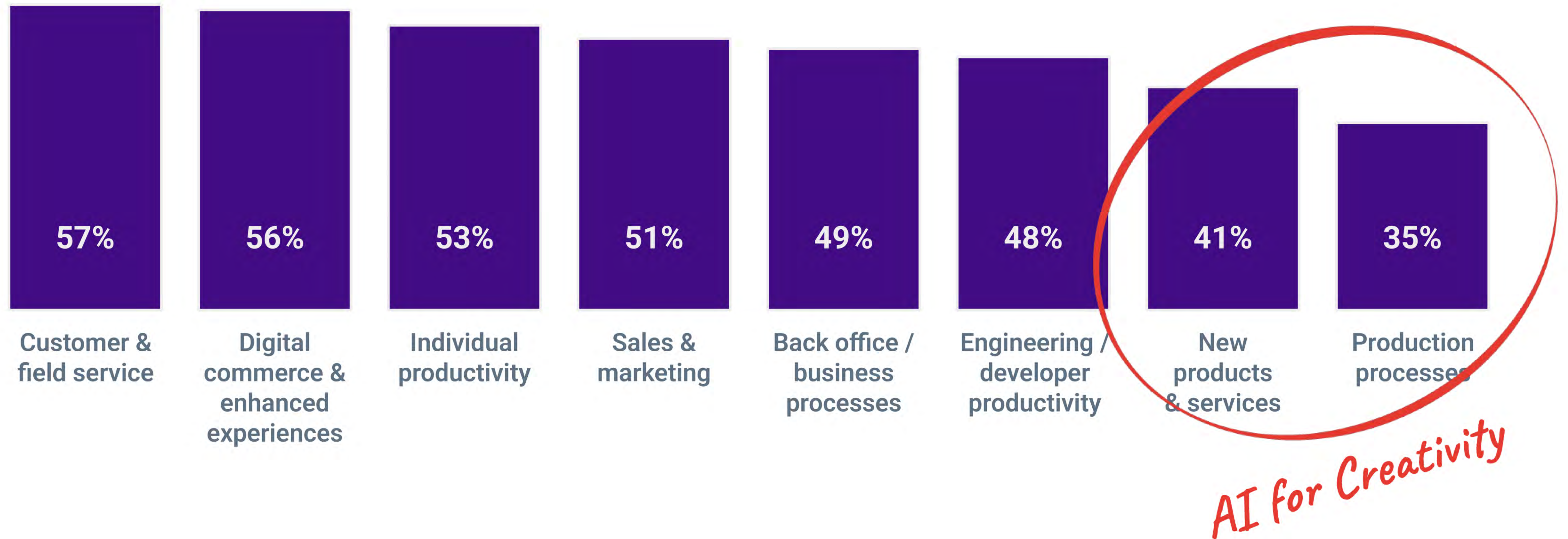


The ROI of Gen AI in Media and Entertainment, Research by Google

Media and entertainment organizations have gen AI use cases in production across a range of functions



Key AI Voice Technologies for Media

AI Voice Synthesis (TTS)

AI generates human-like speech from text

Use Cases in Media:

- Automated voiceovers for videos, news, and documentaries
- Character voices in blogging, animations and games
- Personalized synthetic voices for interactive experiences

Technologies: ElevenLabs, Amazon Polly, Microsoft Azure Neural Voices, PLayer, Resemble AI, Speechify, Murf.AI, Google Cloud Text-To-Speech

AI Voice Cloning

AI replicates a person's voice using a short audio sample

Use Cases in Media:

- Preserving actors' voices for reshoots or post-production
- AI-generated dialogue replacement (ADR)
- Celebrity and brand voices for advertising

Technologies: Respeecher, PlayHT, ElevenLabs

Multilingual AI Translation and Dubbing

AI translates and dubs content

Use Cases in Media:

- Multilingual content distribution for global audiences
- Fast translation solutions
- Cost-effective localization

Technologies: Vidby, Deepdub, Papercup, HeyGen, Rask AI

Real-Time AI Voice-To-Voice Translation



- for Media Entertainment
- for global corporate and personal communication
- for conferences,
- for education and training

Solutions for Google Meet, Zoom, Skype and other platforms

CallTranslator.AI, Vidby, EventCat, LivePolls, LiveTranslation, Kudo, AI Media, Cuckoo, Video.Taxi, Wordly, Interprefy



https://youtu.be/GBbTy1j2d_A

GlobalStream: AI solution for simultaneous translation of live streamings





AI Translation With Emotional Accuracy and Cultural Nuances



Active Investments, Research and Development

THE CONTENT LANDSCAPE IS CHANGING.



