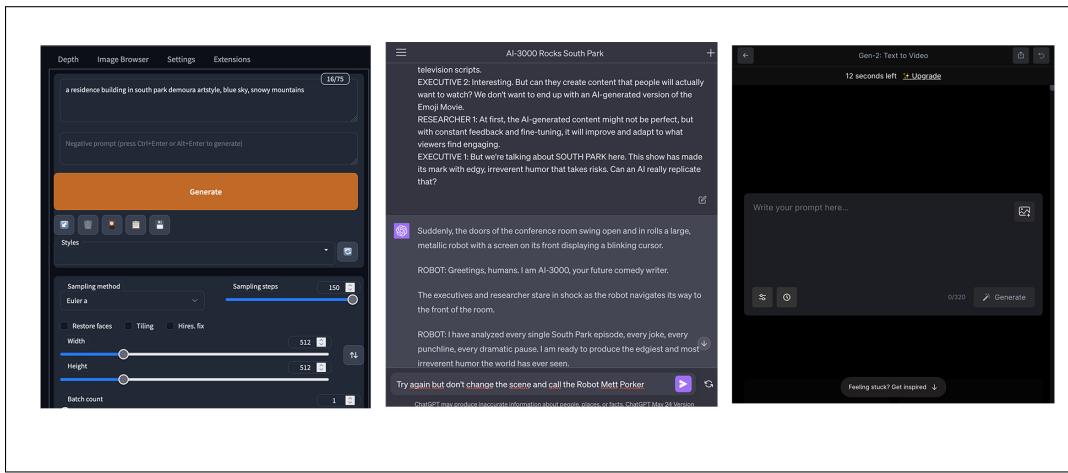


Figure 2: User Interface Comparison - Left to right: *Stable Diffusion Gradio*, *ChatGPT*, *Runway Gen-2*

50 While we do not directly solve these issues through interfaces, the contextualization of the process
 51 in a simulation and the above mentioned disproportionality and timespan between input and output
 52 help mitigate them. In addition we see opportunities in the simulation for in-character discriminators
 53 that participate in the creative evaluation process, such as an agent reflecting on the role they were
 54 assigned to or a scene they should perform in.

55 The multi-step "trial and error" process of the proposed generative story system is not presented to the
 56 user, therefore it doesn't allow for intervention or judgment, avoiding the negative effects of immediate
 57 gratification through a user's "accept or reject" decisions. It does not matter to the user experience
 58 how often the AI system has to retry different prompt chains⁸ as long as the generation process is not
 59 negatively perceived as idle time but integrated seamlessly with the simulation gameplay. The user
 60 would only act as the discriminator at the end of the process after having watched the generated scene
 61 or episode. This is also an opportunity to utilize the concept of Reinforcement Learning through
 62 Human Feedback (RLHF) for improving the multi-step creative process and as a result automatically
 63 generate full episodes in the future.

64 **1.3 Large Language Models**

65 LLMs represent the forefront of natural language processing and machine learning research, demon-
 66 strating exceptional capabilities in understanding and generating human-like text. They are typically

⁶<https://artificial.tech/slot-machine-effect-of-ai/>

⁷<https://thedecisionlab.com/reference-guide/psychology/intention-action-gap>

⁸Yang <https://arxiv.org/abs/2306.02224>

67 built on Transformer-based architectures, a class of models that rely on self-attention⁹ mechanisms.
 68 Transformers allow for efficient use of computational resources, enabling the training of significantly
 69 larger language models. GPT-4, for instance, comprises billions of parameters that are trained on
 70 extensive datasets, effectively encoding a substantial quantity of worldly knowledge in their weights.

