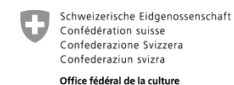
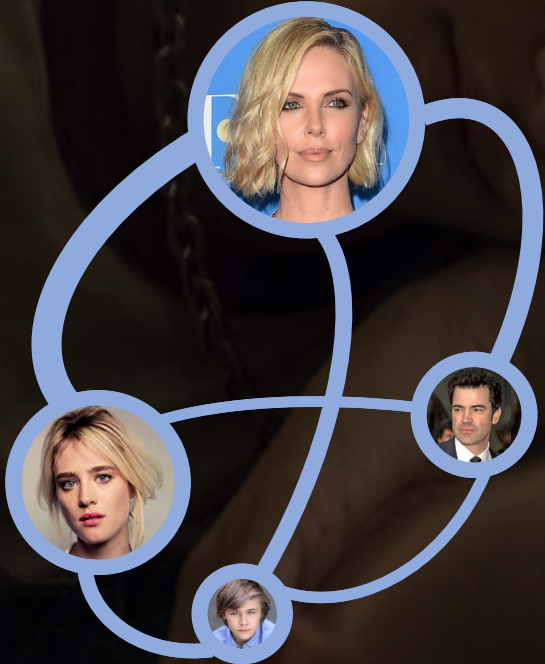


USING AI IN THE MOVIE PRODUCTION

Sami Arpa

The initiative is supported by





**What is the decision
mechanism?**

GUT FEELING

WE FIND RECIPES OF SCRIPTS

Now that we can have more complicated conversations, the smart people at NASA have sent me instructions on how to hack the rover so that it can talk to Pathfinder. If I hack a tiny bit of code, just twenty instructions in the Rover's operating system, NASA can link the rover to Pathfinder's broadcasting frequency... and we're in business.
(CONTINUED)
43.

CONTINUED:

Mark waits patiently at the computer.

Text pops up on Mark's screen. As he reads:

VENKAT (V.O.)

"Mark, this is Vincent Kapoor...

INT. JPL - GARAGE - NIGHT

Vincent and Bruce huddle around Tim's console while Vincent dictates and Tim types.

VINCENT



GENRE RECIPE



smoothing

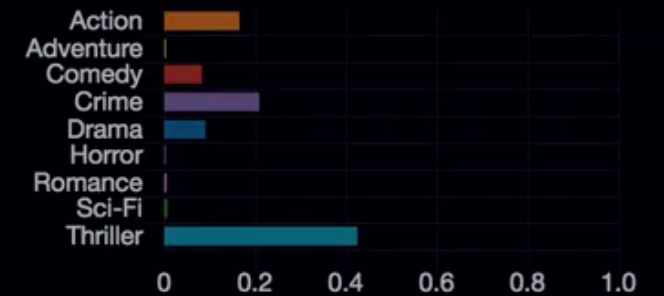


Legend for genres: Action (orange), Adventure (yellow-green), Comedy (red), Crime (purple), Drama (blue), Horror (brown), Romance (pink), Sci-Fi (green), Thriller (cyan).

WE FIND RECIPES OF VIDEOS



Action Adventure Comedy Crime Drama Horror Romance Sci-Fi Thriller



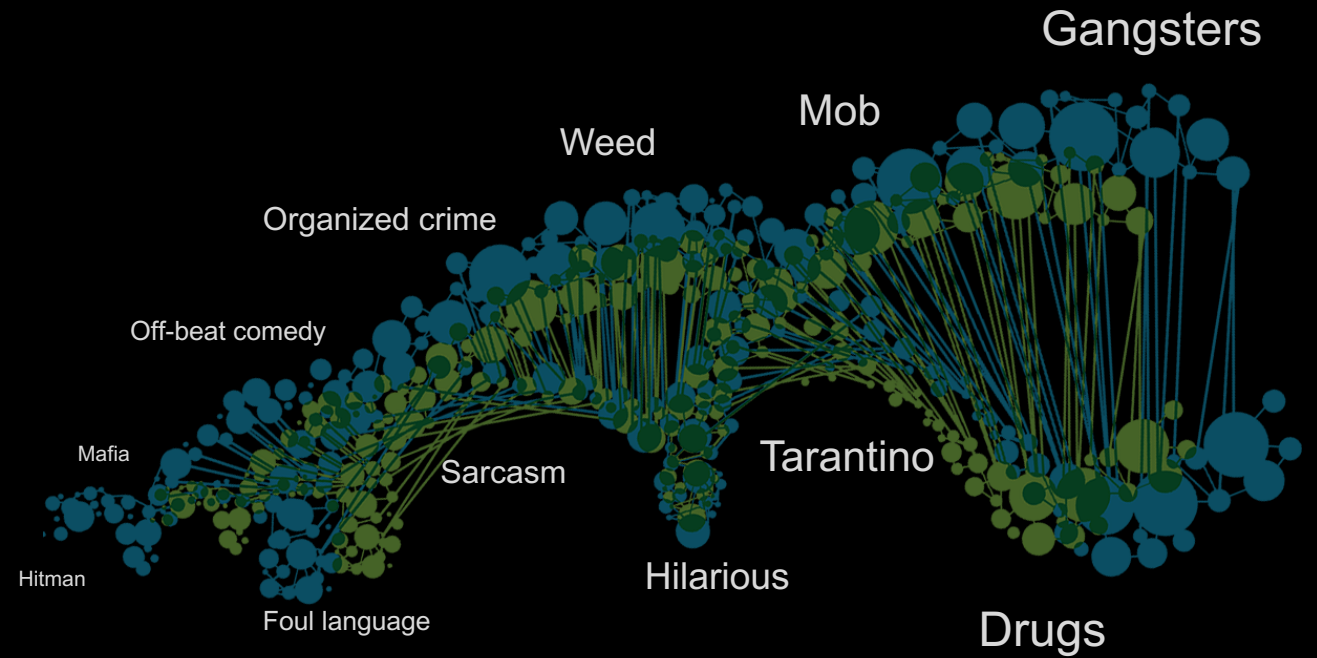
GENRE RECIPE



smoothing



**We predict the
genome of a script.**



Genome of **Pulp Fiction (1994)**

**Empower your gut
feeling
with artificial
intelligence**



LEARNING FROM A RICH DATA

400,000

Movies/series metadata

1,800,000

Talents analyzed

49,000

Movie scripts/dialogues analyzed

25,000

Movie trailers analyzed

%80+

Accuracies in greenlight forecasts

5 min.

Required analysis time for a project

A TEAM OF SCIENTISTS & FILMMAKERS



Sami Arpa
CEO / Founder

PhD in Computer Vision
Film director
Director of Ouchy Film Awards



Javier Krause
Buss. Dev. Man.

20+ years experience
in movie distribution.
Produced 5 feature films



Rodrigo Galavis
Buss. Dev. Man. - US

15+ years experience
in movie industry.
Produced 3 TV series,
and many TV ads



Ilaria Lauzana
Tech Lead

MS in Computer Science
Strong Experience
in Machine Learning
(+5 years)



Berk Dogan
R&D, Data Sci.

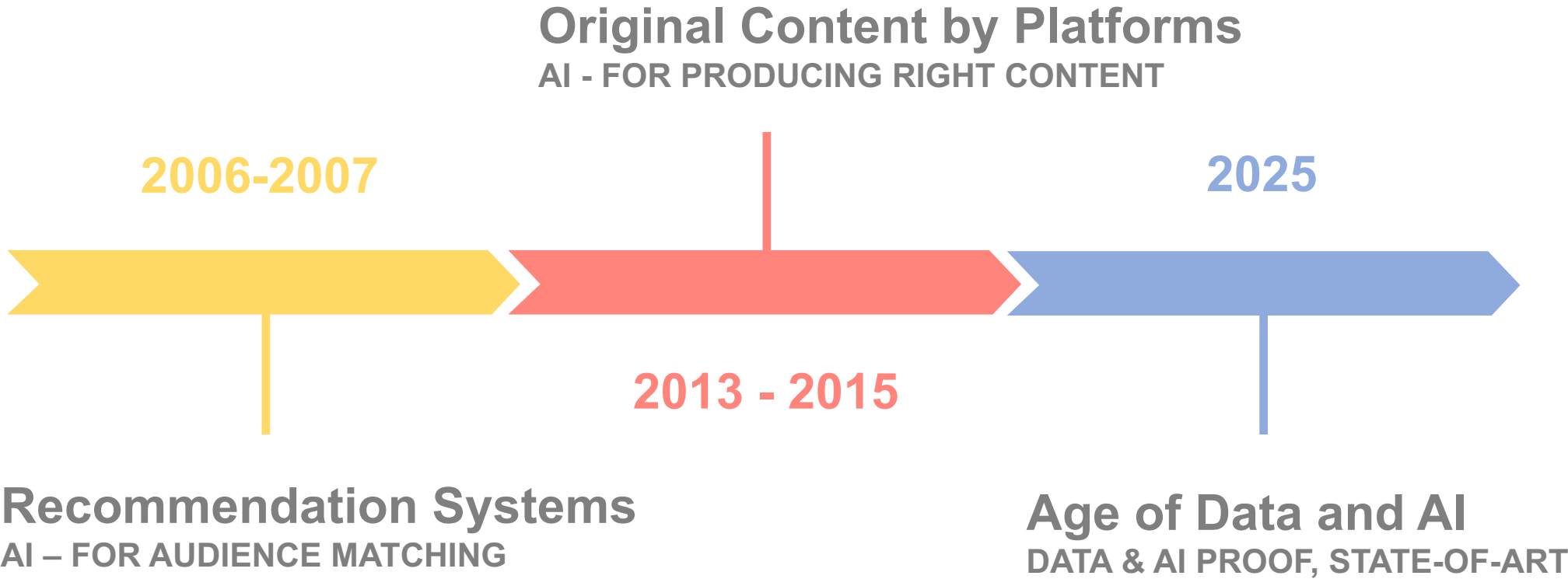
MS in Computer Science
ETH Zurich
Strong Experience in
Computer Vision



