

E.G.S PILLAY ENGINEERING COLLEGE

**AN AUTONOMOUS INSTITUTION AFFILIATED BY ANNA UNIVERSITY, CHENNAI|APPROVED BY
AICTE,NEW DELHI.ACCREDITED BY NAAC WITH A++ GRADE| ACCREDITED BY NBA TI
(B.E - MECH,CIVIL,CSE,EEE,ECE AND B.TECH - IT) OLD NAGORE ROAD,THETHI,
NAGORE VILLAGE , NAGAPATTINAM - 611002, TAMILNADU,INDIA.**

B.TECH(ARTIFICIAL INTELLIGENCE AND DATA SCIENCE)

AI IN ENTERTAINMENT

DATE & SESSION:

VENUE:

PRESENTED BY

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OUTLINE OF THE PRESENTATION

1. Introduction .
2. Ai in content creation.
3. Ai in film & video production
4. Ai in streaming platforms.
5. Ai in audience engagement.
6. Ai in art and designs.
7. Ai in music industry.
8. business impact of Ai.
9. Ethical considerations.
10. future trends
11. conclusion.



INTRODUCTION TO AI IN ENTERTAINMENT

1. (Ai) Machines mimicking human-like intelligence.
2. Overview of its growing role in entertainment industries.



AI IN CONTENT CREATION

1. Scriptwriting tools (e.g., ChatGPT, Sudowrite).
2. Music composition (e.g., AIWA, Amper Music).
3. Visual effects and animation enhancements.



AI IN FILM AND VIDEO PRODUCTION

1. Automated editing and post-production.
2. Deepfake technology and virtual actors.
3. Real-time rendering and CGI improvements.



AI IN GAMING

1. Procedural content generation.
2. Adaptive gameplay and NPC behavior.
3. AI in game testing and bug detection.



AI IN STREAMING PLATFORMS

1. Personalized recommendations
(Netflix, Spotify).
2. Predictive analytics for viewer preferences.
3. Dynamic content curation.



AI IN AUDIENCE ENGAGEMENT

1. Chatbots for fan interaction.
2. Sentiment analysis on social media.
3. Virtual influencers and avatars.



AI IN MUSIC INDUSTRY

1. AI-generated songs and remixes
2. Voice synthesis and cloning
3. Music trend prediction



AI IN ART AND DESIGN

1. Generative art tool (e.g....,DALL·E, Midjourney)
2. AI-assisted storyboarding and concept art.
3. Style transfer and image enhancement.



Business Impact of AI

1. Cost reduction in production .
2. Faster content delivery.
3. Data-driven decision making

Ethical Considerations

1. Deepfake misuse.
2. Copyright and originality concerns.
3. Bias in recommendation algorithms.

Future Trends

1. AI in immersive experiences (AR/VR).
2. Real-time audience feedback integration
3. Alco-creators in storytelling.

Conclusion

1. Summary of AI's transformative role
2. Opportunities and challenges ahead
3. Final thoughts or call to action.

Thank you