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ITAI 2372

Class Notes

**AI in Entertainment Industry**

* Deepfake is the biggest abuse in the entertainment industry.

1st used case content creation and content production

**Positive use cases**

1. **Content Creation-** Script writing use to be tedious, now gen AI can generate the script with the prompt. Change the tone and tune the chatbot to be used for 100% script writing. Train with all the legal and ethical frameworks. It streamlines script writing to allow more creative editing by the huma.
2. **Music composition**- Gen AI can create the background music with your prompt, it isn’t 100% it can do about 50% of the work but it can not sing the lyrics correctly. AI has a horrific voice may get better. Taking the tedious task of people sitting writing the music or play a jam and putting it together, AI can have the notes inputted and will show you the output. So instead of 3-4 artist working on it can be down to just one person. \*Jeff Bezos song someone hated him and Netflix produced his movie\*
3. **Video/Audio editing**-Gen AI can automatically do it for you with prompts and likes and dislikes.

**Personalization and Recommendation Engines**

1. **Streaming devices/Services-** Personalize content by asking what you like to watch so it curbs and recommends what to watch. Same with reels and YouTube and Netflix etc.
2. **News Aggregation-** AI is always listening captures your interest, conversations and search then it shows you what news is relevant to you.
3. **Audience engagement and Interaction–** Sentiment catching, laying a trap with Ads that could be what you engaging with if you scroll pass you didn’t interact but if you click on it then it will be all over your feeds chatbots and AI agents. Interactive ads fuel the advertisement industry with you engaging and clicking on it. Capture audience engagements, conversations and watch history add to what ads you might get.
4. **Game development-** Design UI put in the nuance and gen ai can create the game. You can use Grok. **Dynamic game environment** you can create your own games Roblox is the number one culprit.
5. **VR and AR-** Virtual Reality-User is immersed in a world with a headset, Augmented Reality-Can be digital things placed in the real world.

**Unsolved AI used cases-**

**1. Emotional Resonance-** Lapse of the human touch of emotions being to connect to the audience, the emotional connection is missing then the song isn’t really connecting to an audience.

**2. Originality and Authorship-** Need to create a personalization, originality and authorship if you use gen AI to create something

**3.** **Bias and Repetitive-** There is no guarantee the gen AI can be repetitive.

**Problems and Negative use cases**

1. **IP and Copyright infringement**- Everyday this right can be happening. Ethics don’t speak but money speaks.
2. **Job Displacement**- Actively being replaced by AI the support crew
3. **Example of ethical concern**-Deepfake**,** financial fraud, blackmailing, extortion, and abusing its popularity of the artist.