Franchises are supported by shared production infrastructure across formats

Interactive + Immersive

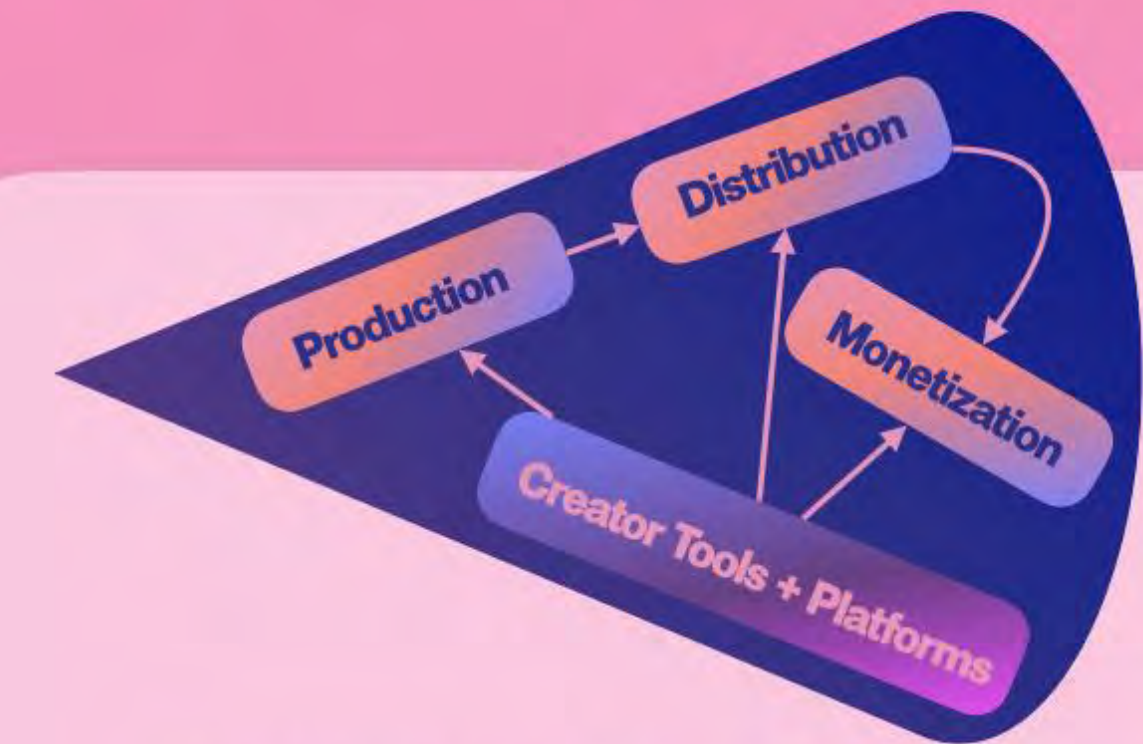
Transmedia Storytelling



The traditional Hollywood supply chain needs to become more efficient

Generative AI+

Virtual Production



The content supply chain isn't linear and involves co-creation

Creator Economy

Social Platforms



Changing formats + distribution redefine the value of what people pay for

Streaming Economics

Web3



Brand transforms consumers into fans through expanded content and experience marketing with a bleed between content and product

Personalized Advertising

Experiential Marketing



Spatial computing at the edge transforms functional experiences into narrative via personalization