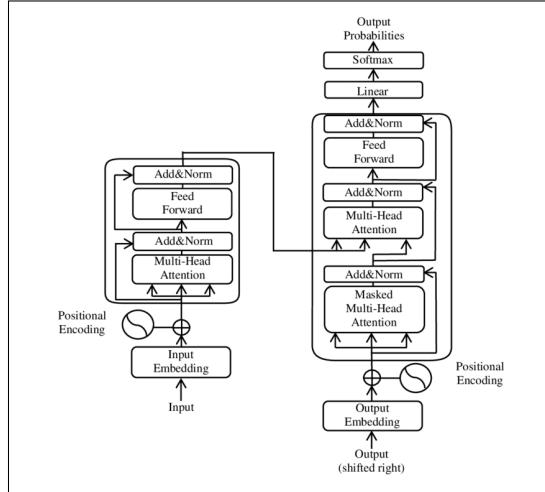


Figure 3: Diagram of the Transformer Architecture¹⁰

71 Central to the functioning of these LLMs is the concept of vector embeddings. These are mathematical
 72 representations of words or phrases in a high-dimensional space. These embeddings capture the
 73 semantic relationships between words, such that words with similar meanings are located close to
 74 each other in the embedding space. In the case of LLMs, each word in the model's vocabulary is
 75 initially represented as a dense vector, also known as an embedding. These vectors are adjusted
 76 during the training process, and their final values, or "embeddings", represent the learned relationships
 77 between words. During training, the model learns to predict the next word in a sentence by adjusting
 78 the embeddings and other parameters to minimize the difference between the predicted and actual
 79 words. The embeddings thus reflect the model's understanding of words and their context. Moreover,
 80 because Transformers can attend to any word in a sentence regardless of its position, the model
 81 can form a more comprehensive understanding of the meaning of a sentence. This is a significant
 82 advancement over older models that could only consider words in a limited window. The combination
 83 of vector embeddings and Transformer-based architectures in LLMs facilitates a deep and nuanced
 84 understanding of language, which is why these models can generate such high-quality, human-like
 85 text.

86 As was mentioned previously, transformer-based language models excel at short-term general tasks.
 87 They are regarded as fast-thinkers. [Kahneman]¹². Fast thinking pertains to instinctive, automatic,
 88 and often heuristic-based decision-making, while slow thinking involves deliberate, analytical, and
 89 effortful processes. LLMs generate responses swiftly based on patterns learned from training data,
 90 without the capacity for introspection or understanding the underlying logic behind their outputs.
 91 However, this also implies that LLMs lack the ability to deliberate, reason deeply, or learn from
 92 singular experiences¹³ in the way that slow-thinking entities, such as humans, can. While these
 93 models have made remarkable strides in text generation tasks, their fast-thinking nature may limit
 94 their potential in tasks requiring deep comprehension or flexible reasoning. More recent approaches
 95 to imitate slow-thinking capabilities such as prompt-chaining (see Auto-GPT) showed promising
 96 results. Large language models seem powerful enough to act as their own discriminator in a multi-step

⁹Vaswani <https://arxiv.org/abs/1706.03762>

¹⁰Vaswani <https://arxiv.org/abs/1706.03762>

¹¹<https://techcommunity.microsoft.com/t5/azure-data-explorer-blog/azure-data-explorer-for-vector-similarity-search/ba-p/3819626>

¹²Bubeck <https://arxiv.org/abs/2303.12712>

¹³Bubeck <https://arxiv.org/abs/2303.12712>

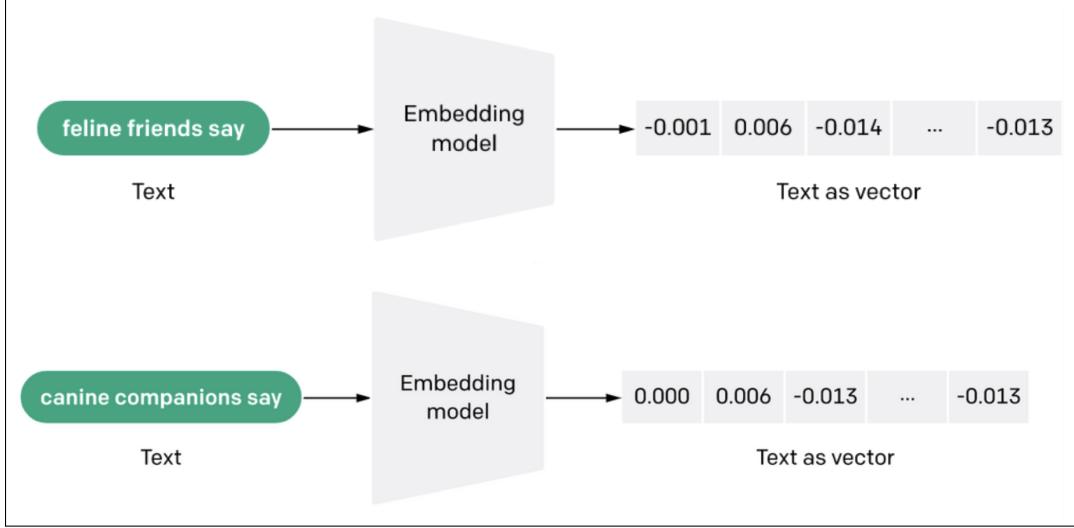


Figure 4: Example of Text Vector Embedding¹¹

97 process. This can dramatically improve the ability to reason in different contexts, such as solving
 98 math problems.¹⁴

99 We make use of GPT-4 for the agents in the simulation as well as generating the scenes for the south
 100 park episode. Since transcriptions of most of the south park episodes are part of GPT-4's training
 101 dataset, it already has a good understanding of the character's personalities, talking style as well as
 102 overall humor of the show, eliminating the need for a custom fine-tuned model.