Prof.
Sabine Susstrunk
Scientific Advisor

Co-founder of Largo
Head of IVRL, EPFL
SRG SSR, Board Member

EVOLUTION OF AI IN FILM INDUSTRY



COVID AND DIGITAL TRANSFORMATION

Rapid change

Uncertainty

Access to financing

Understand audience

Enlarge the investment
pool for the movies

**Do you want a
robot to write
and develop my
film?**

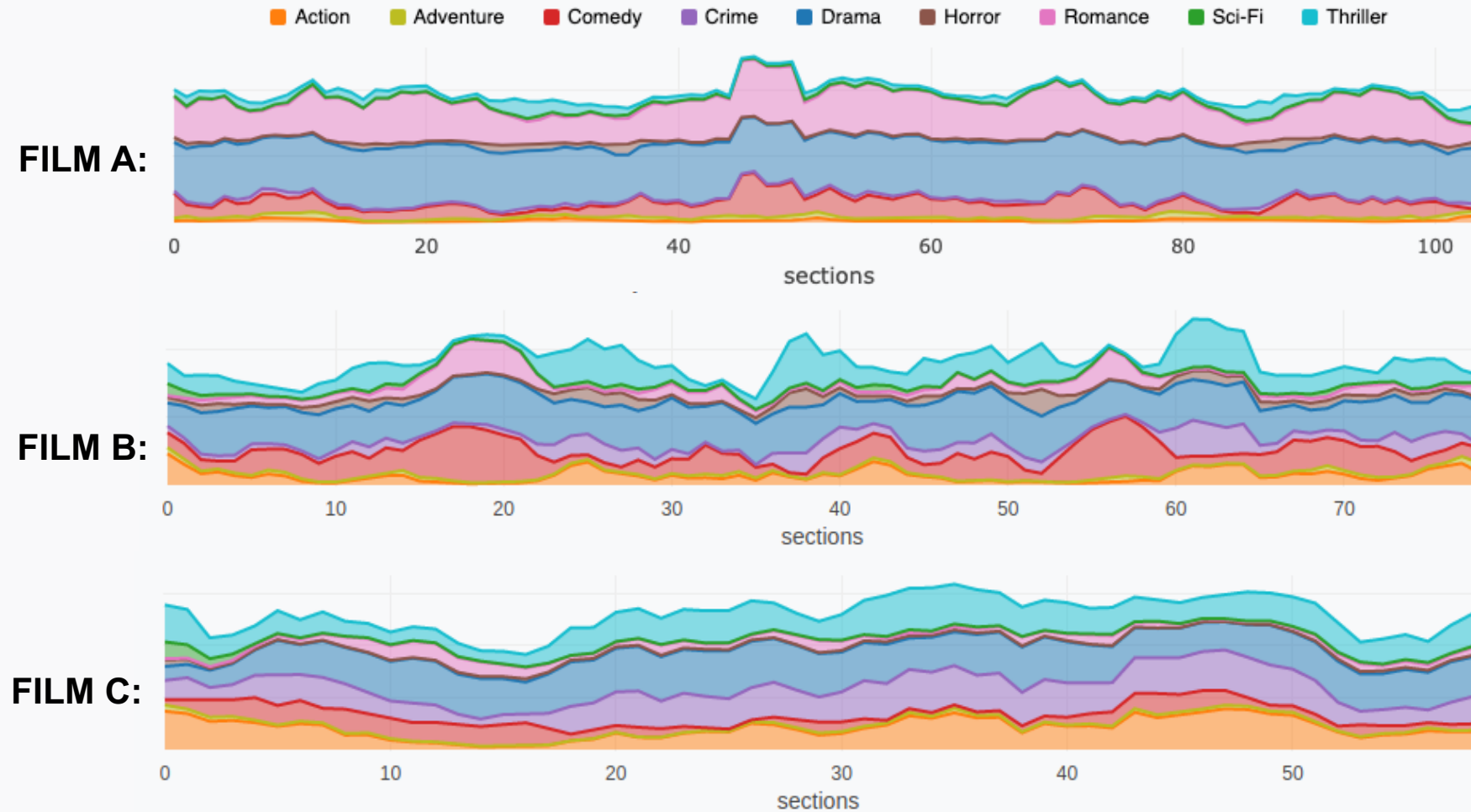
**Data-driven
moviemaking or
data-assisted
moviemaking?**

**AI IS NOT A
MAGIC STICK
FOR THE MOVIE
INDUSTRY**

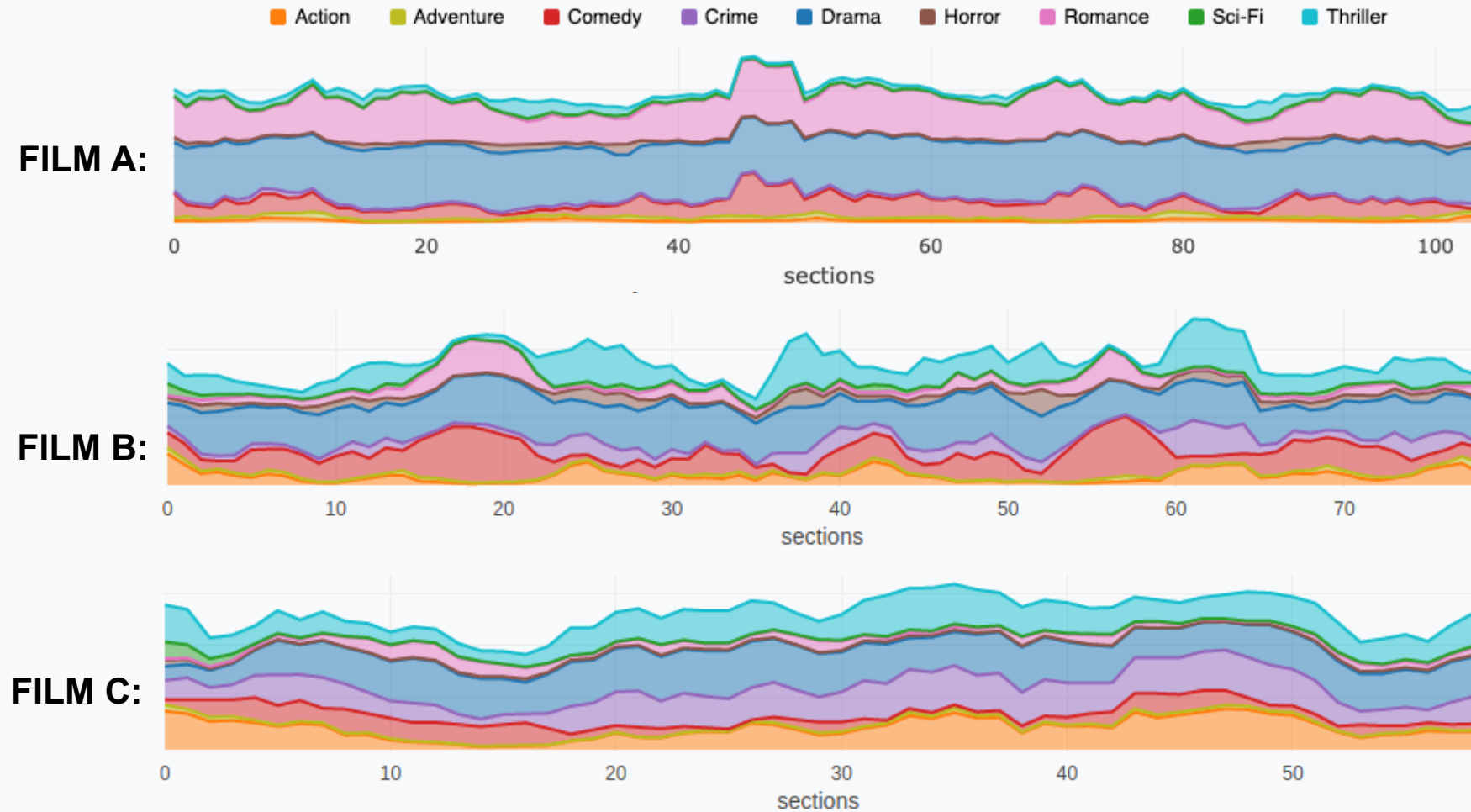
**IT IS A
MAGNIFIER**



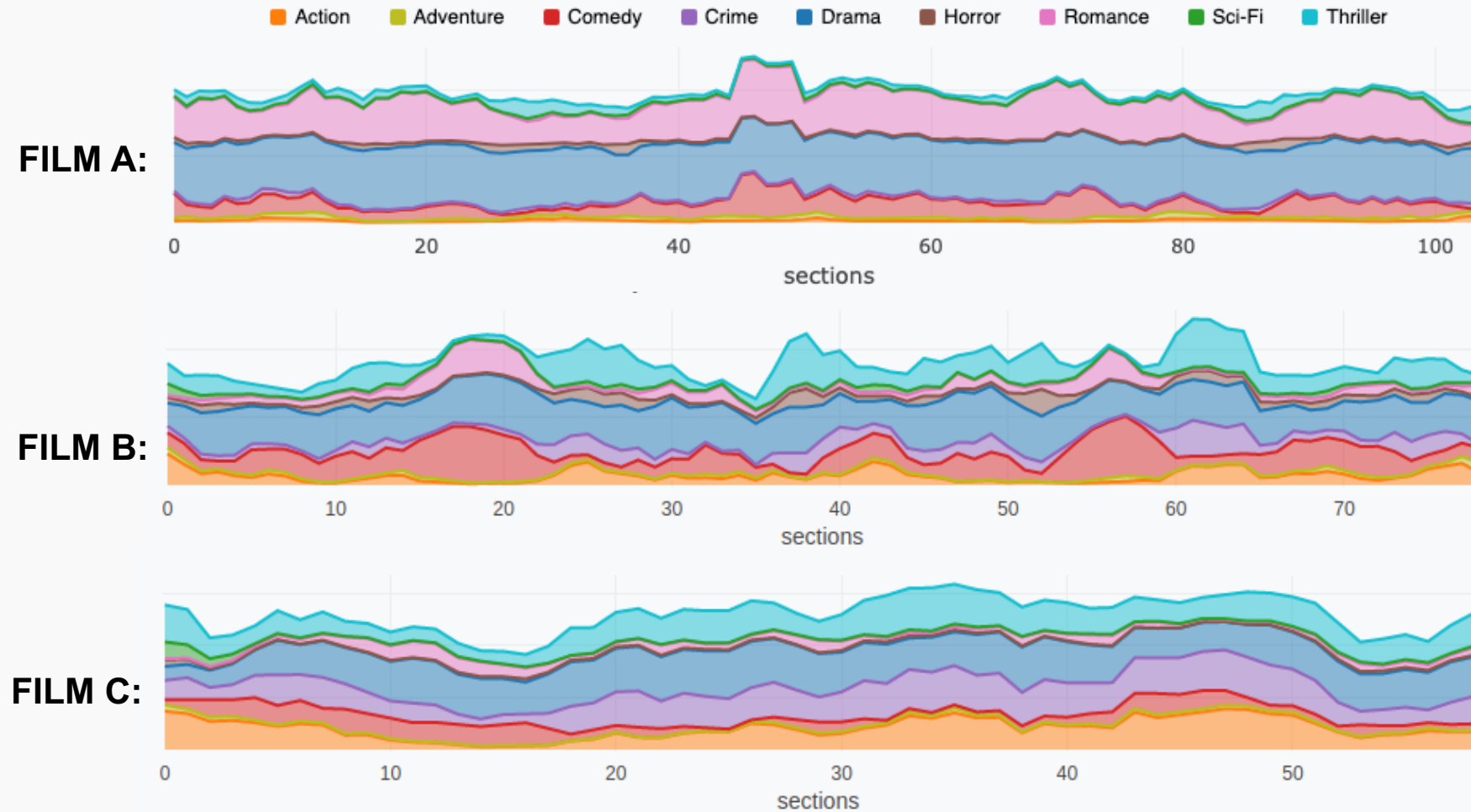
WHICH FILM MADE MORE BOX OFFICE?