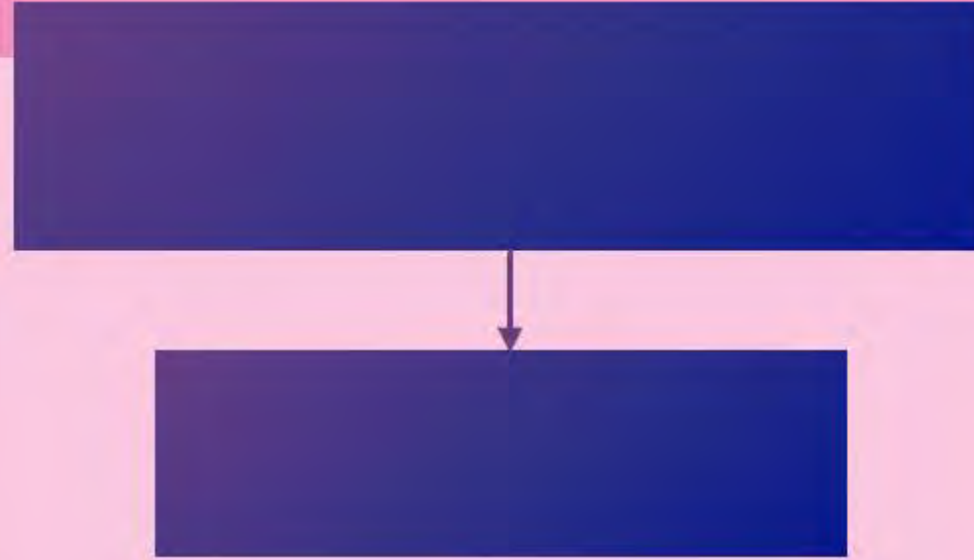
Spatial Computing

Edge Computing

AI and Data are at the center of these changes.



Data-rich 3D worlds support the ability for interactivity and translation across formats



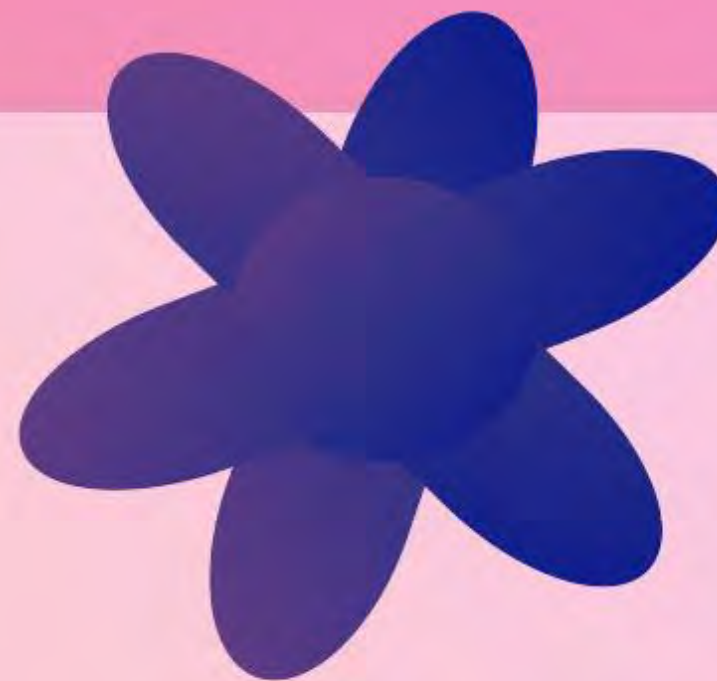
An increasingly data-based process along with AI tools can lead to cost reductions



With integrated creator tools and platforms, content can be created in dialogue with audiences