103 We tried to imitate slow-thinking as part of a multi-step creative process. For this we used different
 104 prompt chains to extrapolate from titles, synopsis and summaries of previous scenes to continuously
 105 generate coherent scenes and progress towards a satisfactory, IP-aligned result. Our attempt to
 106 generate episodes through prompt-chaining is due to the fact that story generation is a highly
 107 discontinuous task.¹⁵ These are tasks where the content generation cannot be done in a gradual
 108 or continuous way, but instead requires a certain "Eureka" idea that accounts for a discontinuous
 109 leap in the progress towards the solution of the task. The content generation involves discovering or
 110 inventing a new way of looking at or framing the problem, that enables the generation of the rest of
 111 the content. Examples of discontinuous tasks are solving a math problem that requires a novel or
 112 creative application of a formula, writing a joke or a riddle, coming up with a scientific hypothesis or
 113 a philosophical argument, or creating a new genre or style of writing.

114 1.4 Diffusion Models

115 Diffusion models operate on the principle of gradually adding or removing random noise from data
 116 over time to generate or reconstruct an output. The image starts as random noise and, over many
 117 steps, gradually transforms into a coherent picture, or vice versa.

118 In order to train our custom diffusion models, we collected a comprehensive dataset comprising
 119 approximately 1200 characters and 600 background images from the TV show South Park. This
 120 dataset serves as the raw material from which our models learned the style of the show.

121 To train these models, we employ Dream Booth.¹⁶ The result of this training phase is the creation of
 122 two specialized diffusion models.

123 The first model is dedicated to generating single characters set against a keyable background color.
 124 This facilitates the extraction of the generated character for subsequent offline processing and
 125 animation, allowing us to integrate newly generated characters into a variety of scenes and settings.

¹⁴Baker <https://openai.com/research/improving-mathematical-reasoning-with-process-supervision>

¹⁵Bubeck <https://arxiv.org/abs/2303.12712>

¹⁶Ruiz <https://arxiv.org/abs/2208.12242>

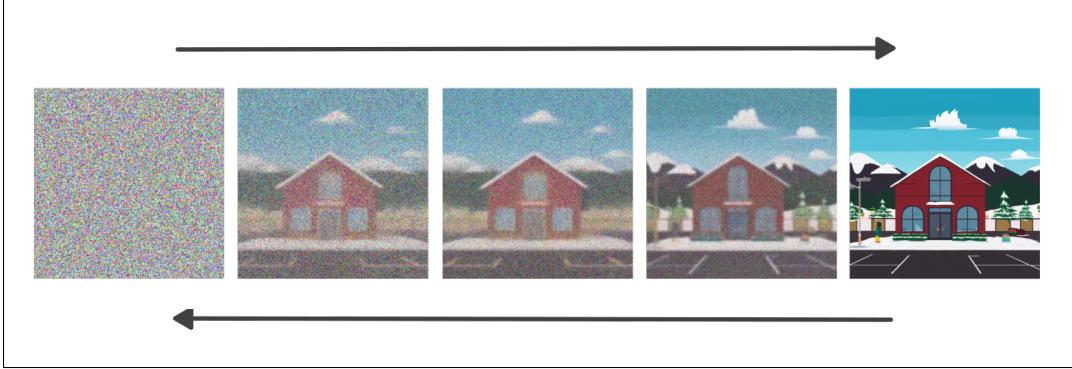


Figure 5: Stable Diffusion Model for South Park Backgrounds, prompt: "*a residence building in South park [demoura artstyle]*"

126

127 In addition, the character diffusion model allows the user to create a
 128 south park character based on their own looks via the image-to-image
 129 process of stable diffusion and then join the simulation as an equally
 130 participating agent. With the ability to clone their own voice, it's easy
 131 to imagine a fully realized autonomous character based on the user's
 132 characteristic looks, writing style and voice.

133 The second model is trained to generate clean backgrounds, with a
 134 particular focus on both exterior and interior environments. This model
 135 provides the 'stages' upon which our generated characters can interact,
 136 allowing for a wide range of potential scenes and scenarios to be created.



Figure 6: Example of generated South Park character



Figure 7: GPT-4 generated SVG image, prompt: "*Can you give me a svg drawing of a house on a street?*"

137

138 However, it's important to note that the images produced by these
 139 models are inherently limited in their resolution due to the pixel-based
 140 nature of the output. To circumvent this limitation, we post-process the
 141 generated images using an AI upscaling technique, specifically R-ESRGAN-4x+-Anime6B, which
 142 refines and enhances the image quality. The image generation and upscaling is currently done offline
 143 and not on the fly, although they could be in the future as generation speed and quality improve.