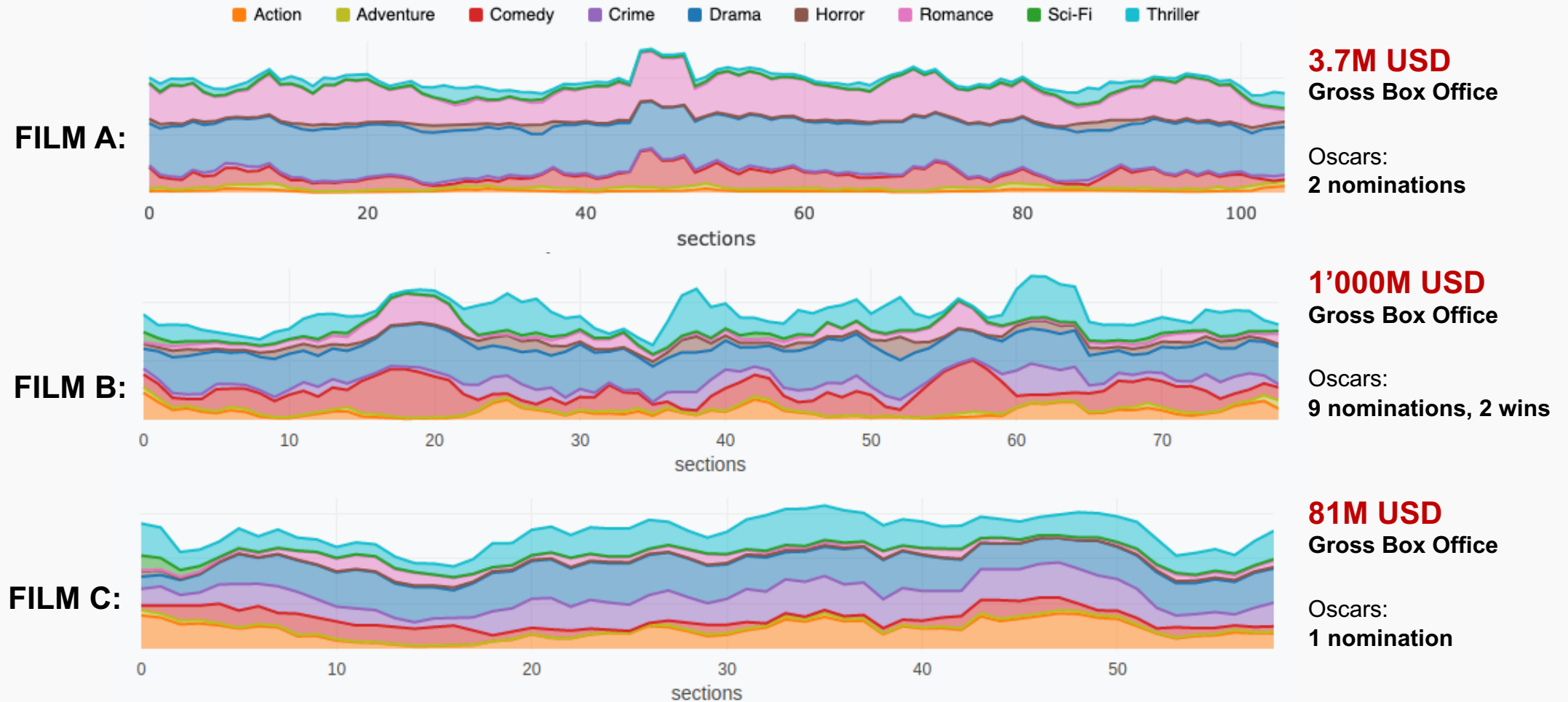
WHICH FILM MADE MORE BOX OFFICE?



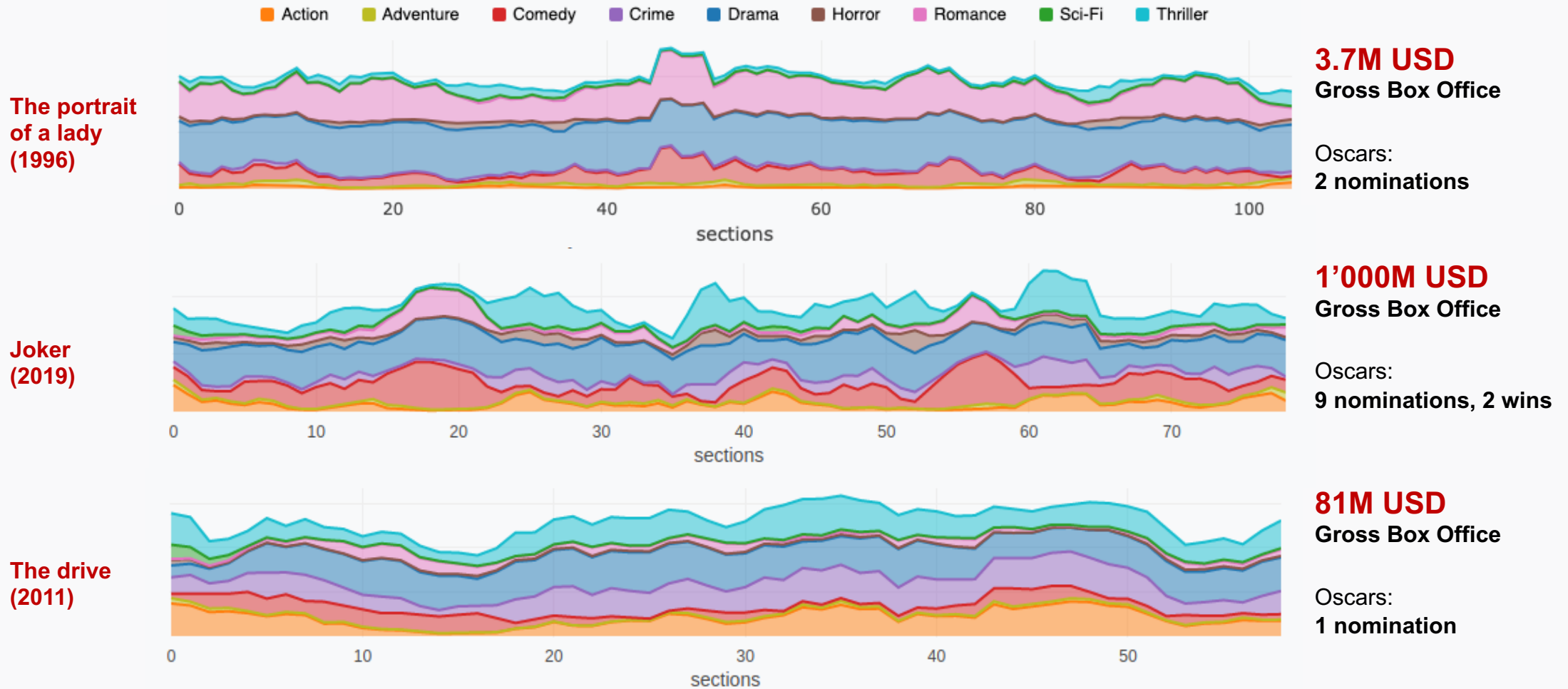
WHICH FILM MADE MORE BOX OFFICE?

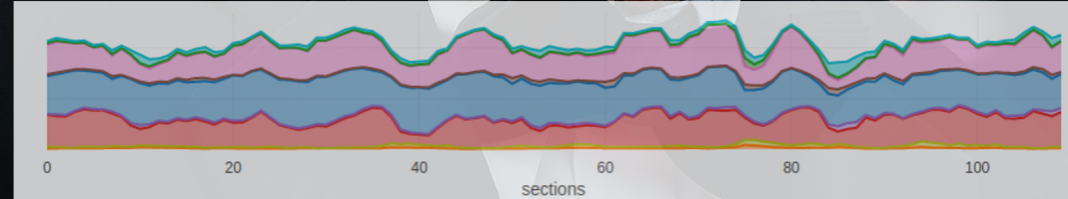
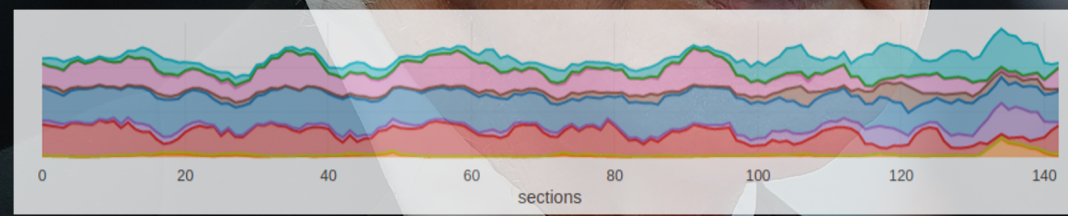
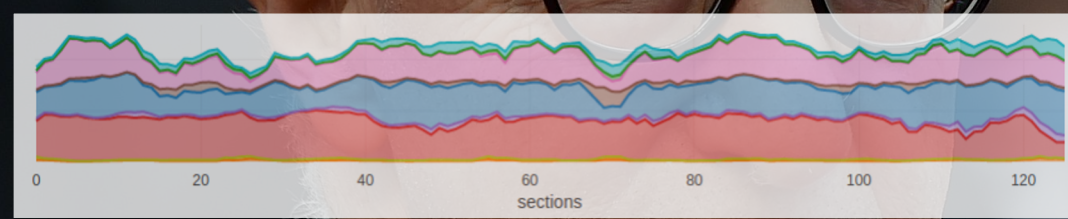
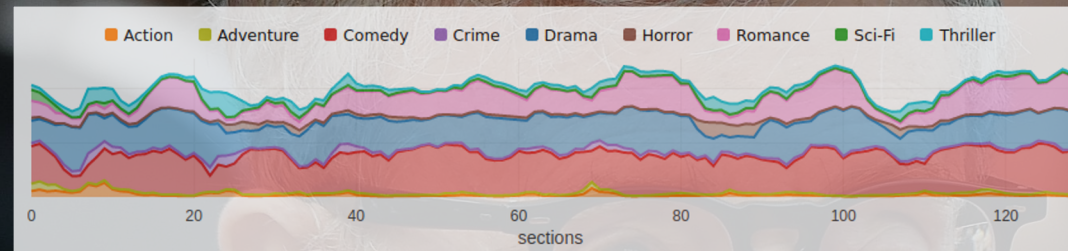
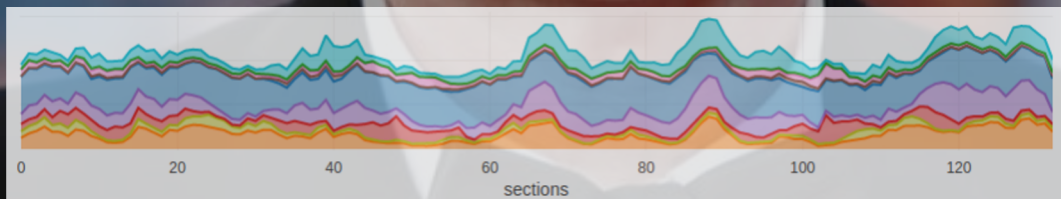
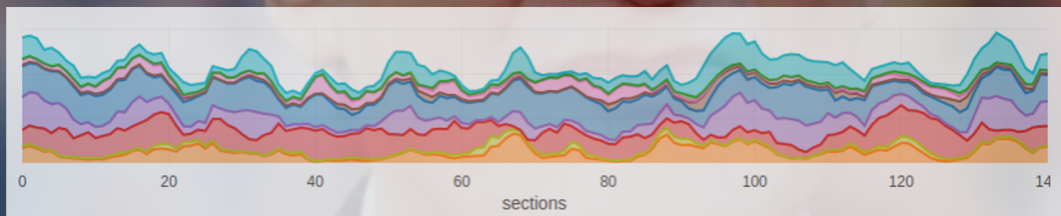
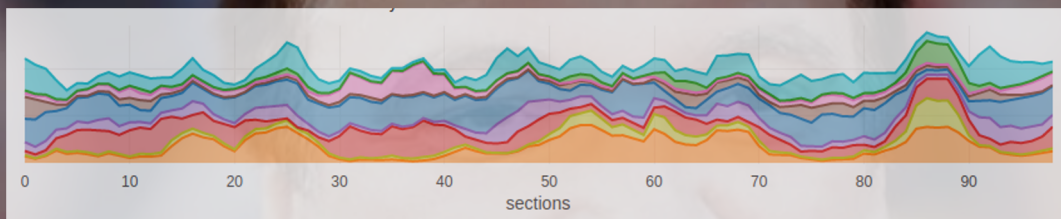
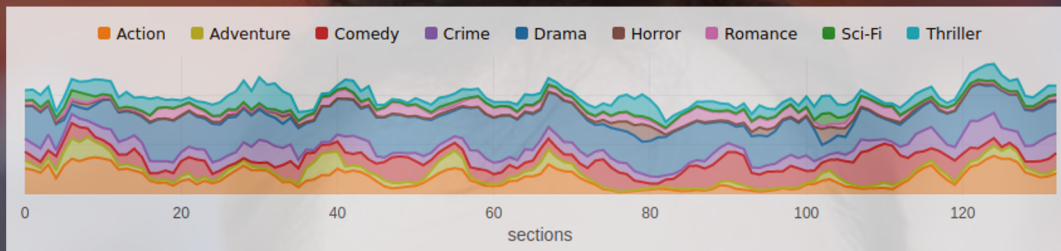


