How *technology* is changing the narrative

APPLIED AI | MEDIA & ENTERTAINMENT

Globant

AI is reinventing the art of storytelling,

impacting how we create and consume stories.

INTRO

The art of storytelling

Stories connect people. They tell us where we're from and who we are. They inspire connection, exploration, and reinvention.

American writer and political activist Muriel Rukeyser said:

"The universe is not made of atoms. It's made of stories."

Stories are everywhere. Curated stories of personal lives, products, services, brands, and organizations on the internet, social media, and video platforms fill our world.

Every day:

500 million people
use Instagram Stories

1.5 billion videos
are watched on YouTube, and around **3.7m new videos** are uploaded.

People share
3.5 billion Snaps on Snapchat, **2.45 billion pieces** of content on Facebook, and **499.97 million tweets** on Twitter.

We are both creators and avid consumers of stories. Personalized and interactive experiences have elevated story adoption because of the democratization of the creator economy, finding storytellers everywhere with activities on streaming video, gaming, and social media.

Today, we live in an era where everything becomes a story, as digitized stories remain the primary vehicle for audiences to connect with friends and discover and build new communities, with many options and channels for consumption.

Our brain loves stories. Including anecdotes in shared information makes it

60% more likely to be

remembered by your audience.

Storytelling is an intrinsic human element that impacts our knowledge, beliefs, behavior, and understanding; it appeals to our emotions, curiosity, and imagination.

> The power of storytelling can even **increase the value of products by up to 2,706%** and augment 22 times the likelihood of people remembering a story-based statistic.

> Storytelling capabilities have been increasingly on businesses' radars, **as over 20% of companies** invest more in video content to enhance their brand storytelling strategies.

The art of storytelling

Technology fuels the storytelling ecosystem and continues to be foundational as the growth driver in the Media & Entertainment industry.

The global media and entertainment market size of AI is projected to reach **USD 99.48 billion by 2030 at a CAGR of 26.12%** from 2022 to 2030, confirming its long-term impact within the sector on multiple levels.

Artificial intelligence (AI) has introduced a new way for audiences and businesses to experience media and entertainment as they incorporate AI-powered content creation tools into their lives, resulting in increased efficiency, improved quality, and greater customer engagement.

Today, generative AI saves marketers more than **3 hours** on one piece of content, and 67% use AI to accelerate content creation, writing quicker, gathering research faster, or even generating ideas.

From now until 2025, **global data creation** will grow to more than 180 zettabytes. AI and ML will play a prominent role in the content of this data.

How does AI impact *the way we create stories?*

Media and entertainment companies spend billions of dollars on content. AI accelerates and increases content production by reducing manual labor and time. Automated content transforms how media platforms create and engage with audiences.

Studios can automate content *development using machine learning (ML)* and AI algorithms to generate video subtitles, create characters, produce audio, use natural language processing (NLP), and analyze text.

Due to this new focus on automating content creation, the AI Writing Assistant Software Market size is projected to reach **USD 6,464.31 million** by 2030, growing at a CAGR of 26.94% from 2023 to 2030. The global AI Video Generator Market is expected to grow from **USD 411.5 million in 2022 to USD 1082.7 million in 2027 at a CARG of 17.5.**

12% of businesses already use AI for content creation, and bloggers who use AI as a tool spend about **30% less time writing a blog post.**

Multi-lingual stories

Text translation is costly and time-consuming. Instant translations can impact audience reach, relevance, and adoption in all types of content, including publishing, speeding up time-to-market.

Musical stories

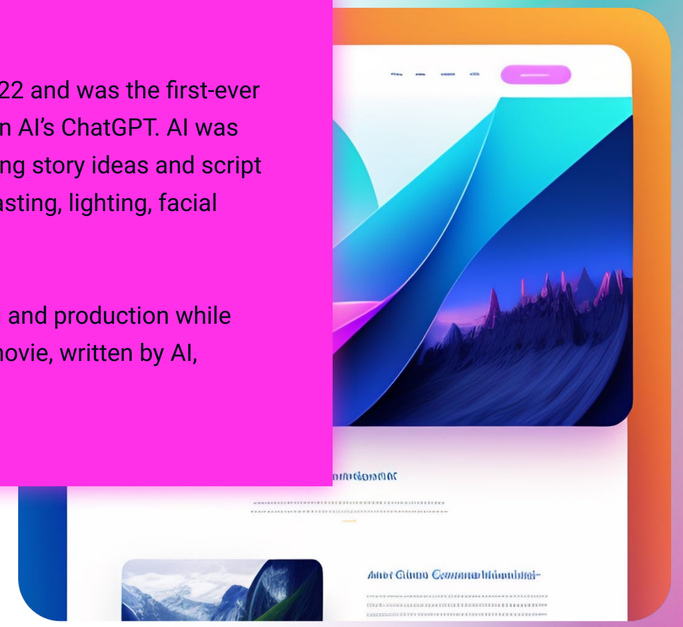
AI has impacted the music industry through original compositions, intelligent vocal syntheses using voice recognition tech, AI-generated mindfulness ambient music, the generation of rights-free music for content creators, and automated mashups or mixes.