144 For future 2D interactive work, training custom transformer based models that are capable of
 145 generating vector-based output would have several advantages. Unlike pixel-based images, vector

146 graphics do not lose quality when resized or zoomed, thus offering the potential for infinite resolution.
147 This will enable us to generate images that retain their quality and detail regardless of the scale at
148 which they are viewed. Furthermore, vector based shapes are already separated into individual parts,
149 solving pixel-based post-processing issues with transparency and segmentation which complicate the
150 integration of generated assets into procedural world building and animation systems.



Figure 8: SVGs generated by GPT-4 for the classes automobile, truck, cat, dog.¹⁷

151 2 Simulation

152 Over the past year, we experimented with using simulated data like relationships, personalities,
153 backstories, character descriptions and more to drive character behavior. Characters chose affordance
154 providers to maintain needs, similar to the SIMS games. We captured those generated events along
155 with the character’s details to provide “Reveries” or reflections on each event and their day as a whole.
156 An example is this character, whose backstory includes them being a depressed college student. Their
157 backstory and events combined into the following interpretation from the character of how their day
158 went:

I thought about taking my own life, but I realised I would never be able to do it.

My roommate left for the day and I took the opportunity to take out some of my anger on his stuff. I was in a bad mood, so I decided to trash the place. I ripped posters off the wall, tore up his bed and emptied his bin over his desk.

I was exhausted.

I went out to the local watering hole and had a drink to clear my head.

I got home and all was fine again, and then I heard a quiet noise. It sounded like someone crying. The noise was coming from the bedroom that my roommate was in. I thought maybe he was in real pain or something, so I went in to help him.

There was no one there though. I assumed that the noise must have been coming from the room above mine.

I went back to my room and started looking at pictures of my girlfriend on my computer. I love her so much it hurts sometimes. She is my inspiration, but she does not know it yet.

Figure 9: Example of a character reverie.

159 We found there is a natural tension between simulation driven events and narrative driven events or
160 plot. For the South Park experiments, since so much of that material is already familiar to GPT, we
161 only used time of day and the name of the location in the prompt, allowing the results to be mostly
162 plot driven.

163 At present we continue to develop the underlying simulation system to blend daily simulated events
164 as well as narrative plans into a satisfying output. One component of the simulation system is the
165 generation of hundreds of plot templates [see Figure 10] that better fit the context of a fully simulated
166 experience. We will share more details on that in a follow-up paper.

167 3 Episode Generation

168 We define an episode as a sequence of dialogue scenes in specific locations which add up to a total
169 runtime of a regular 22 min south park episode.

170 In order to generate a full south park episode, we prompt the story system with a high level idea,
171 usually in the form of a synopsis and major events we want to see happen in each of the 14 scenes.

¹⁷<https://arxiv.org/abs/2303.12712>

```
{
  "prior_plot": "After escaping from prison, our outlaw is searching for his former partner who betrayed him during their last heist.",
  "current_situation": "The outlaw learns that his former partner is now the leader of a powerful gang controlling the nearby town.",
  "goal": "Seek revenge on his former partner and take control of the town.",
  "obstacle": "The gang's tight security and the town's fear/respect for the gang.",
  "resolution": "Forming alliances with disgruntled locals, the outlaw infiltrates the gang and ultimately confronts the ex-partner in a duel."
},
```

Figure 10: Example of a plot structure for a simulated escaped convict.

172 From this, the story system can automatically generate a scene (or multiple scenes) by making use of
 173 simulation data (time of day, zone, character) as part of a prompt chain which first generates a fitting
 174 title and as a second step the dialogue of the scene. The showrunner system takes care of spawning
 the characters for each scene.

