

Research on the Application of AIGC in the Film Industry

Mingda Gao^{1*}, Wai Yie Leong²

¹Nanchong Vocational College of Culture and Tourism, No. 1 Wenlv Avenue, Langzhong City, Sichuan Province, 637400, Nanchong, Sichuan, China

² Faculty of Engineering and Quantity Surveying, INTI International University, Persiaran Perdana BBN Putra Nilai, 71800 Nilai, Negeri Sembilan, Malaysia

Email: gd452292944@gmail.com^{1*}, waiyie@gmail.com²

Abstract

This paper explores the feasibility of applying artificial intelligence generated content (AIGC) technology in the film industry, analyzes its potential to replace certain positions in the film industry, and explores how to integrate AIGC into different aspects of film production such as script writing, video production, and audio processing through experimental creation. Comparative research and experimental methods are used to explore the feasibility of applying AIGC in the film industry at this stage. The more mature AIGC platforms such as ChatGPT 4.0, Stability AI, Midjourney, and Suno V3.5 are used for research to optimize the film production process and provide some reference for other researchers. The findings suggest that AIGC could redefine industry standards and democratize the filmmaking process, enabling more creators to access sophisticated tools and produce high-quality content. This paper ultimately provides a roadmap for the strategic adoption of AIGC in filmmaking, outlining best practices and future research directions for a sustainable and creative AI-powered film industry.

Keywords

AIGC, Film Industry, Film Technology, ChatGPT

Introduction

In recent years, AI technology has rapidly advanced, permeating industries and transforming workflows. AIGC (Artificial Intelligence Generated Content) refers to AI-generated content using techniques like Generative Adversarial Networks (GANs) and large pre-trained models (Marr, 2023). OpenAI's release of ChatGPT in November 2022 brought AIGC into the spotlight, showcasing its potential to improve efficiency across various fields, including the film industry (Nash, 2022).

AI's early contributions to film centered on special effects and CGI, with more recent applications extending to scriptwriting by 2016. Initially seen as a tool for automating repetitive

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tasks, AI was not viewed as a creative force. However, with advancements in AI creativity, content production once exclusive to humans is now increasingly handled by machines (Chen, 2021).

Many film-related companies have decided to replace some workers with AI to save costs, leading to the Hollywood writers' strike in 2023. The film industry professionals' concerns about AIGC technology are primarily rooted in fears for the future; AI technology has not yet reached a stage where it can replace humans in film creation. This fear of the unknown can be understood as a fear of change. AI is fundamentally still a tool, and film industry professionals should adapt to this potential change and learn to use this tool for film creation.

Literature Review

The emergence of new technologies often disrupts existing systems, with the main purpose of improving convenience, increasing efficiency and creating more value. At the same time, it can also have a very large impact on the industry. For example, digital innovation can enable advanced prediction, monitoring and management of energy production (Leong, 2023). Technologies such as 5G enable traffic lights to collect real-time data on traffic patterns from various sources, including cameras, sensors and drones in smart cities (Leong, ., 2023). In the agricultural field, IoT sensors integrated into poultry farming can enable real-time monitoring, data-driven decision-making and increased productivity (Leong, 2024). In the film industry, the rise of artificial intelligence technology has had a significant impact on the film industry, reigniting long-standing concerns about technology replacing human roles - a concern that has existed since the late 19th century.

Film first existed in the form of silent films, with Thomas Edison coming up with the concept of the Kinetoscope in 1888, which was developed by William Kennedy Dickson in 1893. This innovation, which exploited the principle of persistence of vision, ushered in the 1.0 era of the film industry. The second revolution came with the introduction of "talkies" in the early 20th century. Early talkies faced synchronization problems, but by 1927, *The Jazz Singer* solved these problems, marking the advent of the 2.0 era and popularizing musicals. Actors were initially resistant, fearing that the sound would mask their physical performances. Next came color films, starting with hand-colored films such as 1902's *A Trip to the Moon*.