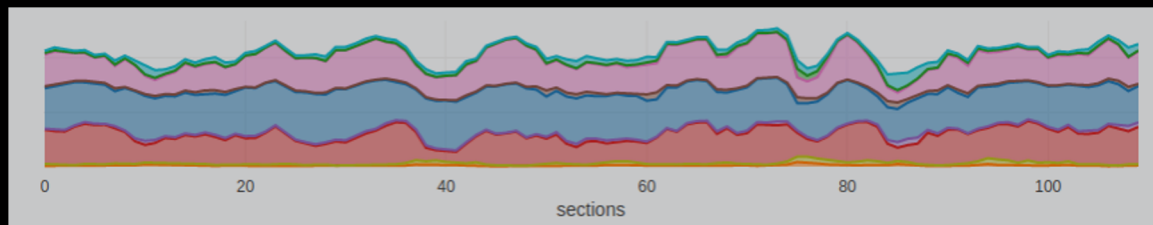
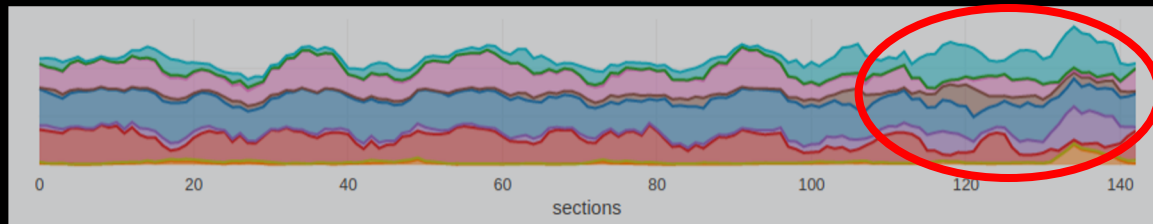
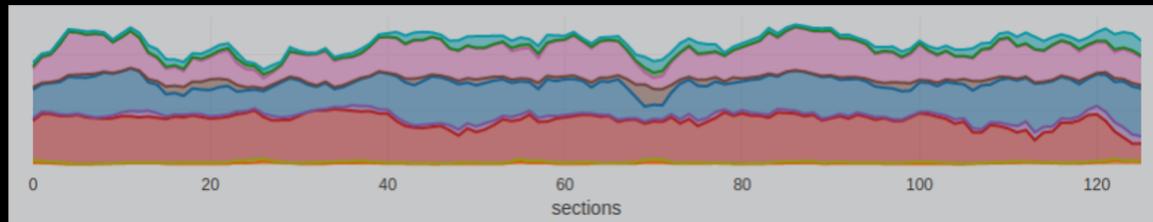
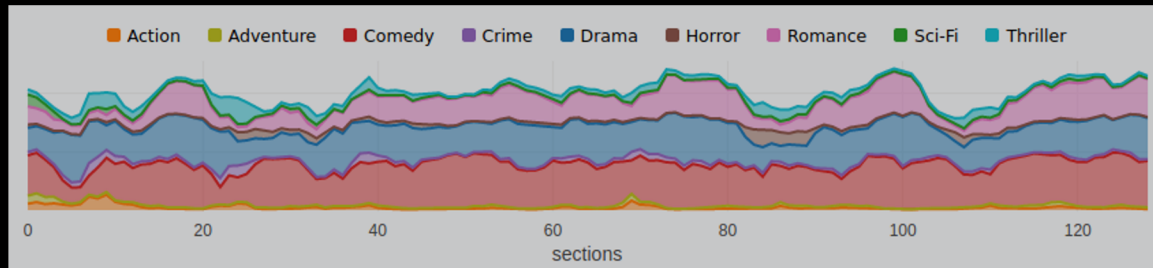
WHICH FILM MADE MORE BOX OFFICE?



WHICH FILM MADE MORE BOX OFFICE?