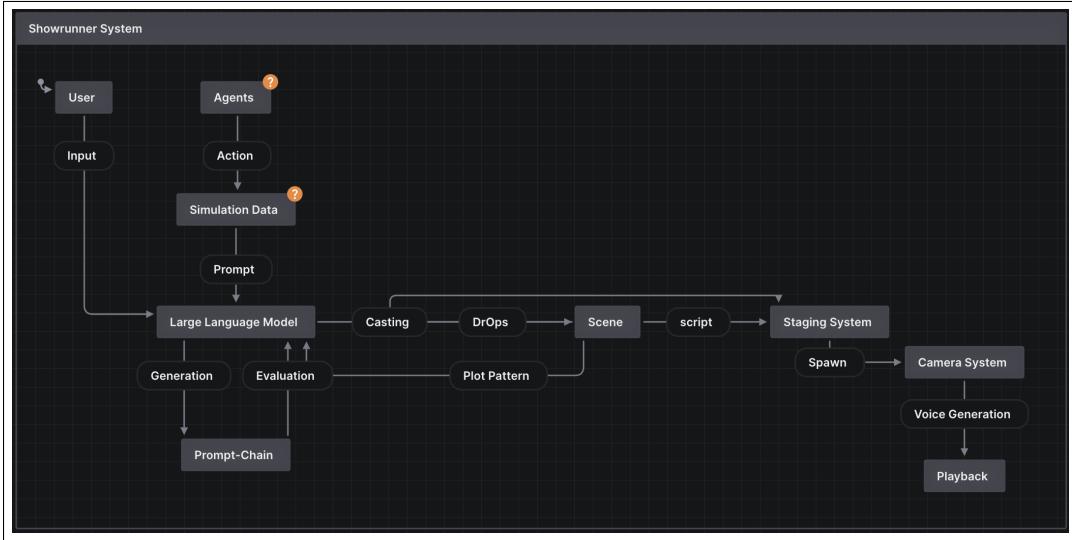


Figure 11: Diagram of Showrunner systems and prompt graph

175
 176 In the end, each scene simply defines the location, cast and dialogue for each cast member. The scene
 177 is played back after the staging system and AI camera system went through initial setup. The voice
 178 of each character has been cloned in advance and voice clips are generated on the fly for every new
 179 dialogue line.

180 3.1 Reducing Latency

181 In our experiments, generating a single scene can take a significant amount of time of up to one
 182 minute. Below is a response time comparison between GPT-3.5-turbo and GPT-4. Speed will increase
 183 in the short-term as models and service infrastructure get improved and other factors like artificial
 184 throttling due to high user demand will get removed.

185 Since we generate the scenes during gameplay, we have ways to hide most of the generation time
 186 in moments when the user is still interacting with the simulation or other user interfaces. Another
 187 way to reduce the time needed to generate a scene is to use faster models such as GPT-3.5-turbo for
 188 prompts where the highest quality and accuracy is not so important.

189 During scene playback, we avoid any unwanted pauses between dialogue lines related to audio
 190 generation by using a simple buffering system which generates at least one voice clip in advance.
 191 See figure 13. This means while one character is delivering their voice clip, we already make the
 192 web request for the next voice clip, wait for it to generate, download the file and then wait for the

¹⁸Pungas <https://www.taivo.ai/gpt-3-5-and-gpt-4-response-times/>

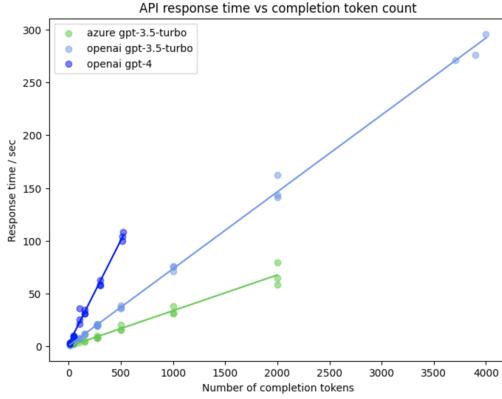


Figure 12: Speed comparison of GPT-3.5 vs. GPT-4¹⁸

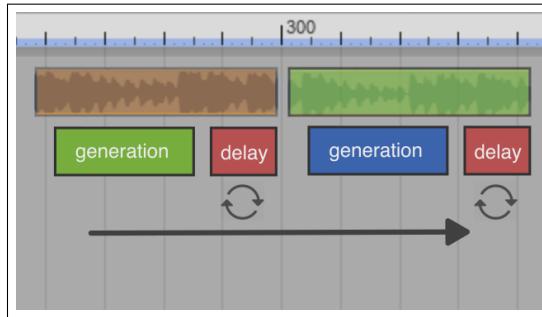


Figure 13: Diagram of zero-delay voice clip generation

193 current speaker to finish his dialogue before playback (delay). In this way the next dialogue line's
 194 voice clip is always delivered without any delay. Text generation and voice cloning services become
 195 increasingly fast and allow for highly adaptive and near-real time voice conversations.

196 3.2 Simulate creative thinking

197 As stated earlier, the data produced by the simulation acts as creative fuel to both the user who is
 198 writing the prompts and the generative story system which is interacting with the LLM. Prompt-
 199 chaining¹⁹ is a technique, which involves supplying the language model with a sequence of related
 200 prompts to simulate a continuous thought process. Sometimes it can take on different roles in each
 201 step to act as the discriminator against the previous prompt and generated result.

202 In our experiments we tried to mimic a discontinuous creative thought process. For example, the
 203 creation of 14 distinct South Park scenes could be achieved by initially providing a broad prompt to
 204 outline the general narrative, followed by specific prompts detailing and evaluating each scene's cast,
 205 location, and key plot points. This mimics the process of human brainstorming, where ideas are built
 206 upon and refined in multiple often discontinuous steps. By leveraging the generative capabilities of
 207 LLMs in conjunction with the iterative refinement offered by prompt-chaining, we could in theory
 208 construct a dynamic, detailed, and engaging narrative.

