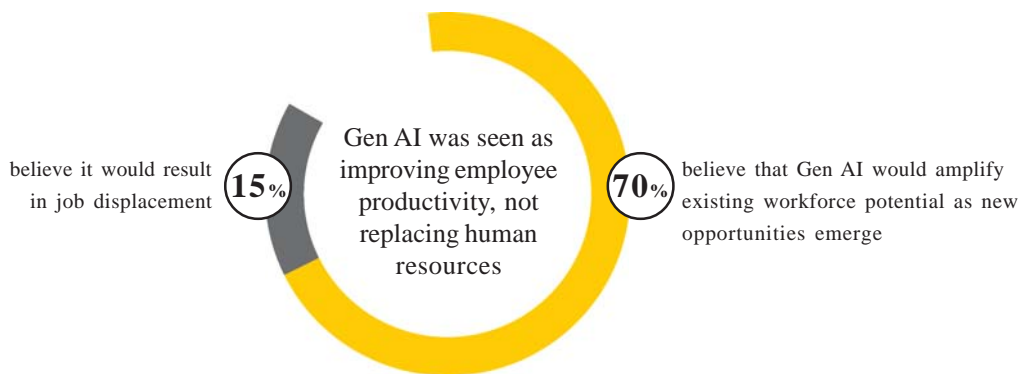
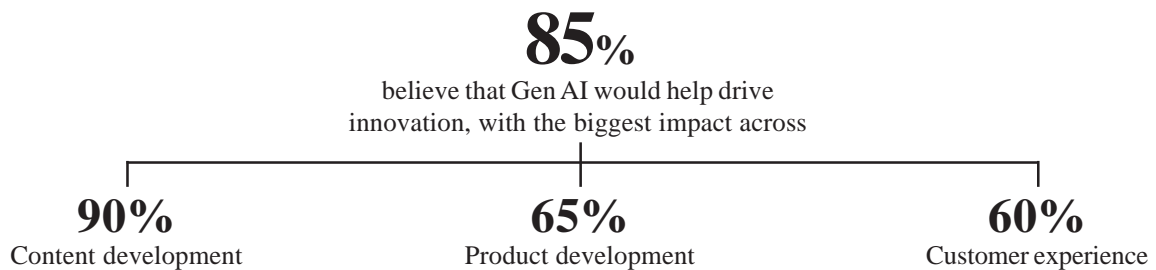
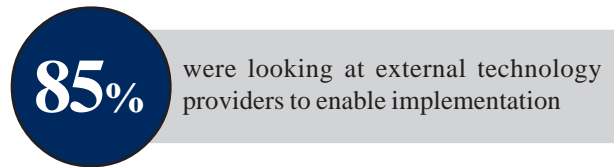
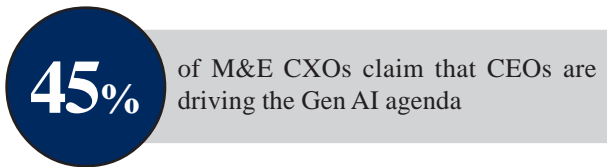
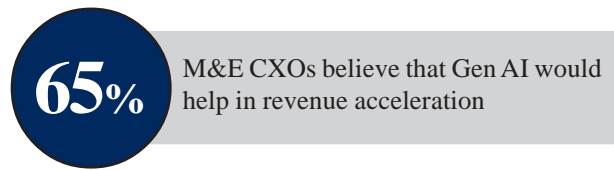
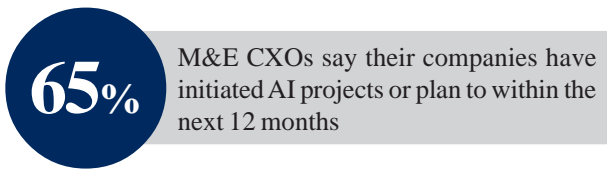


# AI DRIVING CHANGES IN MEDIA & ENTERTAINMENT SECTOR

*An in-depth look at the changes AI will bring about in the M&E sector*

## AI CAN PROVIDE AN INR450 BILLION BOOST TO THE INDIAN M&E SECTOR BY 2027

The M&E sector has always been an enthusiastic adopter of technology. AI – and especially Gen AI - gives it the tools the sector has always dreamed of, and can result in a 10% revenue growth and 15% cost efficiency.