AI creates value behind participant-based revenue models

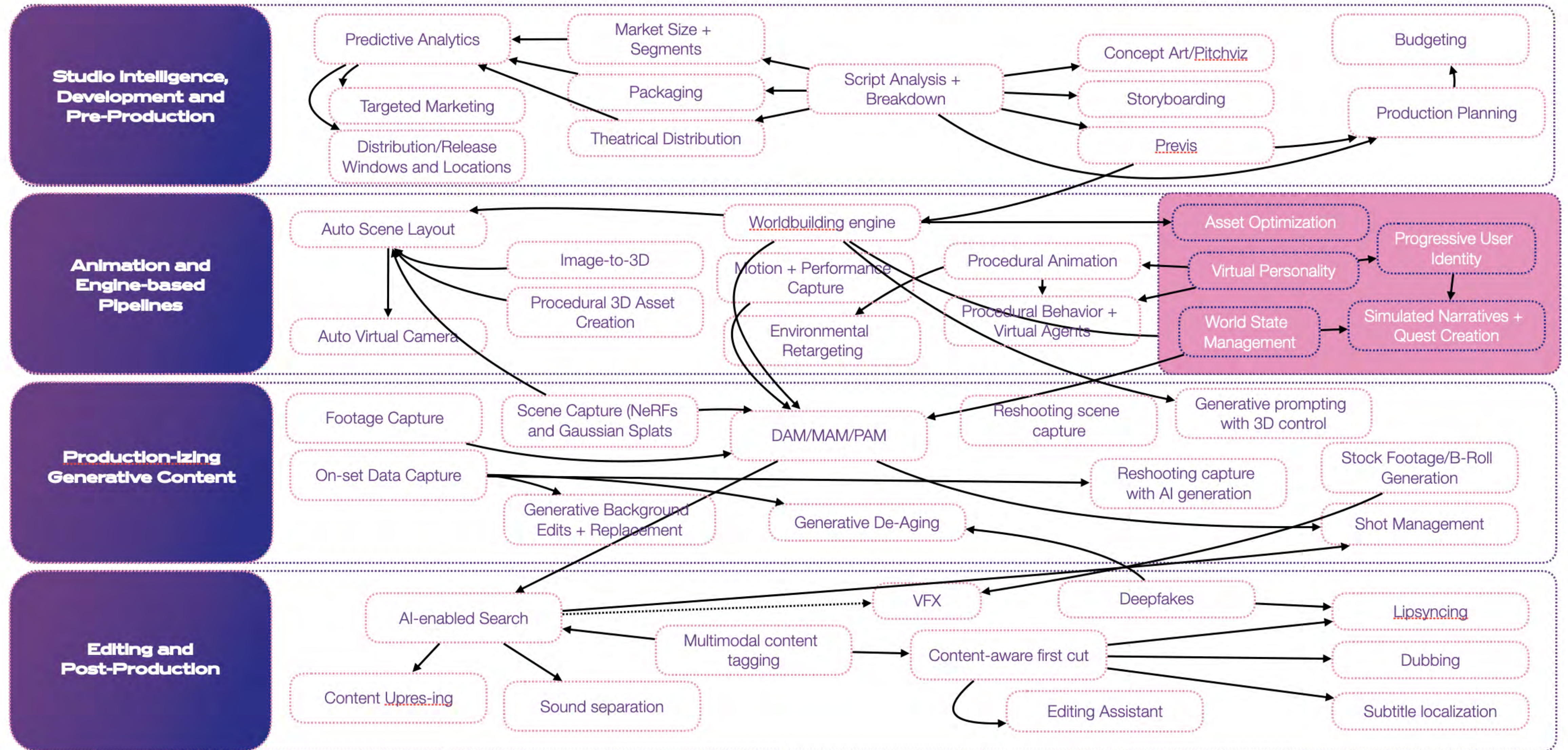


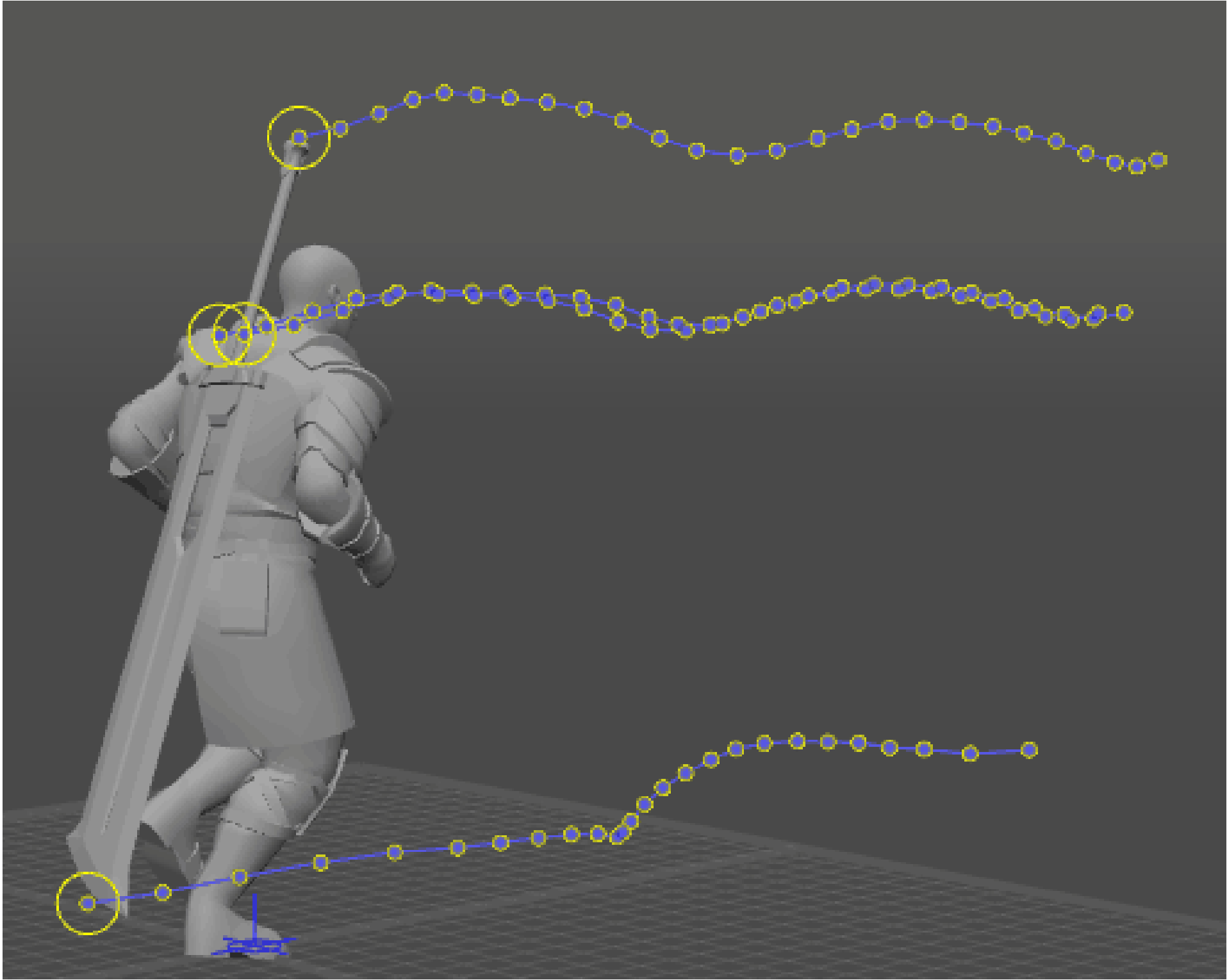