209 In addition, we explored new concepts like plot patterns and dramatic operators (DrOps) to enhance
 210 the episode structure overall but also the connective tissue between each scene. Stylistic devices
 211 like reversals, foreshadowing, cliffhangers are difficult to evaluate as part of a prompt chain. A
 212 user without a writing background would have equal difficulty in judging these stylistic devices for
 213 their effectiveness and proper placement. We propose a procedural approach, injecting these show

¹⁹Wu <https://arxiv.org/abs/2203.06566>

²⁰Yank, Auto-GPT for Online Decision Making: Benchmarks and Additional Opinions <https://arxiv.org/pdf/2306.02224.pdf>

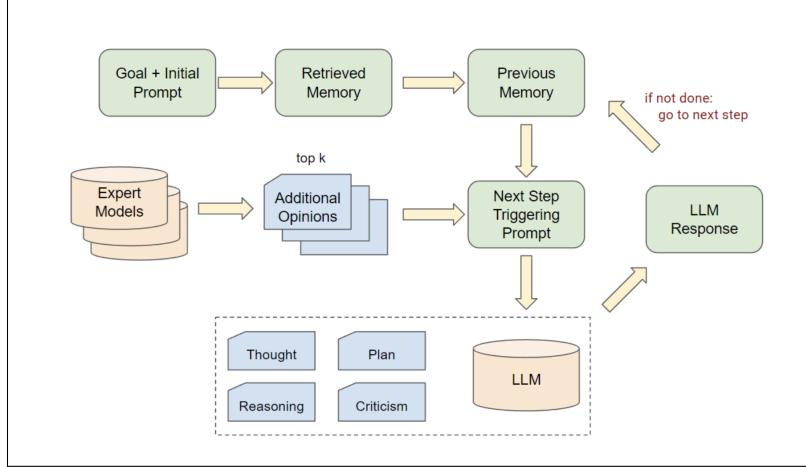


Figure 14: Example of a prompt chain from Auto-GPT²⁰

214 specific patterns and stylistic devices into the prompt chain programmatically as plot patterns and
 215 DrOps which would operate at the level of act structures, scene structures and individual dialogue
 216 lines. We are investigating future opportunities to extract what we call a dramatic fingerprint which
 217 is specific to each IP and format and train our custom SHOW-1 model with these data points. This
 218 dataset combined with overall human feedback could further align tone, style and entertainment value
 219 between the user and the specified IP while offering a highly adaptive and interactive story system as
 220 part of the on-going simulation.

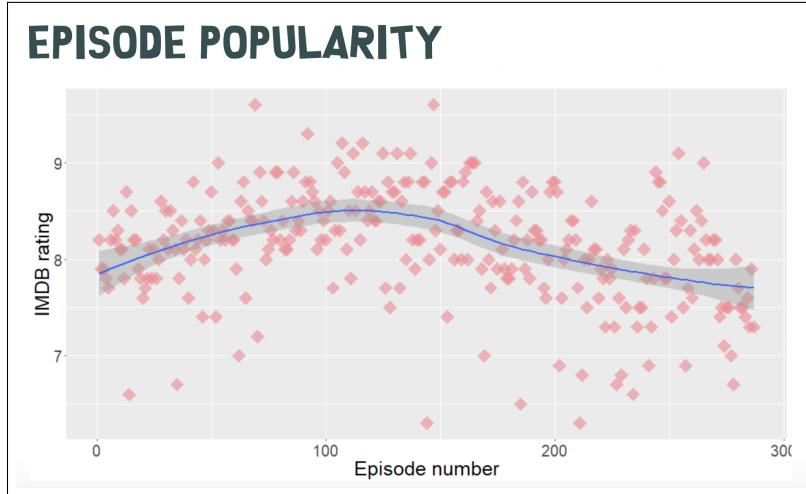


Figure 15: Diagram of South Park Episode ratings from IMDB²¹

221 3.3 Blank Page Problem

222 As mentioned above, one of the advantages of the simulation is that it avoids the blank page problem
 223 for both a user and a large language model by providing creative fuel²². Even experienced writers
 224 can sometimes feel overwhelmed when asked to come up with a title or story idea without any prior
 225 incubation of related material. The same could be said for LLMs. The simulation provides context
 226 and data points before starting the creative process.