*This section is based on a survey of M&E CXOs and independent research by EY*

## Gen AI use cases across the M&E value chain

		Value chain components		
		Content creation	Content acquisition	Content distribution
Video	▶	Storyboard creation	▶ Automated video metadata analysis and categorization	▶ Smart scheduling for platforms
	▶	Scene layout descriptions	▶ Content licensing rights management	▶ Content localization
Music	▶	Virtual characters/ set design	▶ Dynamic video aggregation based on trending topics, user preferences, and real-time events	
	▶	Background score composition		
	▶	Automatic editing/ special effects		
	▶	Personalized song generation/ modification	▶ Automatic music summarization	▶ Customized promotion tools
	▶	Automatic melody/ harmony creation	▶ Automated artist ranking and royalty pay-outs	▶ Personalized artist marketing
Print/ text	▶	Real-time sound design		
	▶	Dynamic soundtracks for content		
	▶	Music composition assistance (versions, treatments, vocal alternatives)		
	▶	Writing assistance/ auto templating	▶ Topic led news feed aggregation, automated content curation	▶ Content translation
	▶	Automated article generation	▶ Dynamic headline generation, article summarization	▶ Image generation from photo libraries
	▶	Personalized news generation/ summaries	▶ Perspectives for different audiences	▶ Infographic design
Gaming	▶	Creative content formatting		▶ Real-time news alerts
	▶	Style harmonization		▶ Customized e-reader experiences
	▶	Level design and character creation	▶ Automated game asset analysis and categorization	▶ Auto creation and formatting for different media vehicles
	▶	Dynamic storylines, narrative arcs and quests	▶ Automated digital assets creation and model training	▶ Cloud-based gaming platforms
	▶	Procedural content/ world generation		▶ Personalized game discovery tools
Sports	▶	AI-composed sound effects/ music		▶ Cross-platform game streaming
	▶	AI-powered opponents and NPCs		▶ Nuanced character skinning, content translation, theme change for multi-cultural appeal
	▶	Personalized commentary	▶ Content acquisition identification	▶ Interactive VR/ AR sports experiences (play-along)
	▶	Automated highlights	▶ Dynamic content aggregation based on popularity and real-time trends	▶ Assistance in performance prediction
	▶	Virtual replays/ simulations	▶ Content highlights based on game prediction models	▶ Dynamic camera angles
	▶	Real-time performance analysis		