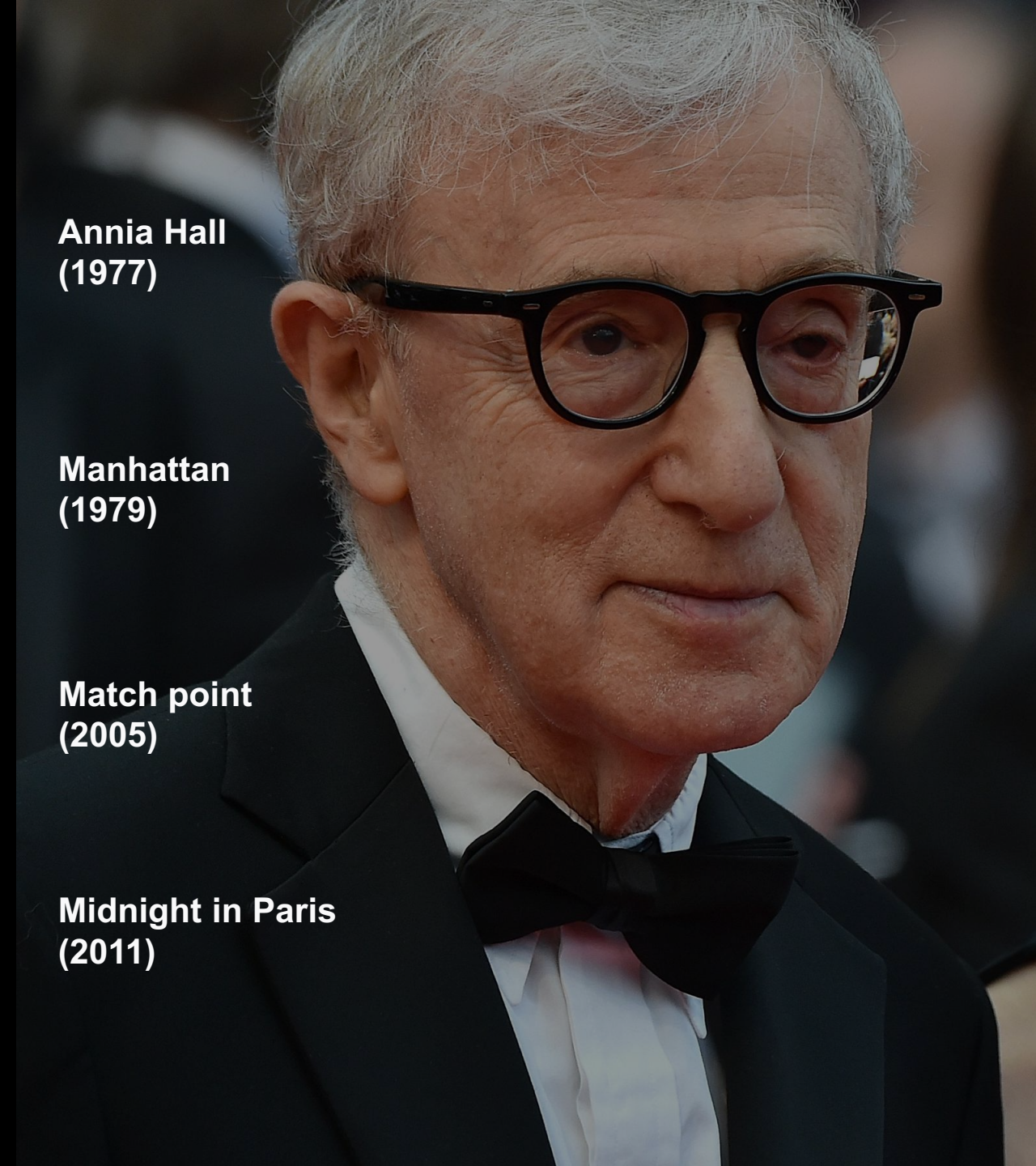


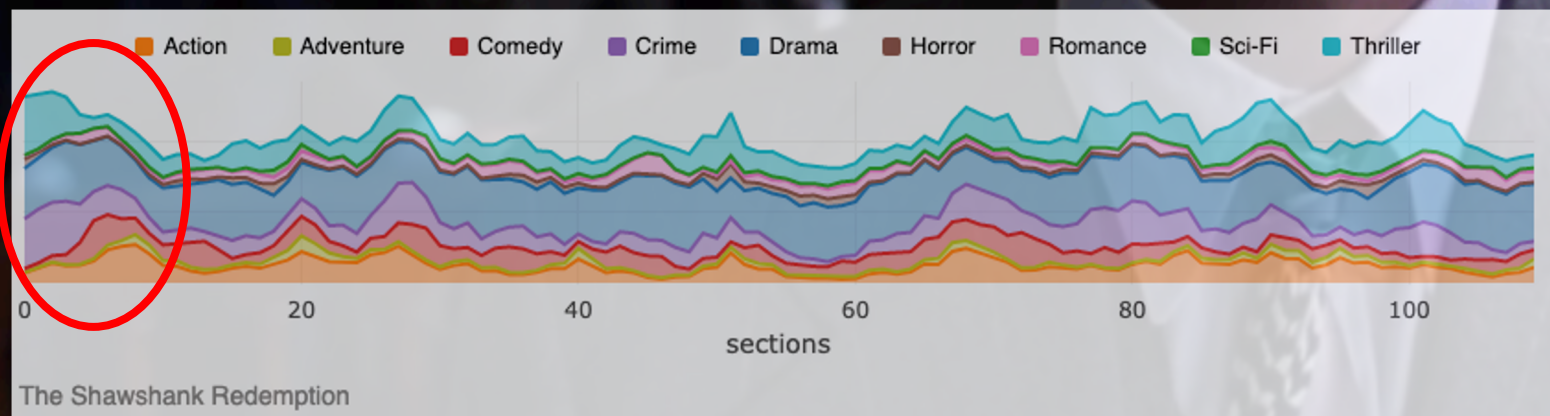
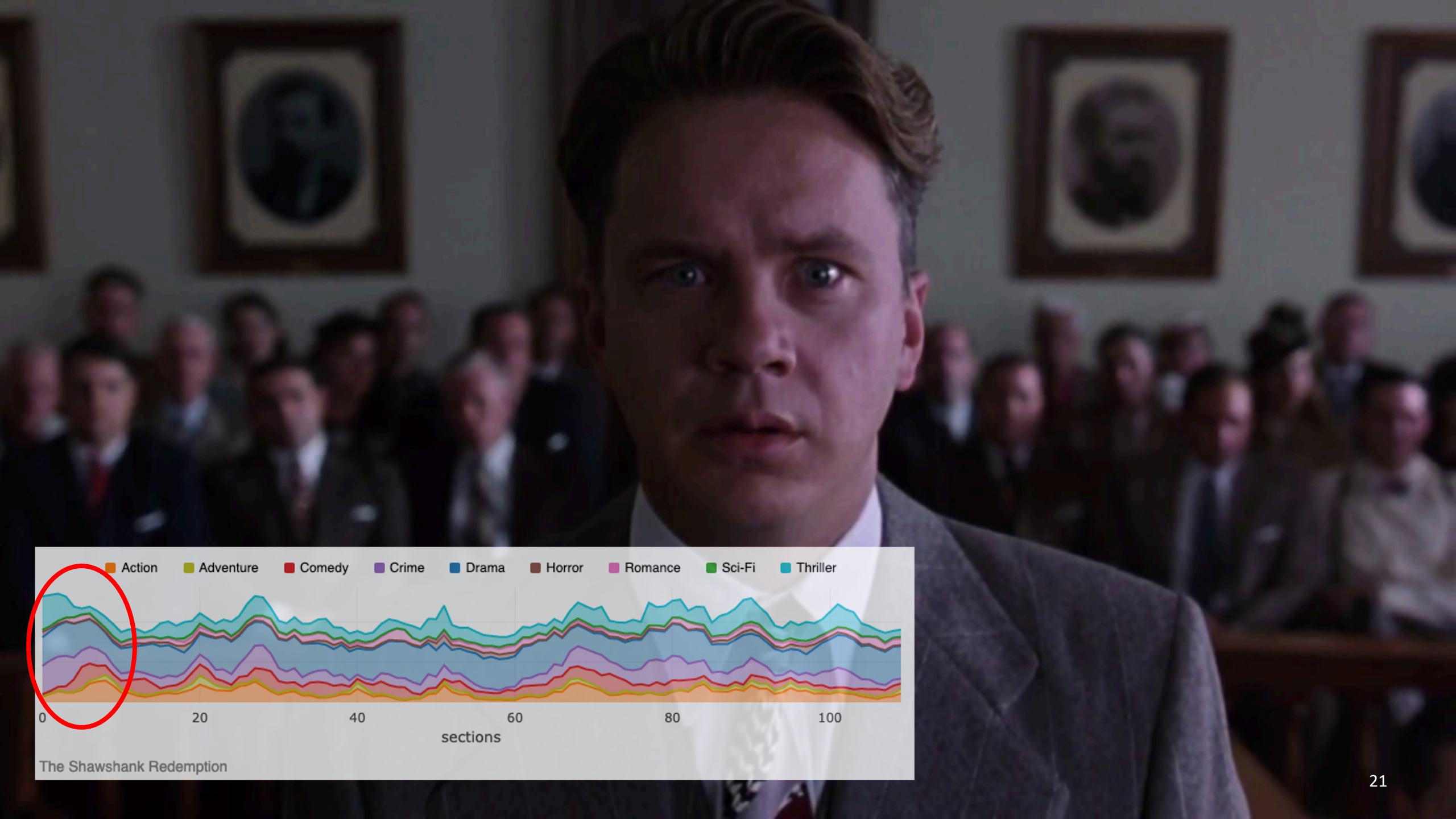
**Annia Hall
(1977)**

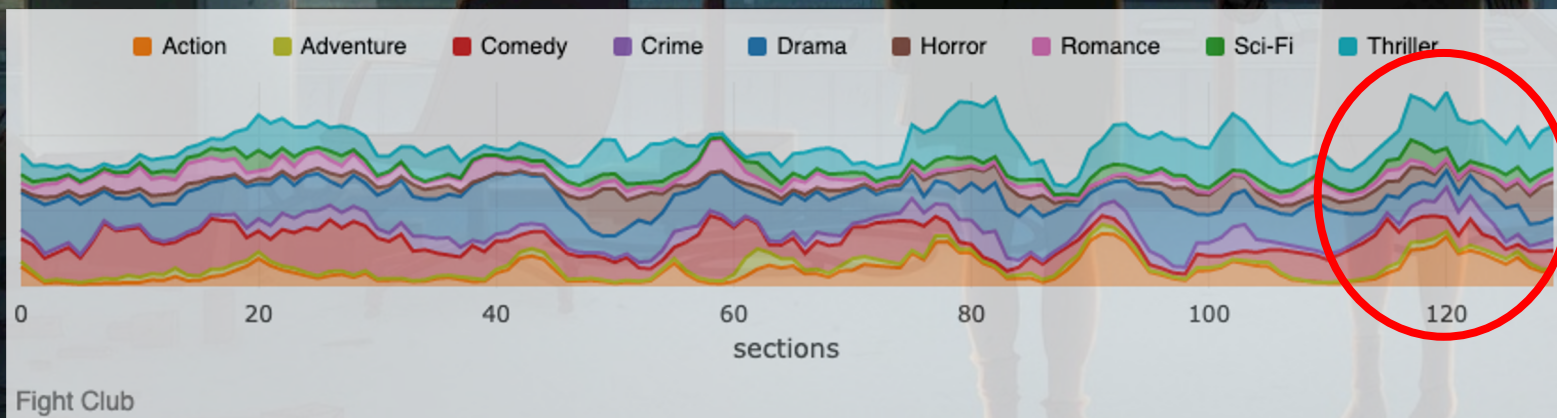
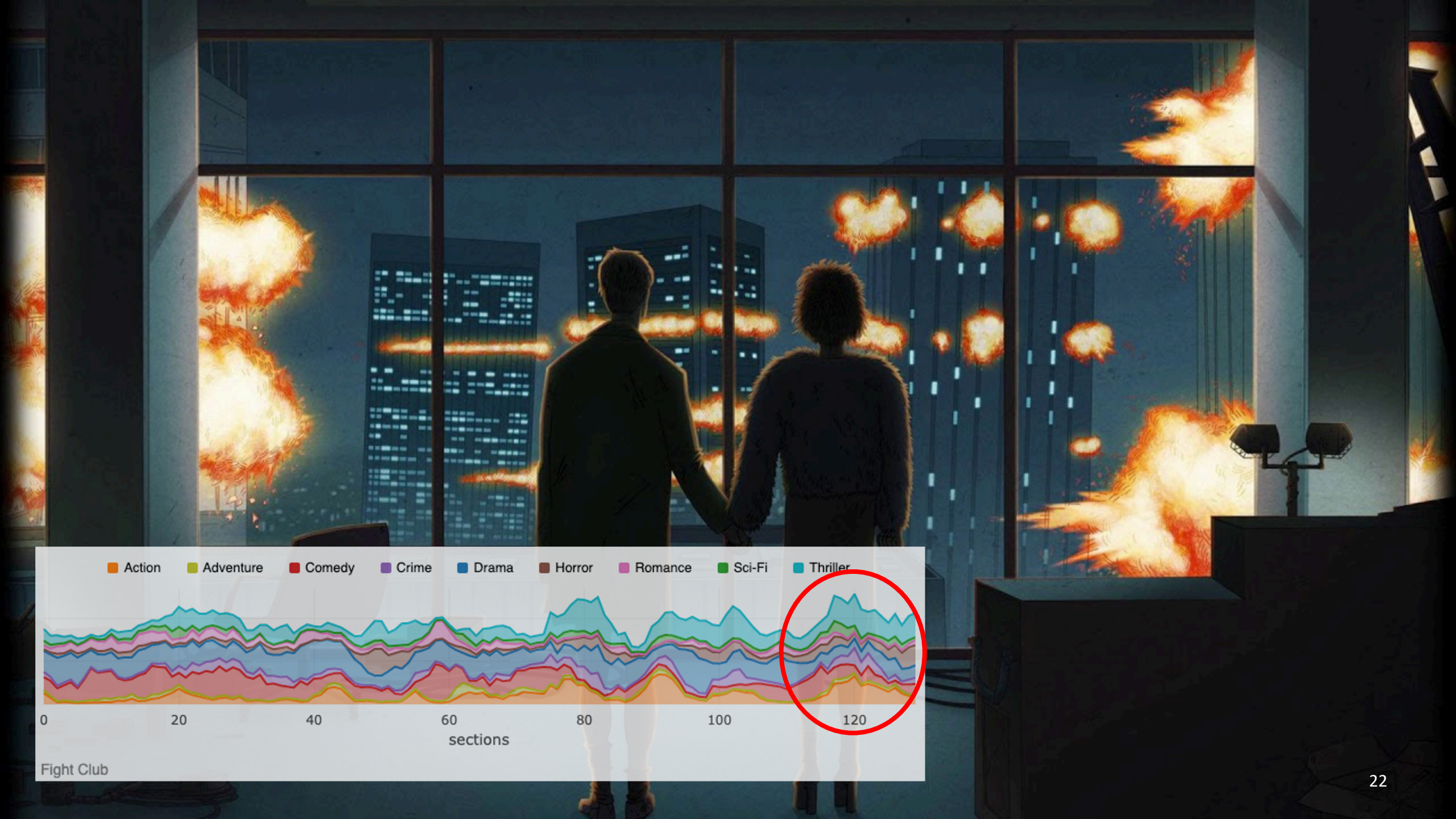
**Manhattan
(1979)**