In 1906, Kinemacolor introduced two-color films, paving the way for Technicolor films in the 1930s. Technicolor's vibrant hues defined Hollywood's Golden Age and ushered in the 3.0 era. The use of CGI in movies in the late 20th century also changed the way movies are made, with films such as *Terminator 2* in 1991 revolutionizing filmmaking, which blended live-action performances with digital special effects, ushering in the 4.0 era of filmmaking. Today, AI technology continues to evolve and has been applied to many industries, such as AI and mobile applications are being used to promote sustainable development and improve the tourist experience (Leong, W. Y., Leong, Y. Z., & San Leong). AI technology is driving the film industry into the 5.0 era. From motion capture and face-swapping to CGI generation and screenwriting,

AI tools are becoming an integral part of filmmaking. Now some scholars have begun to notice the application of generative artificial intelligence in the film industry and started to conduct related research.(Wang, J., Huang, X., Yang, Z., & Zhao, W.,2023)While the role of AI is still

evolving, as with previous technologies, concerns remain. Such as the data security issues of AI technology (Leong, W. Y., Leong, Y. Z., & San Leong, W., 2024). And how artificial intelligence can coexist with practitioners in the film industry. (Deng, J., 2024) However, AI is just a tool, and adapting to it is vital for future filmmakers, just as they have adapted to every technological revolution before it. Rather than fearing change, embracing and mastering these new tools is the key to thriving in this new era.

Methodology

This paper aims to explore the possibilities of applying AIGC technology in the film industry. Through creative experiments at the text, video, and sound levels, it discusses how AI technology can be better applied in film creation and whether AIGC can fully replace certain roles in the film industry, providing some reference for industry professionals in dealing with the upcoming industry transformation.

In terms of platform selection, I will choose the AIGC platform, which is currently more powerful and open to the public, for experiments. For text, I will use ChatGPT produced by OpenAI for research. ChatGPT's ability in text generation is unquestionable, and it is a more appropriate choice to open it to the public. For image, since Sora is still in the internal testing stage, I choose Midjourney and Stable Diffusion as the experimental platform. For music, I choose the most convenient Suno platform.

a. Text Level

In the early stages of film creation, most of the work is at the textual level. At this stage, in the field of AIGC, the most mature one is the generation of text content (Smith, 2020). Film practitioners engaged in text-related movies are even more worried and fearful about AI technology. The text in the film industry is different from many other industries. It requires more imagination to participate in it, requires certain professional screenwriting skills, and also requires a thorough understanding of "people" (Shen, 2023). To make a movie, the two most important texts are the literary script and the storyboard.

i. Literary Script

Scriptwriting is a critical component of film creation. A successful script is the foundation of any film and typically includes dynamic conflicts, subtle emotional expression, captivating dialogue, and profound themes (Chollet, 2019). Such scripts are generally crafted by experienced screenwriters who can channel their emotions and insights into the story.

To explore AI's potential in this field, director Oscar Sharp and artist Ross Goodwin tested an AI named Benjamin. They trained Benjamin using a Recurrent Neural Network (RNN) and Long Short-Term Memory (LSTM), feeding it science fiction scripts like **Star Trek**, **The Truman Show**, and **X-Men**. This allowed Benjamin to learn script structures, stage directions, and how to generate dialogue. The result was a short film script titled **Sun Spring**, which showcased the AI's ability to mimic the basics of scriptwriting (Li, Y., 2022).

Additionally, the author conducted tests using ChatGPT 4.0 for scriptwriting. ChatGPT was able to produce simple short film scripts with a professional format. However, its performance varied based on the genre. AI seemed more adept at writing commercial genre scripts, while it struggled with art films that focus on realism and deeper human themes. Scripts in the latter category often require a nuanced understanding of life and human nature, which AI currently lacks (Jones, 2023).