Creative AI is one of the most disruptive technologies. Independent researchers and major tech companies like Google and ByteDance have developed over 10 music AI models enabling users to generate personalized tracks within seconds by simply providing a text prompt. **Generative AI in the Music Market** is expected to reach USD 2,660 million by 2032.

Stories on film

"The Safe Zone" was released in December 2022 and was the first-ever AI-written and directed movie created with Open AI's ChatGPT. AI was involved in every step of the film, from developing story ideas and script development to defining camera positioning, casting, lighting, facial expressions, and specifying costume design.

The film proved that AI could accelerate writing and production while complementing human efforts. Ironically, the movie, written by AI, explores a world where AI holds dominion.



Story characters

Animation services are expensive and time-consuming. However, AI can speed delivery and enable customization, such as character animations with personalized messages and multiple language options enhanced with motion capture technology.

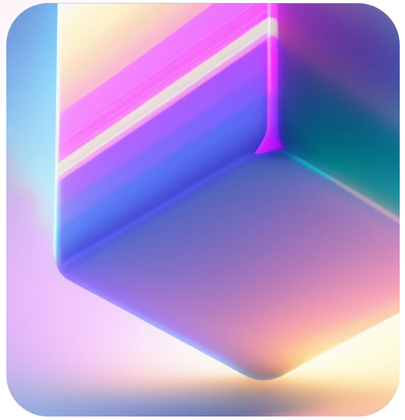
The democratization of content creation

User-generated content can be created quickly and easily with AI, upscaling productions of lower-resolution content to 8K without shooting it originally in this format. Creators can embed the video in real-time in converting devices or use it for post-production by studios as machine learning fills in missing color and other information based on surrounding pixel analysis or frame-to-frame comparisons.

Story protection

AI can detect and prevent copyright infringement, an issue social media exacerbates. **YouTube's Content ID** uses machine learning to identify copyrighted content, allowing rights holders to claim ownership, generate revenue, or remove it. In 2022, "**99% of copyright claims** submitted to YouTube were identified by the platform's Content ID tool."

AI is crucial in restricting access to inappropriate content and protecting young viewers. With the audience category ratings, broadcasters can filter such content from being seen by those outside the permitted viewing age. It is an advantage for both platforms and viewers, as it helps protect the young from seeing offensive material.



Consumer interest in video game streaming is snowballing among users and represents a $9.3 billion per year industry.

Creating responsive and adaptable gameplay is one of the gaming sector's goals. AI is helping achieve it through two categories: deterministic AI, which uses decision trees and is limited to preprogrammed results, and generative AI, which is constantly learning, changing, and can produce new content in response to user input.

AI makes it possible for the localization of games designed for different markets, incorporating languages, accents, currencies, images, and customs, further personalizing the experience. Some tools, like Stability AI, create astonishing images in minutes or hours, and Scenario lets game developers produce their image generators based on the specific aesthetic of their games.

Daniel Muhlrad

VP of Technology at Globant, **Unscripted Tech Podcast**

"AI is not only improving on better solutions, for example, predictive models, better conversation interfaces, it's also impacting directly on how we code, write or build software through different tools."

How does AI impact *the way we consume stories?*

AI allows for predicting audience behavior and aggregating, analyzing, and anticipating needs, preferences, and desires. AI tools like dialogue capabilities, visual recognition, sentiment analysis, personality insights, and tone analysis grant businesses a competitive edge. It allows media companies the ability to generate accurate content recommendations, increase engagement rates, and expand their user base.

Streaming services use AI to enhance streaming quality and provide personalized content recommendations.