		Value chain components (continued)		Ancillary services	
		Content discovery and user experience	Monetization	Support services*	Advertising and sales operations
Video	<ul style="list-style-type: none"> <li>▶ Personalized recommendations</li> <li>▶ Interactive video branching based on choices</li> </ul>	<ul style="list-style-type: none"> <li>▶ Dynamic ad insertion</li> <li>▶ Dynamic pricing based on viewer engagement</li> <li>▶ Targeted microtransactions</li> <li>▶ Personalization of subscription plans</li> </ul>	<ul style="list-style-type: none"> <li>▶ Chatbots for viewer support</li> <li>▶ Automated content moderation</li> <li>▶ Copyright infringement detection</li> </ul>	<ul style="list-style-type: none"> <li>▶ Ad campaign optimization and budget allocation</li> <li>▶ Personalized video ad retargeting and cross-platform advertising</li> <li>▶ Real-time performance analytics and reporting</li> </ul>	
	<ul style="list-style-type: none"> <li>▶ Smart playlists based on mood/ preferences/ genre</li> <li>▶ Artist/ song recommendation and discovery</li> <li>▶ "Ask me anything" interactions around artists and content</li> </ul>	<ul style="list-style-type: none"> <li>▶ Custom transactions for personalized packages</li> <li>▶ Dynamic pay-per-view concerts</li> <li>▶ Personalized subscription tiers</li> <li>▶ Text-to-podcast content creation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Copyright infringement detection</li> <li>▶ Automated music metadata tagging</li> <li>▶ Content moderation for children</li> </ul>	<ul style="list-style-type: none"> <li>▶ Music ad campaigns and artist endorsements</li> <li>▶ Ad insertion within playlists</li> <li>▶ Real-time music streaming analytics and campaign performance measurement</li> </ul>	
Print/ text	<ul style="list-style-type: none"> <li>▶ Smart algorithms for personalized article recommendation</li> <li>▶ Multilingual content discovery</li> <li>▶ Summaries and curated digital libraries</li> <li>▶ Perspective-based search</li> <li>▶ Image-based search</li> </ul>	<ul style="list-style-type: none"> <li>▶ Pay-per-article model</li> <li>▶ microtransactions for exclusive content</li> <li>▶ Targeted advertising based on reader preferences</li> </ul>	<ul style="list-style-type: none"> <li>▶ Fact-checking tools</li> <li>▶ Plagiarism detection</li> <li>▶ Automated content indexing/ tagging</li> <li>▶ Content policy compliance</li> </ul>	<ul style="list-style-type: none"> <li>▶ Print ad creation/ layouts</li> <li>▶ Real-time campaign analytics</li> <li>▶ Contextual ad placements</li> <li>▶ Safe ad placement</li> </ul>	
	<ul style="list-style-type: none"> <li>▶ Personalized in-game recommendations</li> <li>▶ AI-powered level guides/ walkthroughs</li> <li>▶ Automated leader boards and achievements</li> </ul>	<ul style="list-style-type: none"> <li>▶ In-game microtransactions for virtual items/ skins</li> <li>▶ Dynamic pricing based on player engagement</li> <li>▶ Personalized subscription models</li> </ul>	<ul style="list-style-type: none"> <li>▶ Game balancing</li> <li>▶ Automated bug detection/ fix</li> <li>▶ Real-time support chatbots</li> </ul>	<ul style="list-style-type: none"> <li>▶ Targeted in-game and cross-platform advertising</li> <li>▶ Real-time player behavior insights for optimized ad campaigns</li> </ul>	
Sports	<ul style="list-style-type: none"> <li>▶ Personalized sports feeds based on favorite teams/ players</li> <li>▶ Automated fantasy sports team management stats for users</li> </ul>	<ul style="list-style-type: none"> <li>▶ Microtransactions for exclusive sports content/ highlights</li> <li>▶ Dynamic pricing for live sports events</li> <li>▶ Personalized sponsorship deals</li> </ul>	<ul style="list-style-type: none"> <li>▶ Sports injury prediction/ prevention</li> <li>▶ Automated player performance tracking</li> <li>▶ Real-time intelligent event delivery assistance</li> </ul>	<ul style="list-style-type: none"> <li>▶ Targeted sports ad campaigns and athlete endorsements</li> <li>▶ Real-time sports analytics and campaign performance measurement</li> </ul>	

		Value chain components		
		Content creation	Content acquisition	Content distribution
In-person entertainment		<ul style="list-style-type: none"> <li>▶ Personalized music/ lighting/ visuals for live shows</li> <li>▶ Venue design</li> <li>▶ Choreography ideation</li> <li>▶ Virtual artists</li> <li>▶ Audience interaction through AR/ VR</li> <li>▶ Event planning/ logistics and costing</li> </ul>	<ul style="list-style-type: none"> <li>▶ Virtual stage and services previews</li> </ul>	<ul style="list-style-type: none"> <li>▶ Live event streaming with dynamic camera angles/ custom commentary</li> <li>▶ Virtual attendance experiences</li> </ul>
	VFX	<ul style="list-style-type: none"> <li>▶ Concept art generation</li> <li>▶ Automated storyboarding</li> <li>▶ Real-time animatic creation</li> </ul>	<ul style="list-style-type: none"> <li>▶ AI-powered VFX asset libraries and recommendation engine (assets, tutorials, tools)</li> <li>▶ Automated rights management and licensing platforms</li> <li>▶ Automated metadata tagging for VFX resources</li> </ul>	<ul style="list-style-type: none"> <li>▶ Market analysis and pricing</li> <li>▶ Predictive content delivery</li> </ul>
User generated content (UGC)		<ul style="list-style-type: none"> <li>▶ AI assisted content generation</li> <li>▶ Editing/ collaboration</li> <li>▶ Digital incentives for creators</li> </ul>	<ul style="list-style-type: none"> <li>▶ Content curation based on trend analysis</li> <li>▶ Automated licensing and rights management solutions for creators</li> </ul>	<ul style="list-style-type: none"> <li>▶ Peer-to-peer content sharing</li> <li>▶ Microtransactions for direct creator support</li> <li>▶ Language translation tools</li> </ul>
Web 3.0		<ul style="list-style-type: none"> <li>▶ Digital collaboration tools</li> <li>▶ Content generation and asset definition</li> </ul>	<ul style="list-style-type: none"> <li>▶ Collaborative content creation models and gamified incentives</li> <li>▶ Semantic search based on content meaning and relationships</li> <li>▶ Personalized recommendations for creators using on-chain data and user behavior</li> </ul>	<ul style="list-style-type: none"> <li>▶ AI optimized decentralized content hosting platforms</li> <li>▶ Peer-to-peer content networks for commerce</li> </ul>

\*refers to services like governance, finance, IT, talent management, resource optimization, etc.