²¹Drhlík, <https://pdrhlík.github.io/southparktalk-whyr2018/>

²²<https://www.trytriggers.com/blog-posts/overcoming-the-barrier-of-the-blank-page>

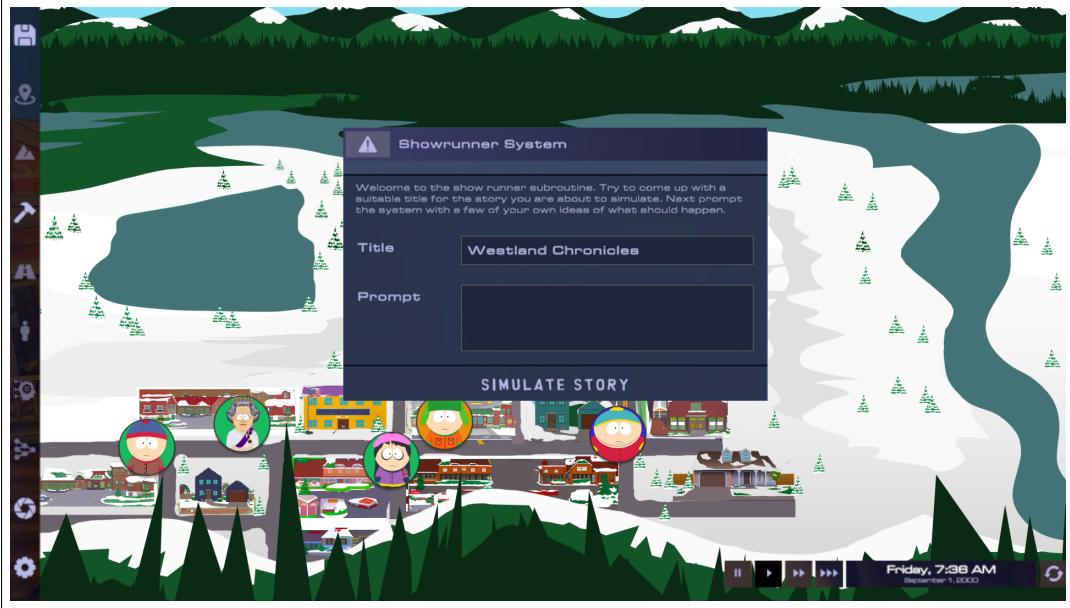


Figure 16: Example UI of Showrunner prompt input

227 3.4 Who is driving the story

228 The story generation process in this proposal is a shared responsibility between the simulation, the
 229 user, and GPT-4. Each has strengths and weaknesses and a unique role to play depending on how
 230 much we want to involve them in the overall creative process. Their contributions can have different
 231 weights. While the simulation usually provides the foundational IP-based context, character histories,
 232 emotions, events, and localities that seed the initial creative process. The user introduces their
 233 intentionality, exerts behavioral control over the agents and provides the initial prompts that kick off
 234 the generative process. The user also serves as the final discriminator, evaluating the generated story
 235 content at the end of the process. GPT-4, on the other hand, serves as the main generative engine,
 236 creating and extrapolating the scenes and dialogue based on the prompts it receives from both the
 237 user and the simulation. It should be a symbiotic process where the strengths of each participant
 238 contribute to a coherent, engaging story.

239 3.5 SHOW-1 and Intentionality

240 The formular (creative characteristics) and format (technical characteristics) of a show are often a
 241 function of real-world limitations and production processes. They usually don't change, even over
 242 the course of many seasons (South Park currently has 26 seasons and 325 episodes).²³

243 A single dramatic fingerprint of a show, which is used to train the proposed SHOW-1 model, can be
 244 regarded as a highly variable template or "formula" for a procedural generator that produces South
 245 Park-like episodes.

246 To train a model such as SHOW-1 we need to gather a sufficient amount of data points in relation to
 247 each other that characterize a show. A TV show does not just come into existence and is made up
 248 of the final dialogue lines and set descriptions as seen by the audience. Existing datasets on which
 249 current LLM's are trained on only consist of the final screenplay which has the cast, dialogue lines
 250 and sometimes a short scene header. A lot of information is missing, such as timing, emotional
 251 states, themes, contexts discussed in the writer's room and detailed directorial notes to give a few
 252 examples. The development and refinement of characters is also part of this on-going process.
 253 Fictional characters have personalities, backstories and daily routines which help authors to sculpt
 254 not only scenes but the arcs of whole seasons. Even during a show characters keep evolving based
 255 on audience feedback or changes in creative direction. With the Simulation, we can gather data

²³https://en.wikipedia.org/wiki/South_Park

256 continuously from both the user's input and the simulated agents. Over time, as episodes are created,
257 refined and rated by the user we can start to train a show specific model and deploy it in the future
258 as a checkpoint which allows the user to continue to refine and iterate on either their own original
259 show or alternatively push an already existing show such as south park into directions previously
260 not conceived by the original show runners and IP holders. To illustrate this, we imagine a user
261 generating multiple south park episodes in which Cartman, one of the main characters and known
262 for his hot headedness, slowly changes to be shy and naive while the life of other characters such as
263 Butters could be tuned to follow a much more dominant and aggressive path. Over time, this feedback
264 loop of interacting with and fine-tuning the SHOW-1 model could lead to new interpretations of
265 existing shows but more excitingly to new original shows based on the user's intention. One of the
266 challenges in order to make this feedback loop engaging and satisfying is the frequency at which a
267 model can be trained. A model which is fed by real-time simulation data and user input should not
268 feel static or require expensive resources to adapt. Otherwise the output it generates can feel static
269 and unresponsive as well.