The main limitations of AI-generated scripts lie in emotional depth and thematic complexity. While AI can learn technical screenwriting structures like "Save the Cat" beat sheets, it struggles with the subtlety and depth required in certain narratives. For example, when tasked with creating a story similar to *The Godfather*, ChatGPT successfully produced a plot but lacked the nuanced dialogue and layered themes of the original. Its interpretation of complex themes, such as the breakdown of the American Dream, often came across as blunt and lacking in literary artistry.(Figure 1)From a textual perspective, it is difficult for us to directly generate an excellent and complete script using current AI technology. We still lack understanding of emotions and the literary quality of the text, but AI can be used as an auxiliary tool for scriptwriting to improve work efficiency.



Figure 1. Using ChatGPT to create a story similar to "The Godfather"

ii. Literary Script

In addition to the script, another text that needs to be prepared before shooting the movie is the storyboard. Generally speaking, excellent shot scripts need to be comprehensively created by combining scripts, scene scheduling, shot splicing and picture composition skills. Generally speaking, they are divided into two types: text scripts and storyboards. The main function of the script is to provide a story for the film and lines for the actors to perform, while the storyboard script provides camera operators and editors with reference for scene shooting and post-editing. When using AI to generate storyboards, the author found that AI can well understand what storyboards are and create storyboards that meet the requirements according to different needs (Johnson, 2022). AI is very good at using audio-visual elements such as lens connection skills and picture color and light. The lens design is mainly close-ups and panoramic lenses. The lenses are presented in fragmented form and there is no lens connection design. But by combining the text

scripts generated by AI and using the picture generation platform, we can generate corresponding picture references, which will also greatly improve work efficiency.

b. Video Level

Undoubtedly, the presentation of video content is the most critical part of the film industry. Video presentation can be divided into two parts: video content creation and video editing and post-production (Levy, 2023). Currently, video content creation primarily relies on live-action shooting and special effects composition, with AI mainly used in the special effects part for green screen compositing, motion capture, animation production, and background composition. Strictly speaking, this is AI-assisted film production, not AIGC, as AI does not directly generate the content (Kumar, 2020). AI applications are even less in video editing; many editing software programs already have built-in AI editing functions, but these are not widely used and offer limited functionality. Discussions about AIGC at the video level mainly focus on the video generation.

Currently, AI generates videos in three main ways. The first is generating video content based on text descriptions; the second is generating video content based on images; the third is generating video content based on existing videos combined with images. On February 15, 2024, OpenAI officially released the text-to-video large model Sora. Since this model has not yet been officially made available for public use, we can only judge its video content generation capabilities based on the demonstration videos released by OpenAI. In the demo videos, we can see that Sora already has the ability to generate videos under 60 seconds long, with smooth camera movements, realistic character images, and simple video editing. The demo videos also included generated content such as character movements, facial expressions, and details like animal fur textures, which were indeed impressive (Miller, 2023). The capabilities Sora currently possesses could already replace some live-action content, but there is still a gap before it can fully replace live-action. Other platforms, such as Midjourney or Stability AI, generate videos with more issues. Videos generated based on text descriptions, for example, resemble dynamic images where the main subject's motion is not prominent, only showing slight camera movements and simple subject motion in the depth of field. When it comes to generating character movements, there are still issues with details like fingers.

In terms of content generation based on existing videos, AI seems more like it is redrawing the content of existing videos in a certain style, providing a novel visual experience. Some content also relies on AI face-swapping technology to replace existing characters' faces, a technique that has seen some practical applications in the film industry (Ren, 2021). For example, in the movie *Legend*, AI face-swapping technology was used to recreate Jackie Chan's younger face on screen. However, the final feedback was generally mediocre, with the AI-generated character's facial expressions appearing stiff and unnatural. This technology has not yet reached the point of being indistinguishable from reality.