## EXPERT SPEAK



**Rajeev Batra**  
Bennett, Coleman & Co Ltd

*'Content is the King' is at the core of the M&E industry; a revolution is in the offing that will herald a tsunami of high-quality content, courtesy Gen AI!*



**Nitin Mittal**  
ZEE Entertainment Enterprises Ltd.

*Data - and the way we leverage data - will become a key driver of competitive advantage in the industry and will help us create differentiated experiences for our users.*

Value chain components (continued)		Ancillary services		
Content discovery and user experience	Monetization	Support services*	Advertising and sales operations	
<b>In-person entertainment</b>	<ul style="list-style-type: none"> <li>▶ Personalized event recommendations and ticket suggestions</li> <li>▶ Wayfinding and virtual assistants for attendees</li> <li>▶ Augmented reality overlays and interactive exhibits</li> </ul>	<ul style="list-style-type: none"> <li>▶ Dynamic pricing for live events</li> <li>▶ Virtual/ Physical merchandise</li> <li>▶ Targeted advertising based on attendee demographics</li> </ul>	<ul style="list-style-type: none"> <li>▶ Real-time crowd control/ security measures</li> <li>▶ Real-time audience sentiment analysis</li> <li>▶ Personalized post-event surveys/ feedback</li> </ul>	<ul style="list-style-type: none"> <li>▶ Dynamic insertion of advertising during event telecast</li> <li>▶ Real-time audience analytics and engagement measurement</li> </ul>
<b>VFX</b>	<ul style="list-style-type: none"> <li>▶ Scene curation and demo for choice enablement</li> </ul>	<ul style="list-style-type: none"> <li>▶ VFX subscription model recommendations and delivery modules</li> <li>▶ Performance-based payments for VFX artists</li> </ul>	<ul style="list-style-type: none"> <li>▶ Quality control and bug detection</li> <li>▶ Real-time feedback and review tools</li> <li>▶ Automated task scheduling, resource allocation, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▶ NA</li> </ul>
<b>User generated content (UGC)</b>	<ul style="list-style-type: none"> <li>▶ Personalized content feeds based on user preferences</li> <li>▶ Potential viral content identification</li> </ul>	<ul style="list-style-type: none"> <li>▶ Personalized advertising recommendations</li> <li>▶ AI enabled/ brokered brand partnerships</li> <li>▶ Crowdfunding models</li> </ul>	<ul style="list-style-type: none"> <li>▶ Data privacy and security</li> <li>▶ Automated royalty pay-outs</li> </ul>	<ul style="list-style-type: none"> <li>▶ Targeted ad insertion within UGC platforms</li> <li>▶ Automated brand collaborations and influencer marketing campaigns</li> </ul>
<b>Web 3.0</b>	<ul style="list-style-type: none"> <li>▶ Personalized content recommendations based on on-chain data</li> <li>▶ Immersive and interactive discovery experiences</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tokenized access to exclusive content/ communities</li> <li>▶ AI run DAO-based funding models for creative projects</li> </ul>	<ul style="list-style-type: none"> <li>▶ AI driven on-chain dispute resolution mechanisms</li> <li>▶ Assisted community governance</li> </ul>	<ul style="list-style-type: none"> <li>▶ Targeted advertising within virtual worlds</li> <li>▶ AI created NFTs for advertising</li> <li>▶ AI enabled tokenized reward systems</li> </ul>

## EXPERT SPEAK (Continued)



**Rajmohan Shrinivasan**  
Culver Max Entertainment

*We have seen tech disruptions for many decades but the next three years will be pivotal. GenAI, VR/XR and interactive/ gaming content will make the most impact in*

*media.*



**Rajat Nigam**  
Network18

*Gen AI is the biggest innovation for mankind after the internet. The two focussed underlines for media industry today, creativity and costs, would get benefitted by application of its algorithms, enhancing workflow efficiencies. Policies, practices and protocols to thwart possible deep fakes and ill-effects is a responsibility bestowed on technologists in media.*