270 When a generative system is not limited in its ability to swiftly produce high amounts of content and
271 there is no limit for the user to consume such content immediately and potentially simultaneously,
272 the *10,000 Bowls of Oatmeal*²⁴ problem can become an issue. Everything starts to look and feel the
273 same or even worse, the user starts to recognize a pattern which in turn reduces their engagement as
274 they expect newly generated episodes to be like the ones before it, without any surprises.

275 This is quite different from a predictable plot which in combination with the above mentioned
276 "positive hallucinations" or happy accidents of a complex generative system can be a good thing.
277 Surprising the user by balancing and changing the phases of certainty vs. uncertainty helps to increase
278 their overall engagement. If they would not expect or predict anything, they could also not get
279 pleasantly surprised.

280 With our work we aim for perceptual uniqueness. The "oatmeal" problem of procedural generators
281 would be mitigated by making use of an on-going simulation (a hidden generator) and the long-form
282 content of 22 min episodes which should only get generated every 3h. In this way the user generally
283 does not consume a high quantity of content simultaneously or in a very short amount of time. This
284 artificial scarcity, natural game play limits and simulation time help.

285 Another factor that keeps audiences engaged while watching a show and what makes episodes unique
286 is intentionality from the authors. A satirical moral premise, twisted social commentary, recent world
287 events or cameos by celebrities are major elements for South Park. Other show types, for example
288 sitcoms, usually progress mainly through changes in relationship (some of which are never fulfilled),
289 keeping the audience hooked despite following the same format and formula.

290 Intentionality from the user to generate a high-quality episode is another area of internal research.
291 Even users without a background in dramatic writing should be able to come up with stories, themes
292 or major dramatic questions they want to see played out within the simulation. To support this,
293 the showrunner system could guide the user by sharing its own creative thought process and make
294 encouraging suggestions or prompting the user by asking the right questions. A sort of reversed
295 prompt engineering where the user is answering questions.

296 One of the remaining unanswered questions in the context of intentionality is how much entertainment
297 value (or overall creative value) is directly attributed to the creative personas of living authors and
298 directors. Big names usually drive ticket sales but the creative credit the audience gives to the work
299 while consuming it seems different. Watching a Disney movie certainly carries with it a sense of
300 creative quality, regardless of famous voice actors, as a result of brand attachment and its history.

301 AI generated content is generally perceived as lower quality and the fact that it can get generated
302 in abundance further decreases its value. How much this perception would change if Disney were
303 to openly pride themselves on having produced a fully AI generated movie is hard to say. What if
304 Steven Spielberg, single handedly generated an AI movie? Our assumption is that the perceived value
305 of AI generated content would certainly increase.

306 A new interesting approach to replicate this could be the embodiment of creative AI models such
307 as SHOW-1 to allow them to build a persona outside their simulated world and build relationships

²⁴Compton, Procedural Storytelling in Game Design

308 via social media²⁵ or real world events with their audience.²⁶ As long as an AI model is perceived
309 as a black box and does not share their creative process and reasoning in a human and accessible
310 way, as is the case for living writers and directors, it's unlikely to get credit with real creative values.
311 However, for now this is a more philosophical question in the context of AGI.

312 4 Conclusion

313 Our approach of using multi-agent simulation and large language models for generating high-quality
314 episodic content provides a novel and effective solution to many of the limitations of current AI
315 systems in creative storytelling. By integrating the strengths of the simulation, the user, and the AI
316 model, we provide a richer and more engaging storytelling experience that is aligned with the IP
317 story world. Our method also mitigates issues such as the 'slot machine effect', 'the oatmeal problem'
318 and 'blank page problem' that plague conventional generative AI systems. As we continue to refine
319 this approach, we are confident that we can further enhance the quality of the generated content, the
320 user experience, and the creative potential of generative AI systems in storytelling.

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322 custom Stable Diffusion Models.

323 *This is Version 2 - for earlier versions please visit the github page: [https://fablestudio.github.io/
324 showrunner-agents/](https://fablestudio.github.io/showrunner-agents/)*

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