The perfect example is Netflix's AI-driven focus on personalization through its recommendation system, which influences nearly

80% of the content its subscribers watch,

estimating its algorithms save $1 billion annually from customer retention.

With AI, platforms can also predict user demands by time and location, allowing content assets to be pre-positioned at strategic server locations closer to subscribers and enabling high-quality video streaming during peak hours. **With approximately 232.5 million paid subscribers, Netflix ensures smooth streaming even with slower internet connections using AI to forecast its future subscriber count.**

Using AI to process data

is the path to connecting and engaging audiences better.

AI can lower client acquisition costs by up to 50% and improve marketing initiatives by eliminating outdated or ineffective data.

However, keeping up is challenging since the depth and breadth of data collected are growing and changing faster than ever as consumer habits are fragmented and volatile. Unstructured data accounts for **more than 80%**, which can lead to the loss of valuable business insights.

Senn Moses

Managing Director, Media & Entertainment Studio at Globant

“AI can help with audience subscriber and viewership acquisition, maintenance, and continuity. That’s one of the main things AI can provide: a way to monetize the data coming in, manage those subscribers, and gain more subscribers.”

Generating predictive and prescriptive conclusions by going through large amounts of data quicker to gain insights and use its value correctly automates the resource-intensive and subjective process of dating releases for content to market.

How does AI impact *the way we consume stories?*

For location-based entertainment and driving innovation forward in the customer experience arena, **AI optimizes virtual park designs and analyzes operational challenges for architects and designers.** It personalizes guest experiences with recommendations and reservations, such as **Disney's Genie Plus**. It enhances safety through integration into ride systems, crowd monitoring, and food safety planning and even adjusts ride parameters based on physical ability.

Additionally, AI can help develop personalized ride experiences through AR/VR, constantly changing and shifting based on individual customer input.

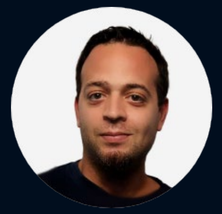
The gaming industry, for example, benefits from integrating AI into game design, testing, language, and localization. **AI can improve the player's experience by analyzing their behavior to optimize level design, balance game mechanics, and fix bugs.** Natural language processing (NLP) improves game dialog and creates more intelligent NPCs (**None Playable Characters**). There is a significant impact expected from AI, as the global **Generative AI in Gaming Market** growth predicts an incremental revenue of USD 7,105 million by 2032.

It's predicted that by 2025, AI will drive 95% of customer experience, and that worldwide 15% of customer service interactions will be powered by AI.

What's next?

The future of AI in Media & Entertainment

AI offers innovative, creative possibilities as it introduces further opportunities for storytelling that take form in new technological spaces, such as the metaverse or self-driving cars, where companies will seek to incorporate immersive, personalized, and interactive experiences.



Pablo Peranzola

Global VP of Technology at Globant

"It's no longer just driving; it's how I'm going to entertain? In this case, VR and immersive experiences can be a perfect solution, bringing new user experiences and revenue streams."

AI enhances storytelling and story consumption; however, it is simply a tool that depends on the creativity of the human mind.

"The great idea is the human brainchild, but how is it accentuated, presented, created, or produced? I think that is the challenge AI presents to the creative person. How do I best use AI?"
- Senn Moses, Managing Director, Media & Entertainment Studio at Globant

How Globant *can help*

Globant's consulting and technology teams have a consolidated trajectory of deploying deep expertise that has propelled some of the industry's biggest media and entertainment brands.

GeneXus, Augoor, MagnifAI, and Navigate are Globant's AI solutions that help businesses integrate AI capabilities for strategic value and maximize technology productivity, performance, market agility, and adaptability.

Our **Metaverse Studio** empowers clients to **enter digital spaces seamlessly**, as with DIRECTV and in various virtual online worlds, strengthening and expanding their brand presence, offerings, and creativity. Our **Sports Reinvention Studio** leverages AI and gamification to streaming, smart venues, and data-driven solutions, partnering with **the biggest names in sports** and reinventing the fan experience.

Globant's knowledge allows companies to integrate and successfully leverage an AI mindset.

About Globant

We are a digitally native company that helps organizations reinvent themselves and unleash their potential.
We are the place where innovation, design and engineering meet scale.

- We are more than 27,000 Globers present in 25 countries in 5 continents working for companies like Google, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

For more information, visit **www.globant.com**

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