

# AI, Hollywood & Metaverse

A synergistic future

Rahul Basu - Mar 2025









# What can AI do for filmmaking?

- AI driven content creation
- AI generated digital actors & Performance Simulation
- Immersive AI powered storytelling for the Metaverse
- AI powered content distribution & personalisation
- Infrastructure and performance optimisation
- Neural interfaces and gesture based interaction
- AI generated soundtracks and audio effects

# What would probably never happen

- Fully autonomous AI generated films
- Brain computer direct integration

# How do we build something like this?

## The high-level architecture

- Content creation and production layer
- Metaverse experience layer
- AI driven distribution and personalisation layer

### **Software components**

- AI scriptwriting engine, Pre-visualisation and storyboarding and human-like characters
- AI generated environments for VFX

# Technologies

## The tech stack

<b>AI scriptwriting engine</b>	GPT 4 turbo, LLAMA, RAG models, Scene Graph AI
<b>AI storyboarding and pre-visualisation</b>	Stable diffusion, ControlNet, NeRF, Unreal Engine
<b>AI post production</b>	Deepfake, FaceGAN, Neural video editing
<b>AI digital humans</b>	MetaHumans, GANs, NVIDIA Audio2Face
<b>AI environments</b>	Unreal Engine, Procedural GANs, Nvidia StyleGAN
<b>AI powered storytelling</b>	Branching Narrative AI, LLM and NPC adaptation
<b>AI recommendation engine</b>	Multimodal AI (video), Graph neural networks
<b>Real-time subtitling &amp; dubbing</b>	Whisper, Chinchilla AI, Wav2Lip, Eleven Labs
<b>Predictive marketing &amp; analytics</b>	AI sentiment analysis, AI generated trailers

# Streamlining the creative process

- Script analysis & development
- Pre-visualisation & storyboarding
- Post-production enhancements

# Revolutionising casting & performances

- Digital actors
- Deepfake technology
- Casting algorithms



# Enhancing the viewer experience

- Personalised recommendations
- Interactive storytelling
- Real-time subtitling and dubbing



# Impact on film marketing & distribution

- Predictive analytics
- Dynamic trailers
- Global reach through localisation tools for an international audience



# The Future of AI in Hollywood



# Immersive interfaces



# Insights

- 1. Expanding AI influence in the Metaverse**
- 2. AI as a creative catalyst**
- 3. A new era of world-building with AI environments**
- 4. Human-machine collaboration**
- 5. Limitless potential for innovation**



# 100%

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