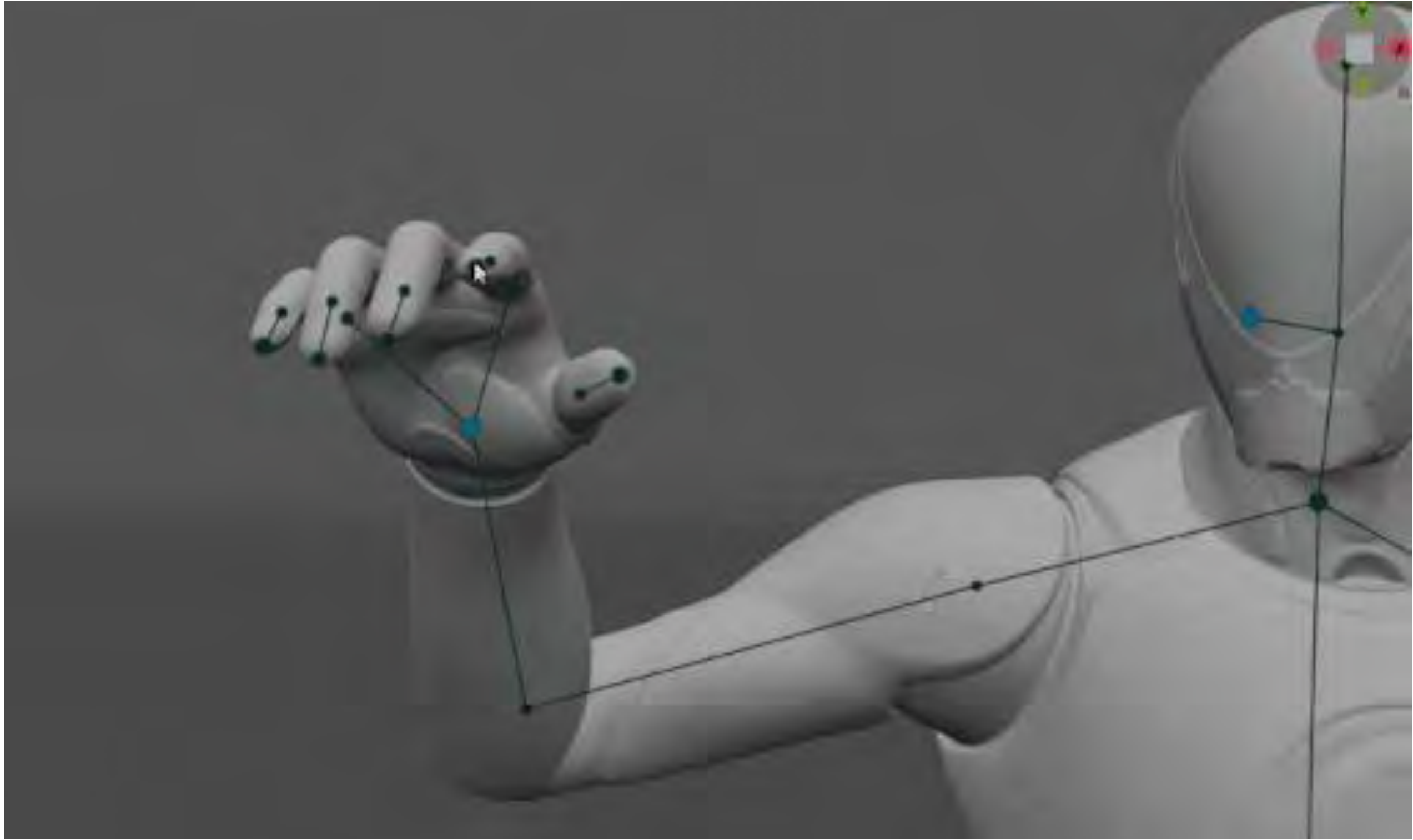
Analytics enable predictive and responsive real-time adjustment of the product and content cycle