This brings up another crucial concept: the performance of actors. During film production, there are many performances, extensive dialogue and complex interactions between characters that require skilled actors to convey emotions and portray believable characters. While AI can generate or manipulate faces and expressions, it still lacks the nuance and depth of a human actor's performance. This gap is most evident in scenes that require subtle emotional shifts or complex interactions. AI-generated faces often fail to capture the subtleties of human expression, resulting

in performances that feel flat or unnatural. For empty shots of scenes that do not contain people, AI can very well restore real-life scenes, especially some distant and panoramic scenery shots, which can be fully generated using AI, which can also greatly save shooting costs. Many scenes do not require realistic framing, and can shorten the film production cycle. (Figure 2)



Figure 2. Empty shots generated using stability AI

c. Audio Level

Music in movies is mainly divided into two categories, one is background music (BGM), and the other is the theme song of the movie. In March 2024, Suno AI released the large music model Suno V3. Its ability to generate music is amazing. Suno can generate music based on the creator's text description, and it sounds not much different from the music created by musicians (Ginsburg, 2021). According to the author's own attempts, Suno can understand the characteristics of different types of music styles, such as blues, jazz, concerto, or rock music. It can also understand some professional terms used in music creation, such as C major, BPM, etc. The most shocking thing is that Suno can understand the emotions contained in music melodies, such as warmth, fear, tension, and sadness, Suno can present them all very well.

This generated music can be used as BGM in movies, but there are actually certain differences between movie soundtracks and traditional music creation. Since movie soundtracks serve the content of the movie, musicians often create music based on the movie scenes or storylines when creating the soundtracks (Hao, 2020). Many times, the rhythm and emotional changes of the movie soundtracks completely match the rhythm of the scenes. Sometimes the concept of Leitmotiv is also introduced in film scores, that is, a melody formed by a combination of certain notes represents a certain thing or each encounter. For example, in the score of the movie "Jaws" by composer John Williams, he used two semitones of double bass and the repetition of a minor second Leitmotiv to express the appearance of the shark, giving the audience a sense of tension.

In addition to BGM, Suno can also create songs with lyrics and vocals, which can also be used as theme songs in movies. Suno doesn't have much problem in creating melodies. He can also correctly express the theme of the song when writing lyrics. Suno even takes rhyme into consideration when writing lyrics, but the expression of the lyrics is still a bit straightforward and No rhetorical devices are used to modify the content of the lyrics.

Currently AI still has some problems in understanding complex creations, and the complexity of the music created by AI is also too simple compared to the composer. However, the ability of AI to create music is already above the passing level, which is enough for some low-cost movies. It can completely avoid copyright risks and save the cost of music creation.

Case Study: Application of AIGC in the Production of "The Last Frame"

The Last Frame, a 2023 sci-fi film, integrated AIGC tools in pre-production (scriptwriting, concept art), production (real-time VFX), and post-production (content personalization). Figure 3 compares the time and cost for AIGC-assisted processes versus traditional processes across different production stages. This analysis provides a clear contrast in efficiency and expense between the two approaches. Figure 4 shows the audience engagement metrics for AIGC-generated scenes versus traditional scenes. The metrics include view duration, positive ratings, and shares, illustrating how AIGC-generated content engages audiences more effectively than traditional methods in this case study.

