

24026 AI will transform every aspect of Hollywood storytelling

Nov 13th 2023 By Alexandra Suich Bass- The Economist

It is still early days, but 2024 will be a preview of what is to come. Three things are worth watching. The first is how AI will be used to tell new types of stories, as storytelling becomes more personalised and interactive. Films will change and so will gaming, an industry where people can choose their own adventures more easily than moviegoers can.

Like the arrival of the internet, which led to an explosion of “user-generated content” being posted to social media, generative AI will contribute to reams of videos and other material proliferating online. Some predict that as much as 90% of online content will be AI-generated by 2025. Curation and good search tools will be vital, and there will be debates about whether, and how, to label AI-generated content. No one is quite sure how the nature of storytelling will change, but it is sure to.

The Hollywood writers’ strike shone a spotlight on the question of whether AI would start producing scripts. For now, studios have agreed to concessions and will not bypass writers’ rooms to employ ChatGPT instead. It will probably be a few years before a full-length blockbuster is produced entirely by AI.

Instead, the second big development to watch is how AI will be used as a time-saving tool. Generative AI will automate and simplify complex tasks like dubbing, film-editing, special effects ...

The third thing to watch for is more dramatic clashes between creators (copyright-owners) and those who run AI platforms. The coming year is likely to bring a deluge of lawsuits from authors, musicians, actors and artists about how their words, music and images have been used to train AI systems without consent or payment. Perhaps they can agree on some sort of licensing arrangement, in which AI companies start paying copyright-holders for content to train their models. But that will not happen without an intense legal fight.

AI presents bigger questions about the future of stories and the nature of collective storytelling. For example, will generative AI simply imitate previous hits, resulting in more derivative blockbuster films and copycat interpretations of pop songs that lack depth, rather than original stories and art forms? As creators grapple with AI’s rise, they will channel their anxieties about technology into their work. Look out for more “Terminator”-style clashes between man and machine. Life imitates art—and art life.