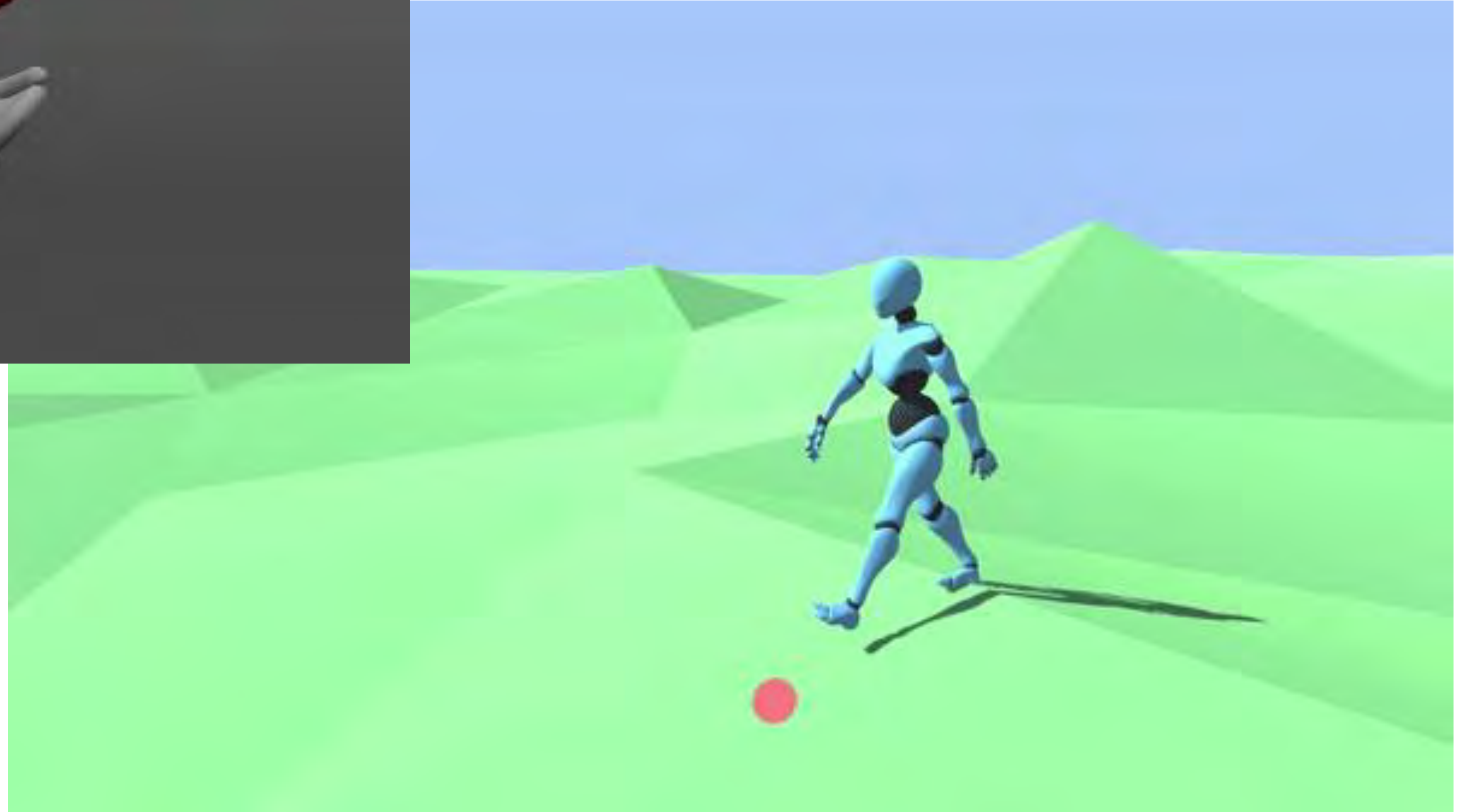