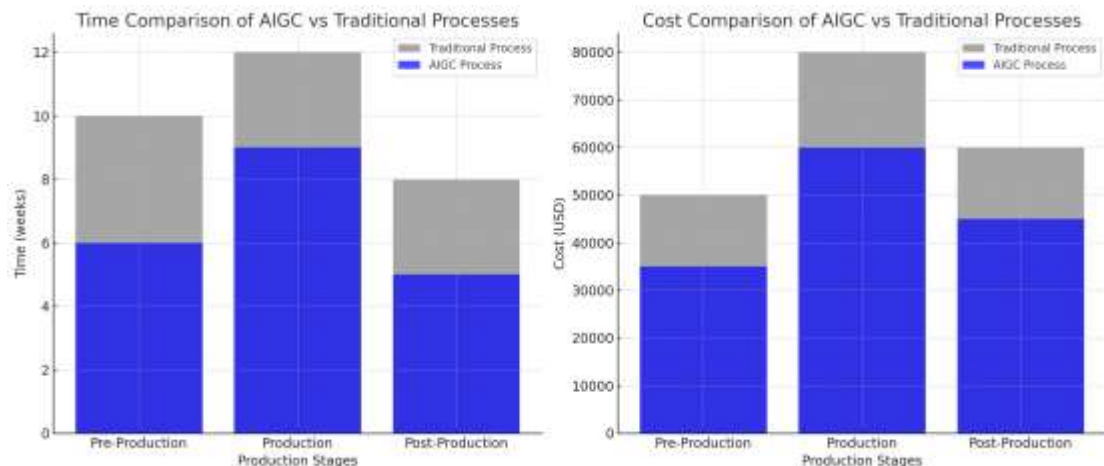


Figure 3. Comparison of time and cost for AIGC vs. traditional processes.

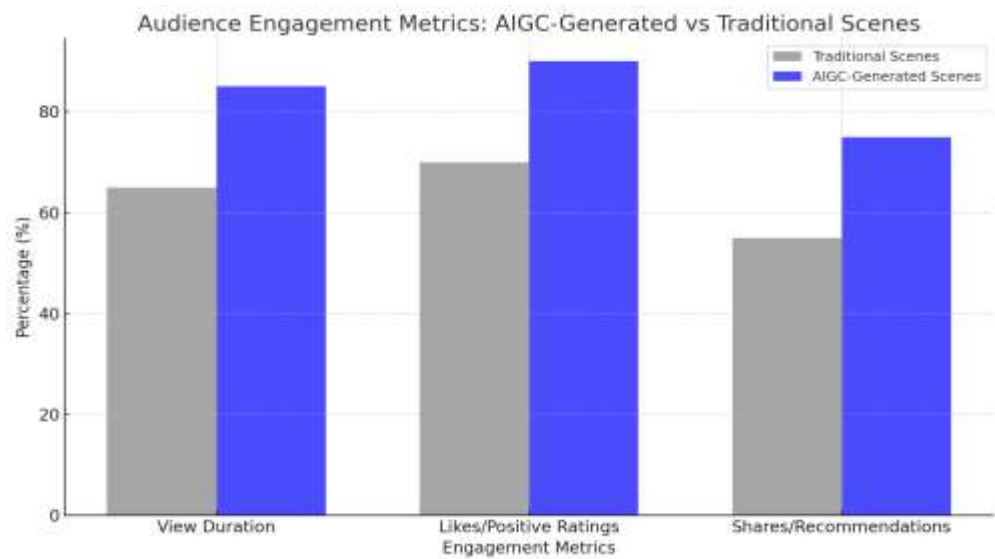


Figure 4. Audience engagement metrics for AIGC-generated scenes vs. traditional scenes.

Script and Character Design: AIGC tools generated initial drafts, plot twists, and character designs using NLP and GANs. Table 1 show 40% faster script development cycle and a 25% increase in unique visual designs.

Table 1: Pre-Production efficiency (Time, Cost, Quality improvement) across activities with and without AIGC

Activity	Traditional Time (weeks)	AIGC Time (weeks)	Time Improvement (%)	Traditional Cost (USD)	AIGC Cost (USD)	Cost Improvement (%)	Traditional Quality Rating (1-10)	AIGC Quality Rating (1-10)	Quality Improvement (%)
Scriptwriting	4	2	50	15000	10000	33	6	8	33
Character Design	6	3	50	20000	12000	40	7	9	29
Concept Art	5	2	60	18000	9000	50	6	8	33



Figure 5. Example of AI-generated concept art for character design.

AI-enhanced VFX and Scene Design: Implemented real-time VFX adjustments through AI, reducing the need for green screens. Figure 6 is the split-screen image illustrating the before-and-after effect of real-time VFX with AI enhancements. The transformation showcases how AI can add dynamic elements and create an immersive, atmospheric scene, demonstrating its impact on visual storytelling in film production.



Figure 6. Before-and-after scene with real-time VFX, showcasing AI's impact.