**Match point
(2005)**

**Midnight in Paris
(2011)**



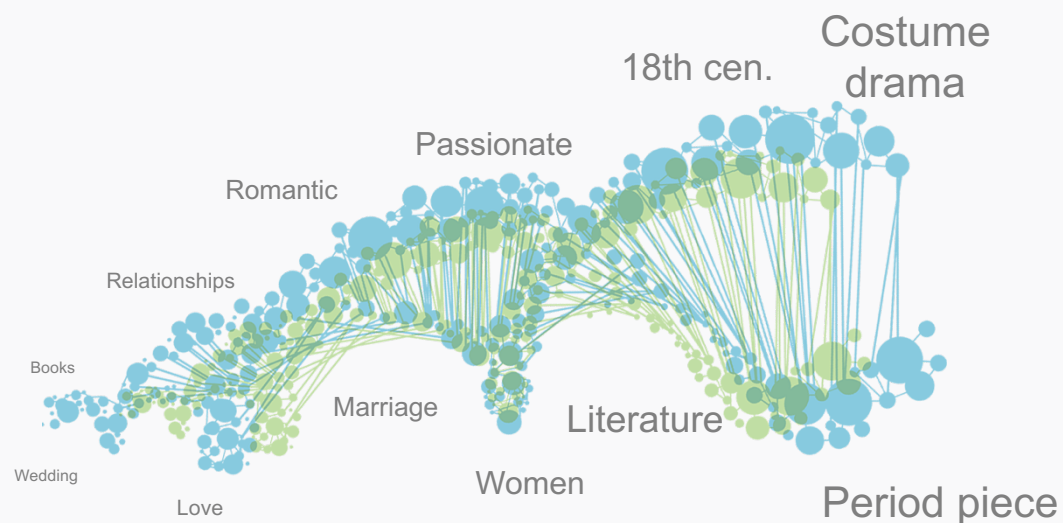
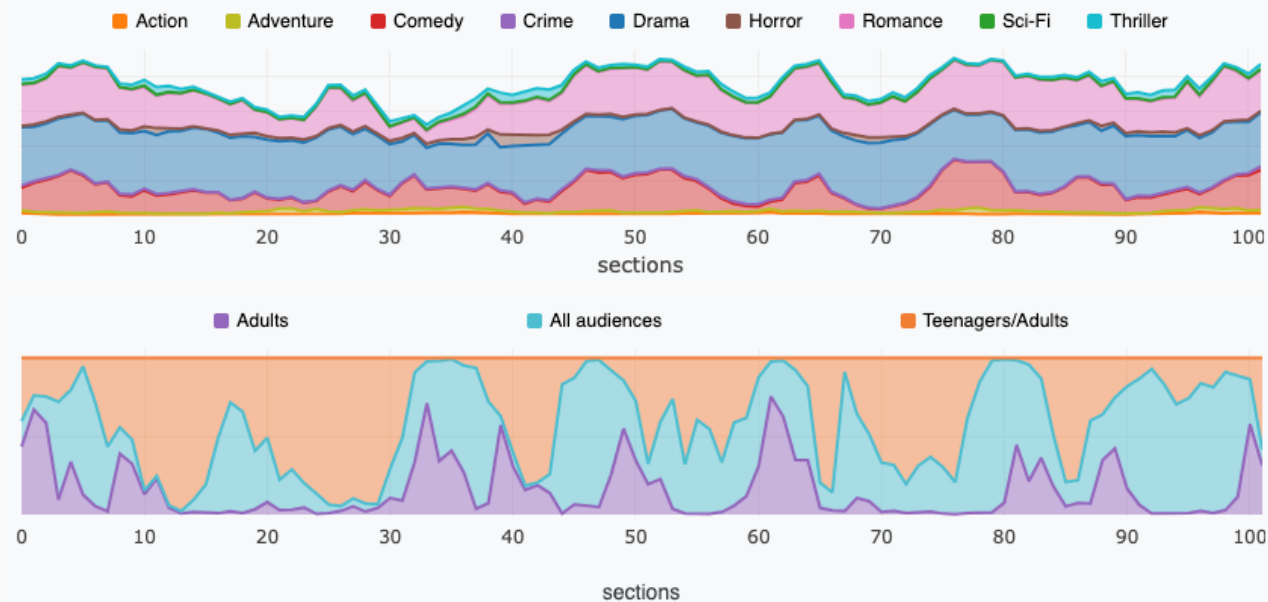




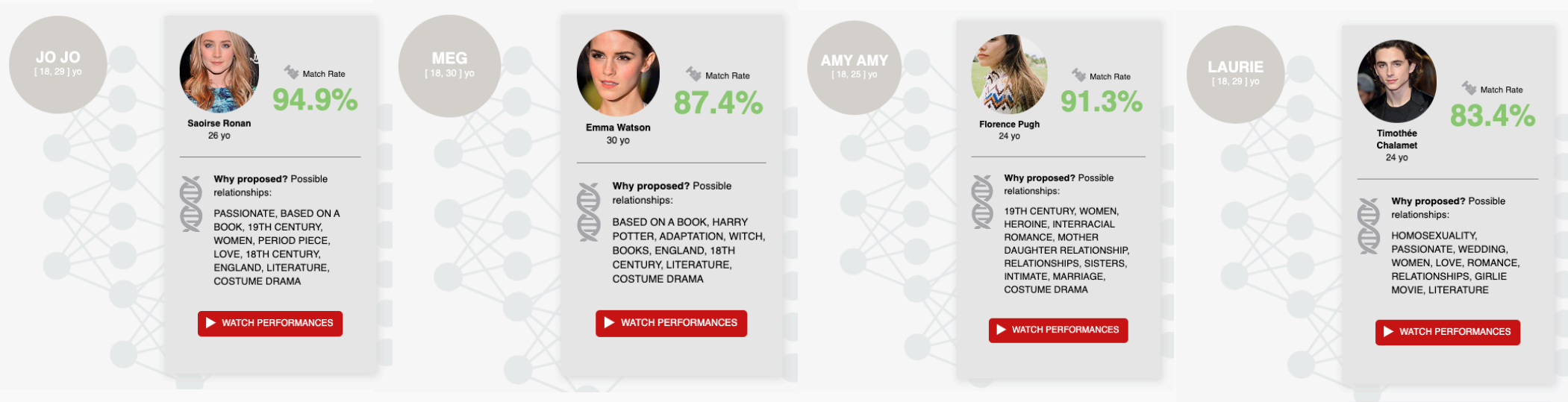


Little Women (2019)

Budget: 40M \$
 US B.O.: 108M \$
 Gross: 216M \$



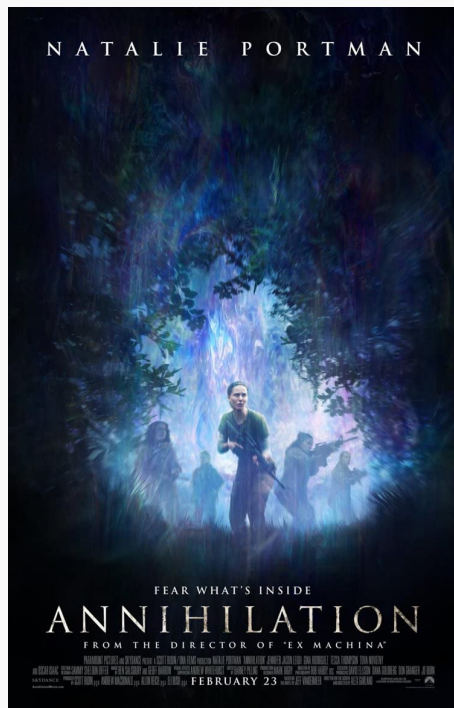
CASTING MATCH



FINANCIAL FORECASTS

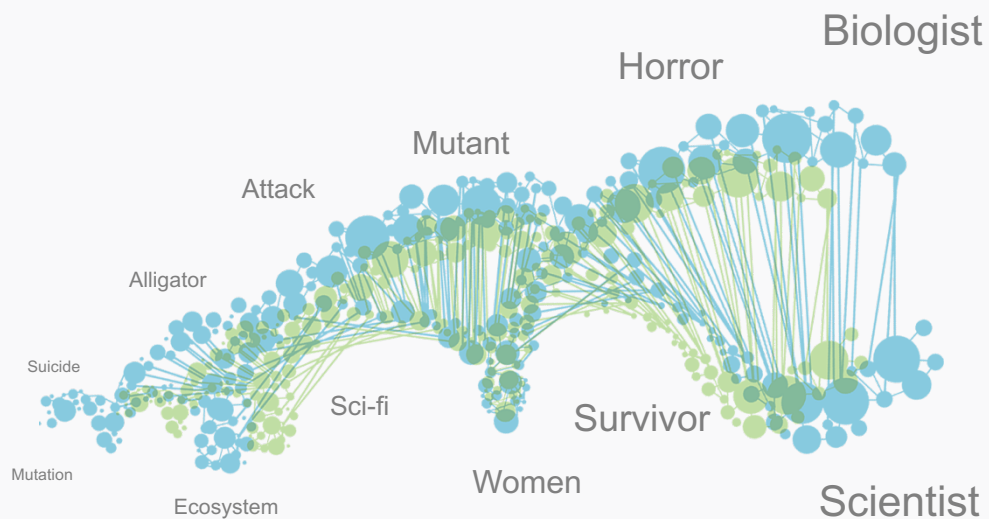
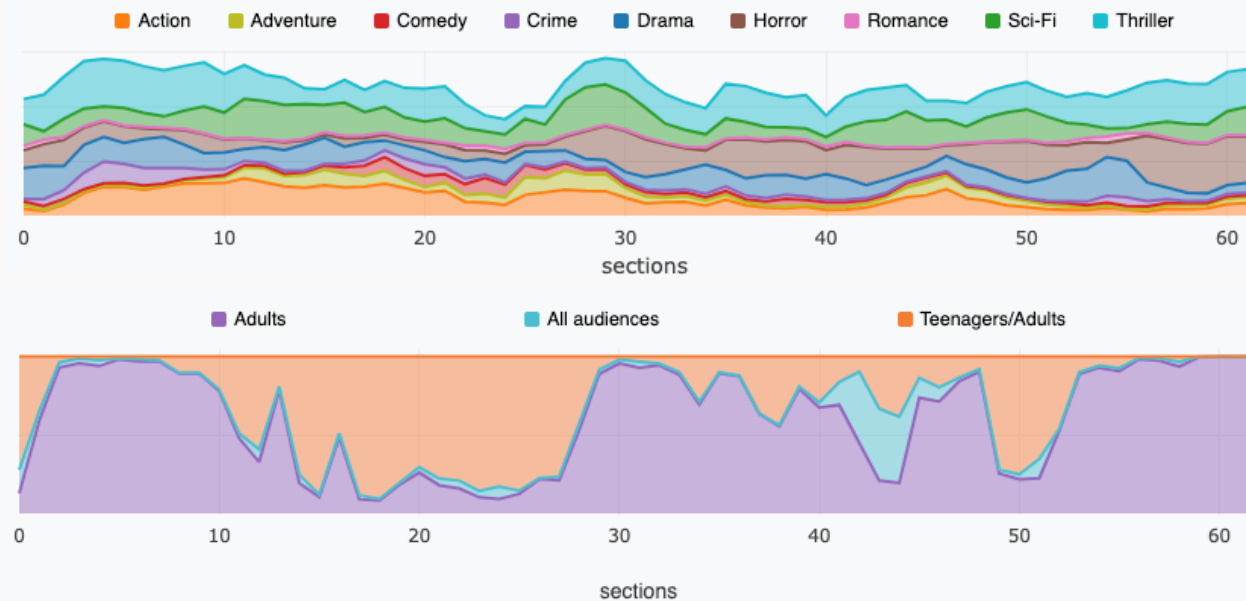
BOX OFFICE US PREDICTIONS



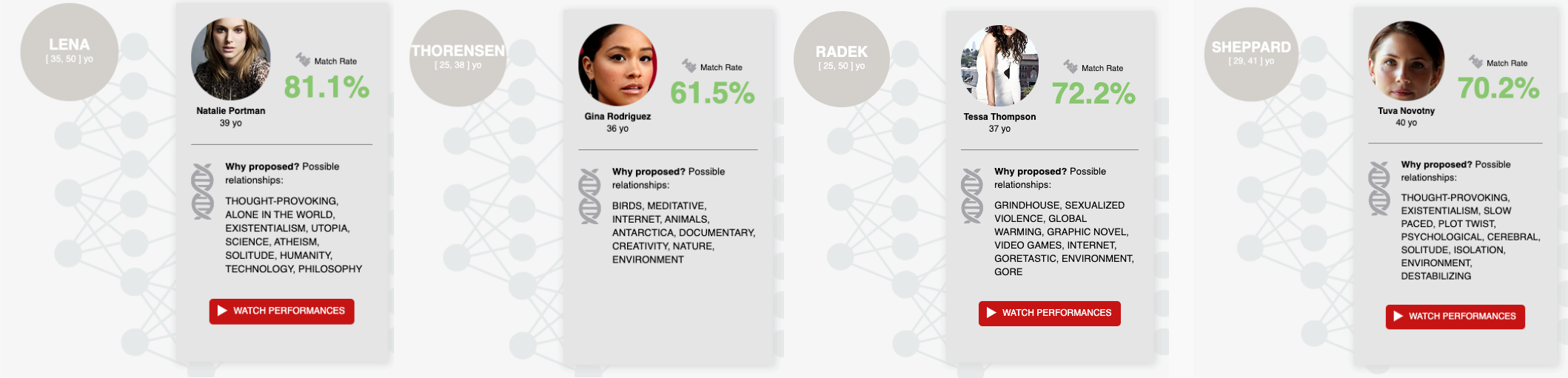


Annihilation (2018)