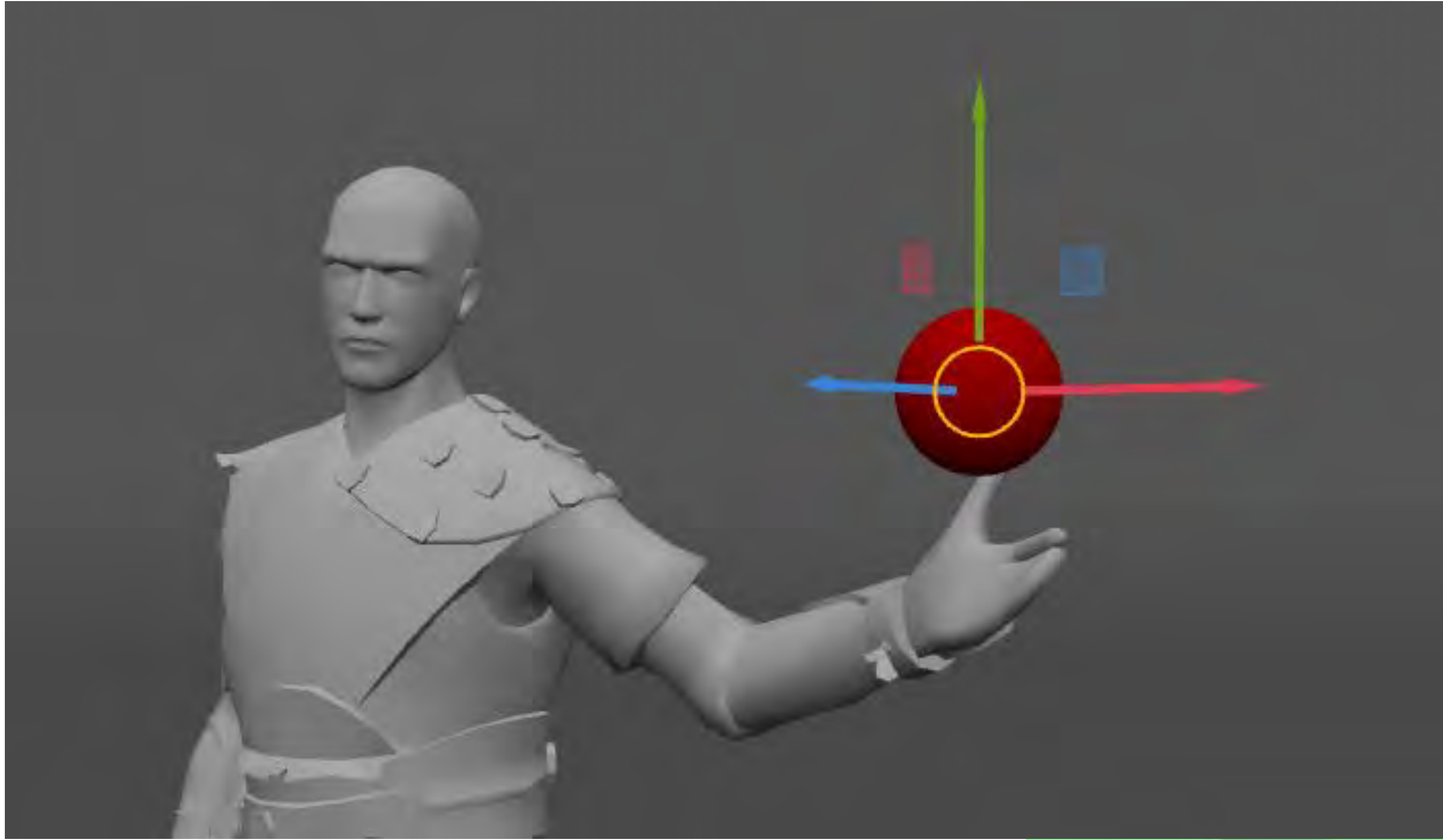