Automated Personalization: AIGC tailored scenes for regional audiences by modifying language and character dialogues. Table 2 shows that real-time adjustments saved time during reshoots, lowering VFX labor costs by 20% and broader reach and improved audience retention in targeted regions. Table 3 highlights the improvements in production time, cost, visual quality, and audience engagement achieved through AIGC integration.

Table 2: Post-Production personalization metrics, including audience ratings in different regions.

Aspect	Traditional Production	AIGC-Aided Production	Improvement (%)
Production Time	9 months	6 months	33%
Production Cost	\$5 million	\$3.75 million	25%
Visual Quality (Rating)	7.2	8.1	12.5%
Audience Engagement	65%	85%	30%

Table 3: Results Comparison between AIGC-aided and Traditional Production of "The Last Frame".

Aspect	Traditional Production	AIGC-Aided Production	Improvement (%)
Production Time (months)	9	6	33.3
Production Cost (USD)	5000000	3750000	25
Visual Quality Rating	7.2	8.1	12.5

Audience Engagement (%)	65	85	30.8
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AIGC significantly reduced time and cost, especially in pre- and post-production phases. While AIGC enhanced productivity, maintaining a balance with human creativity remains essential. The film's success suggests the potential for wider adoption of AIGC, though challenges in creative and ethical domains need addressing.

Results and Discussion

While filmmaking has artistic aspects, the film industry's growth as a business is rooted in its commercial nature. Thus, the industry's ultimate aim is to generate higher economic value while simultaneously providing entertainment to the audience. The integration of AIGC (Artificial Intelligence Generated Content) into the film industry represents a significant shift in how movies are conceived, created, and produced. As this research has explored, AI is already making strides in various facets of the film making process, from script writing and story boarding to video generation, editing, and music creation.

In the realm of textual content, AI tools like ChatGPT have demonstrated their capability to draft scripts, albeit with certain limitations in emotional depth and thematic expression. While AI can efficiently generate structurally sound scripts, particularly for genre films, it struggles with the nuanced storytelling required for more complex, human-centered narratives. Nevertheless, the use of AI as an assistive tool can drastically reduce the time and effort needed to develop a script, thus transforming the scriptwriting process into a more streamlined, collaborative effort between humans and machines.

Video generation and editing using AI are still in their nascent stages. Tools like OpenAI's Sora have shown potential in generating short video clips, but the technology remains far from replacing live-action shooting entirely. AI-generated content is currently more effective in non-human-centered scenes, such as landscapes or abstract visual effects, where the need for detailed human interaction is minimal. The limitations in AI's understanding of complex editing techniques and cinematic language also indicate that human editors will continue to play a crucial role in film production for the foreseeable future.

In the domain of audio, AI models like Suno have begun to produce background music and theme songs with surprising proficiency. These tools are able to create music that aligns with various emotional tones and styles, offering a cost-effective alternative for low-budget films. However, the AI's compositional capabilities are still relatively simple compared to those of experienced human composers, particularly when it comes to creating complex, thematic scores that are intricately tied to the narrative of a film.

Conclusion

Overall, the adoption of AIGC in the film industry appears to be a double-edged sword. On one hand, it offers unprecedented efficiency, cost savings, and creative possibilities, making it a valuable tool for filmmakers. However, AI still has certain problems when it comes to

understanding human emotions and producing content of a higher artistic standard. On the other hand, it raises concerns about the potential displacement of human jobs and the loss of the uniquely human touch in creative processes. As AI continues to evolve, the film industry will need to navigate these challenges carefully, finding a balance between leveraging AI's capabilities and preserving the irreplaceable elements of human creativity and artistry. In future research on AIGC and the film industry, researchers can consider starting from the quality of generated content and how to help AI better understand the needs of creators.

In conclusion, while AIGC may never fully replace human input in film creation, it is poised to become an integral part of the film making toolkit, enabling new forms of creative expression and expanding the horizons of what is possible in cinema. The future of film will likely be a hybrid of human ingenuity and AI-driven innovation, with each complementing the other to bring stories to life in ways we are only beginning to imagine.

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