

Summary

"AI and the Future of Filmmaking: Opportunities, Risks, and Ethical Considerations"

This keynote investigates the evolving role of artificial intelligence in content creation and storytelling within the film and TV industry. While AI presents opportunities for efficiency and innovation in production processes, it also raises critical issues related to artistic expression, including debates on whether AI-generated content constitutes art. Moreover, concerns surrounding job displacement, ethical considerations, algorithmic biases, and copyright infringement risks underscore the complexity of integrating AI in creative industries. This presentation delves into the nuanced challenges and opportunities that AI presents to filmmakers, addressing both its potential benefits and ethical implications.