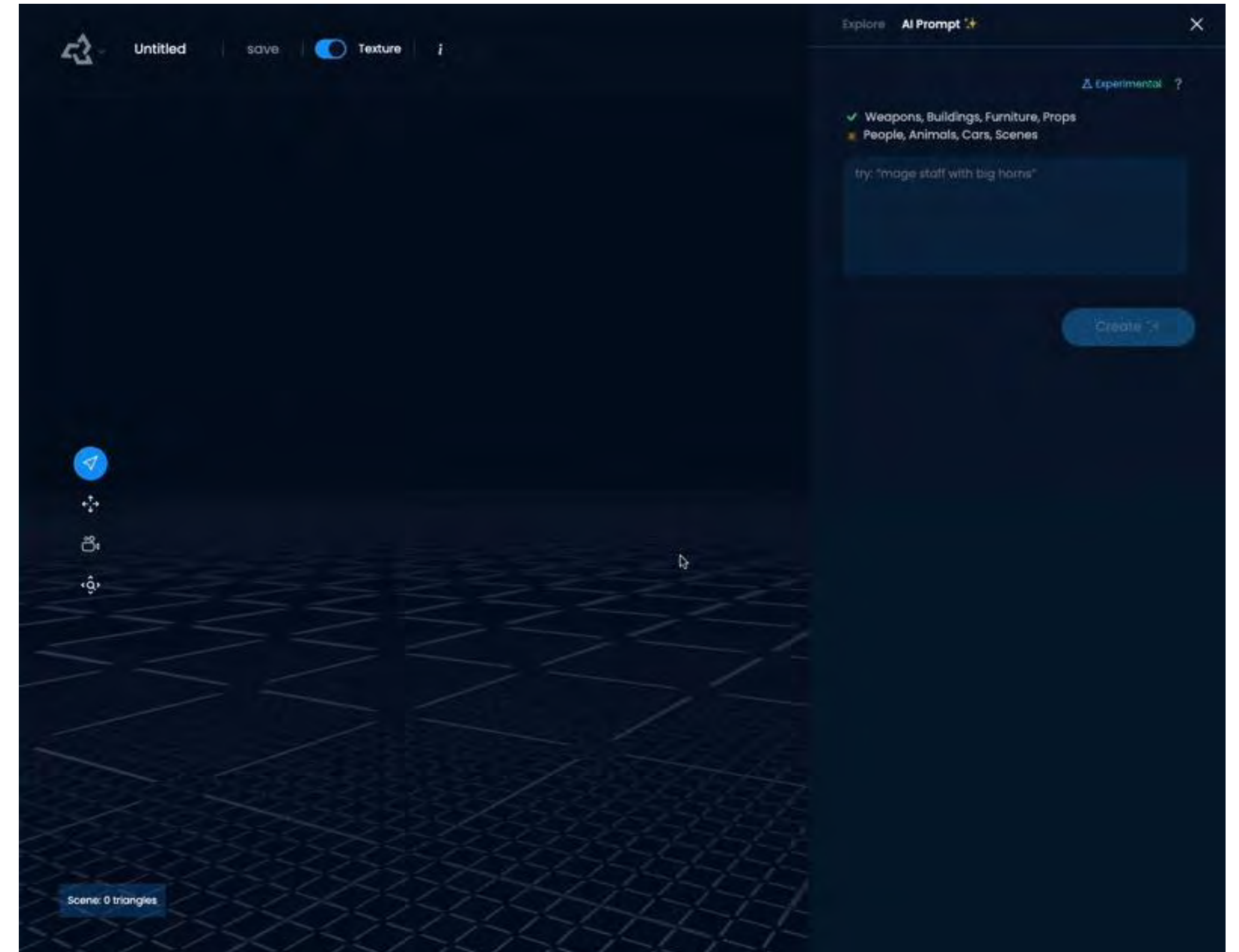
Contextual data enables experiences to be responsive uniquely to each user

FBRC.ai's Map of Pipelines Augmented with AI











Epic Games - Unreal Fellowship



Quicktute
AI Editing for Pros



Music Separation