Budget: 50M \$
US B.O.: 32M \$
Gross: 43M \$

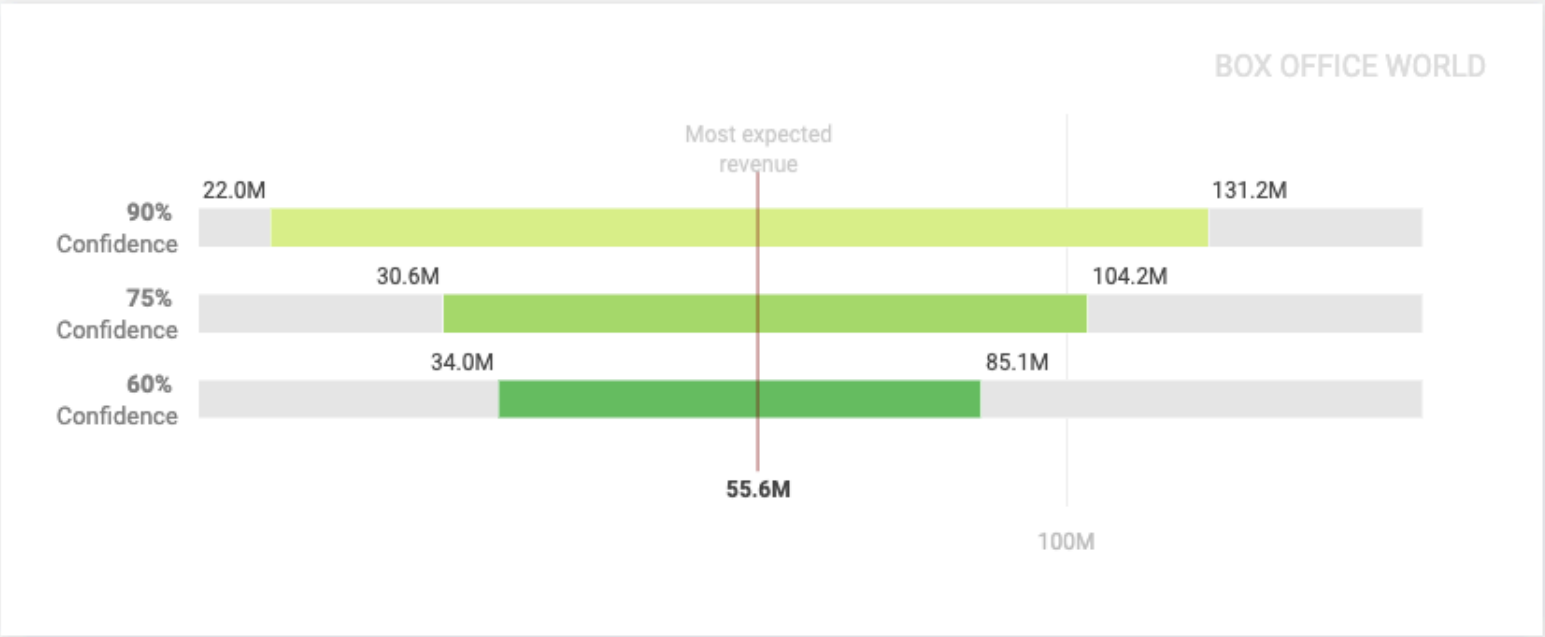


CASTING MATCH



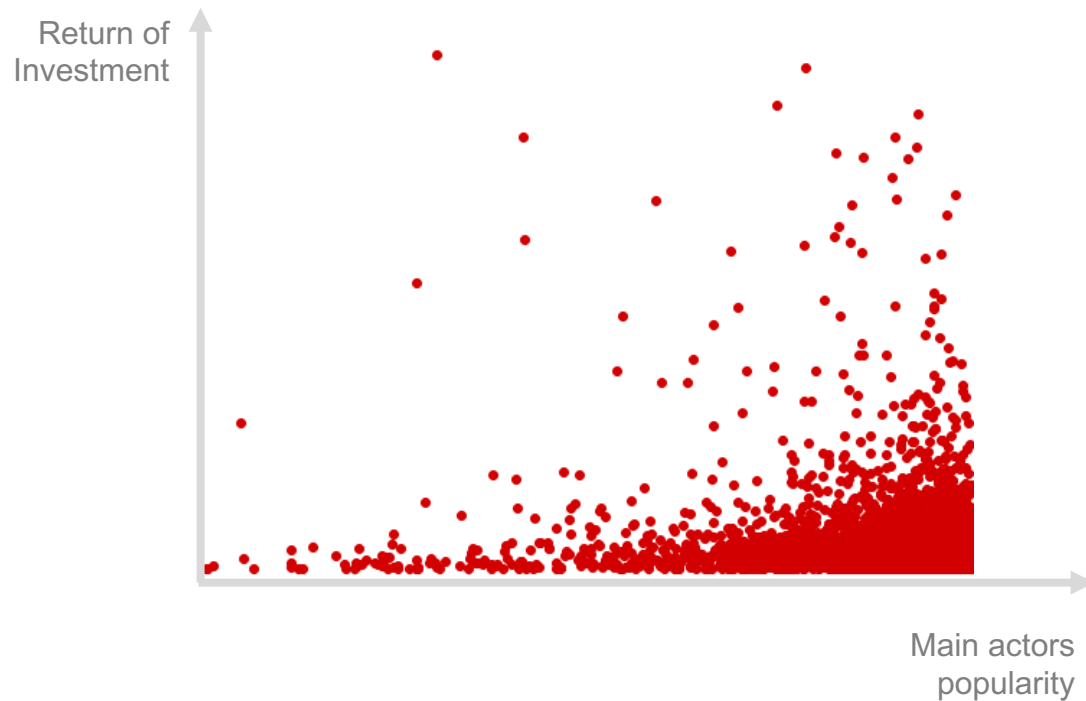
FINANCIAL FORECASTS

BOX OFFICE WORLD PREDICTIONS

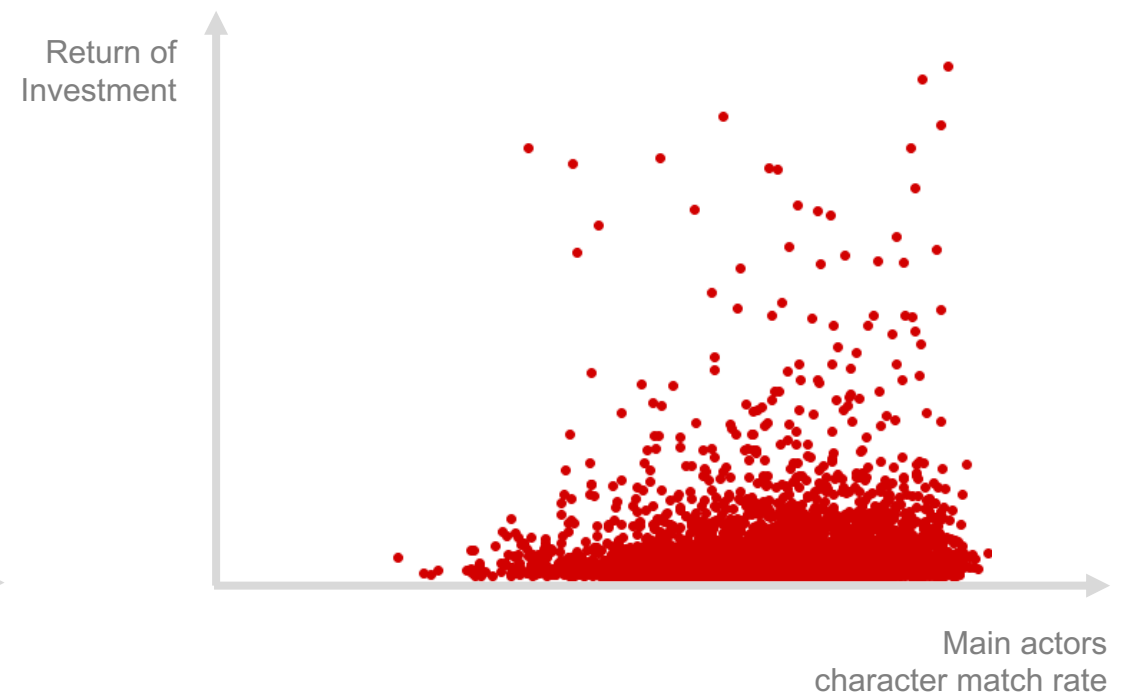


ACTOR POPULARITY & ACTOR MATCH

US – 6200 FILMS



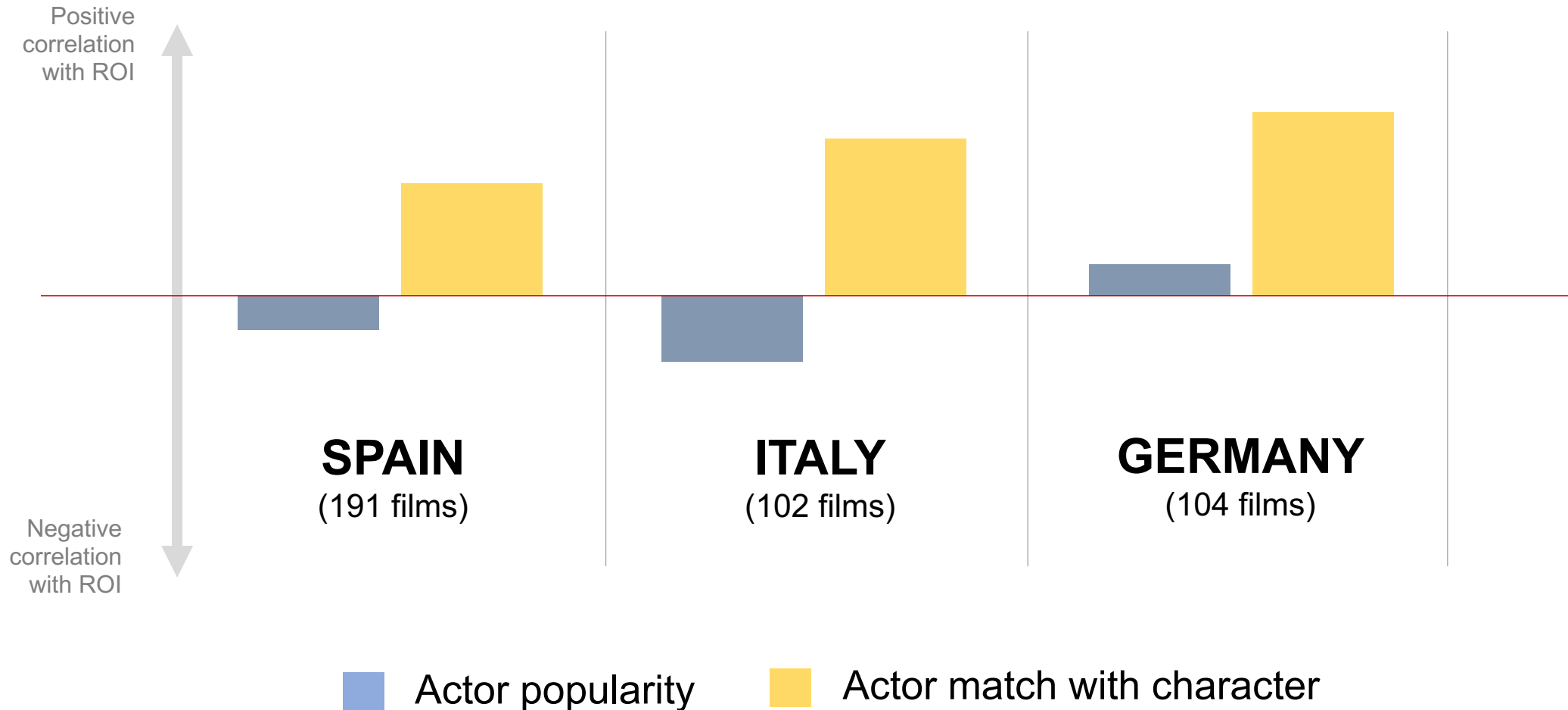
-0.07
Correlation score



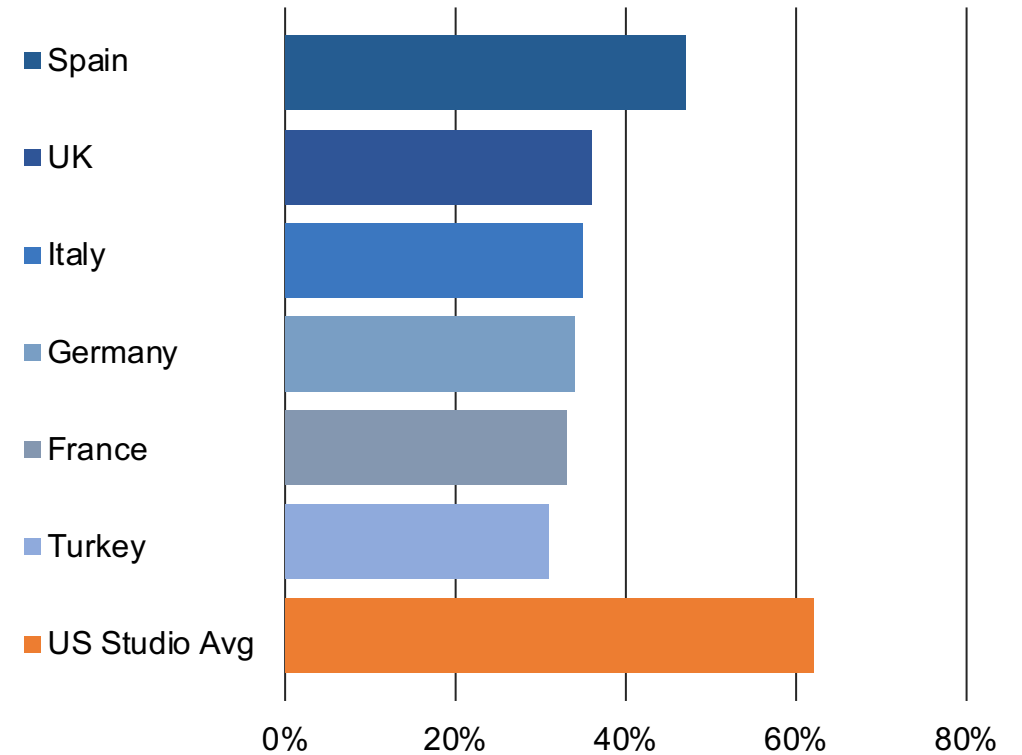
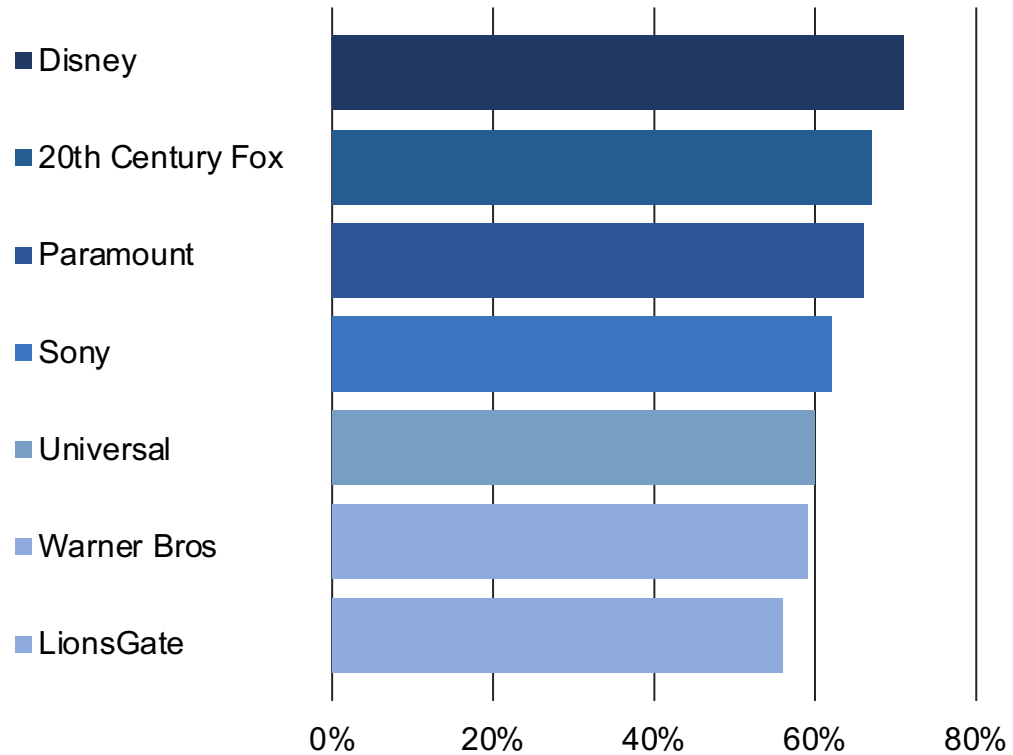
0.10
Correlation score

ACTOR POPULARITY & ACTOR MATCH

vs RETURN OF INVESTMENT



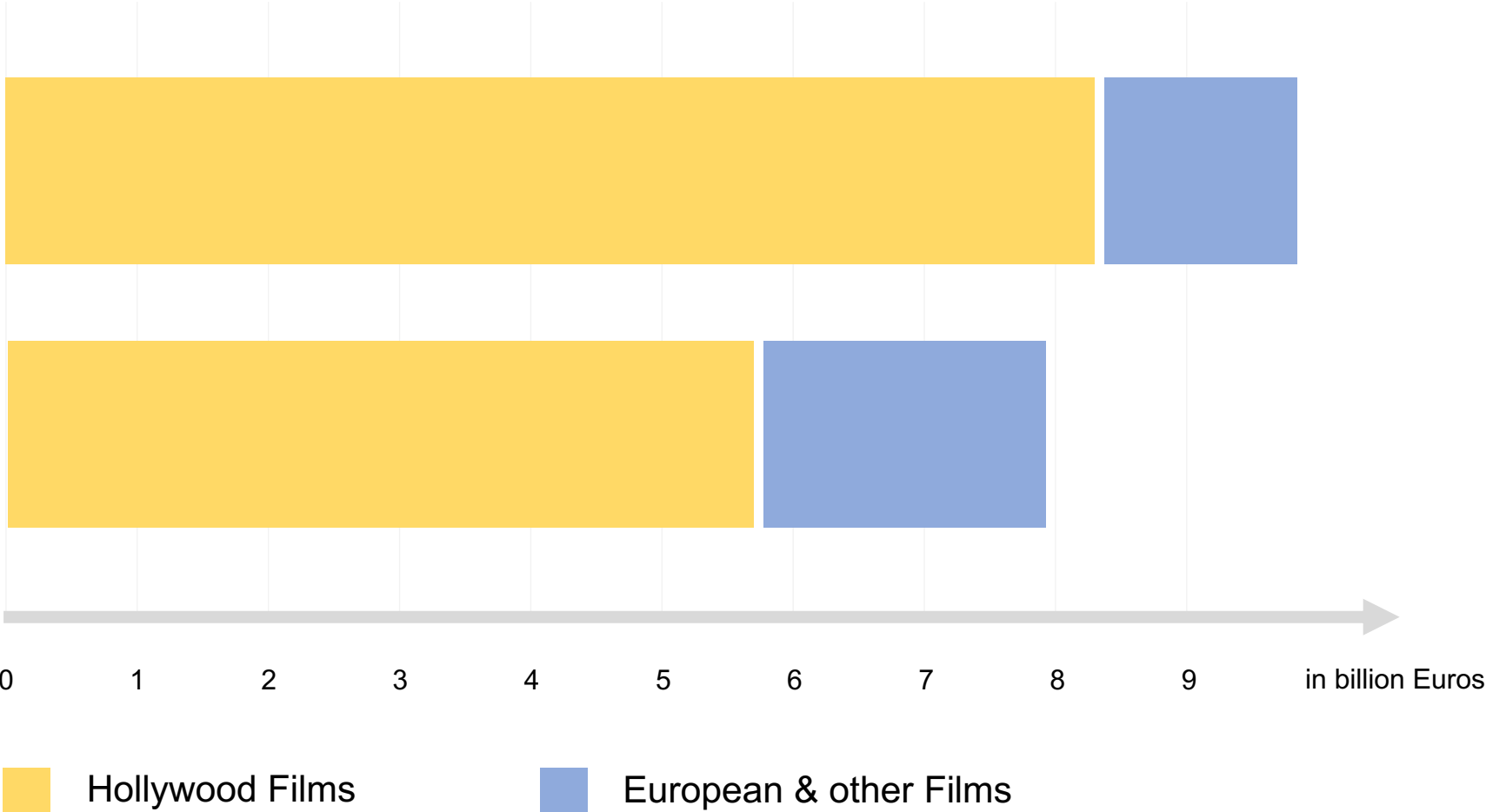
Industry success (Films made Gross BO > 2xBudget)



REVENUE SHARE – US vs EUROPE

2018
US Box Office
1.2B Admissions

2018
Europe - EAO Box Office
2.5B Admissions



FILM INVESTMENTS 2018

US

1800

Films released in US

8

Billion Euros / Total
production spending

4.4M Euros per film /
average production spending

EUROPE

1500

Films released in Europe

2

Billion Euros / Total
production spending

1.3M Euros per film /
average production spending

* REFERENCE: <https://rm.coe.int/fiction-film-financing-in-europe-big-picture-book/168094f6aa>

<https://parlaystudios.com/blog/feature-film-budget-breakdown/#:~:text=The%20Average%20Cost%20to%20Produce,between%20%2470%20and%20%2490%20million.>

BOX OFFICE COMPARISONS

(2019)

COUNTRY	WEEKLY # HOLLYWOOD FILMS	WEEKLY # LOCAL FILMS	WEEKLY # OTHER FILMS
SPAIN	75%	17%	8%
ITALY	64%	19%	17%
GERMANY	66%	13%	21%
SWITZERLAND	88%	0%	12%
UK	70%	24%	6%
FRANCE	57%	38%	5%
TURKEY	35%	55%	10%
US	90%	90%	10%

The distributions of
weekly box office
movies in top 10

USING AI IN THE MOVIE PRODUCTION

Sami Arpa

The initiative is supported by

