

AI & Cinema 2026

Navigating AI Dependency:
A Survival Guide
for European Producers



Editorial

“Simplifying and improving producers’ lives through technology is at the core of Cascade8. AI is an essential part of this journey. The dominance of American AI tools—which the entire industry uses—raises concrete questions that many are asking... or will have to ask.

A structural imbalance exists and requires us to use these tools with clear-eyed judgment. Understanding precisely where the asymmetry lies—which tools pose a real risk and which ones allow for manageable risks—is essential for making informed choices rather than ideological ones.

This white paper is our (modest!) contribution to this discussion.”

Yannick Bossenmeyer, CEO, Cascade8

Executive summary

Most of the AI tools adopted by the film industry are American. This reflects a profound structural imbalance in terms of invested capital, fundamental models developed, and speed of adoption.

An imbalance on multiple levels : *European dependence affects infrastructure, commercial opportunities, and storytelling itself. Tools trained on predominantly American datasets exert normative pressure on what is deemed bankable, on what is generated in terms of images, voices, and sets, and influence European “soft power.”*

Two risk regimes : *Generative AI creates a real legal risk regarding the chain of title. Clean AI solutions exist, but they have their drawbacks. It also creates a risk of relevance: trained on American data, it produces culturally biased outputs. Analytical AI does not create legal risk, but an equivalent risk of relevance: calibrated for the U.S. market, it poorly predicts European projects and does not understand the specificities of financing and distribution in European independent cinema.*

Europe is making progress : *Some European tools address real niches that American ones have no reason to cover. Their strength is also their weakness: the most relevant ones for European producers are often the least exportable, as their value lies precisely in their roots in local mechanisms.*

This guide’s recommendation to producers: *Not to avoid American tools—which are often unavoidable—but to understand, for each one, what is required of it, in what context it is reliable, and when a European alternative offers a real advantage. This is the prerequisite for making practical, on-the-ground decisions rather than knee-jerk ones.*



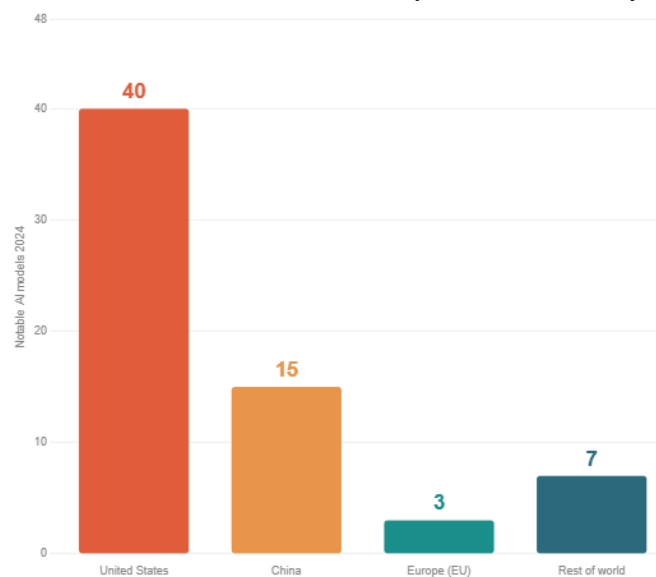
**United States vs.
Europe:
a structural
imbalance that
requires a clear-
eyed approach
to choosing AI
tools**

The underlying asymmetry

This imbalance is not a problem unique to the audiovisual sector; it is the reflection in the film industry of a dynamic affecting the entire European economy.

The United States produces the intellectual and technological infrastructure for global AI. Europe produces very little of it, and even the most advanced European tools rely on American foundations. Thus, in 2024, the US produced 40 notable AI models (fundamental technological building blocks, such as GPT-4 or Mistral, upon which applications like Midjourney or Runway are built) compared to 3 in Europe¹.

Fig. 1 — Notable foundational AI models produced in 2024 by region



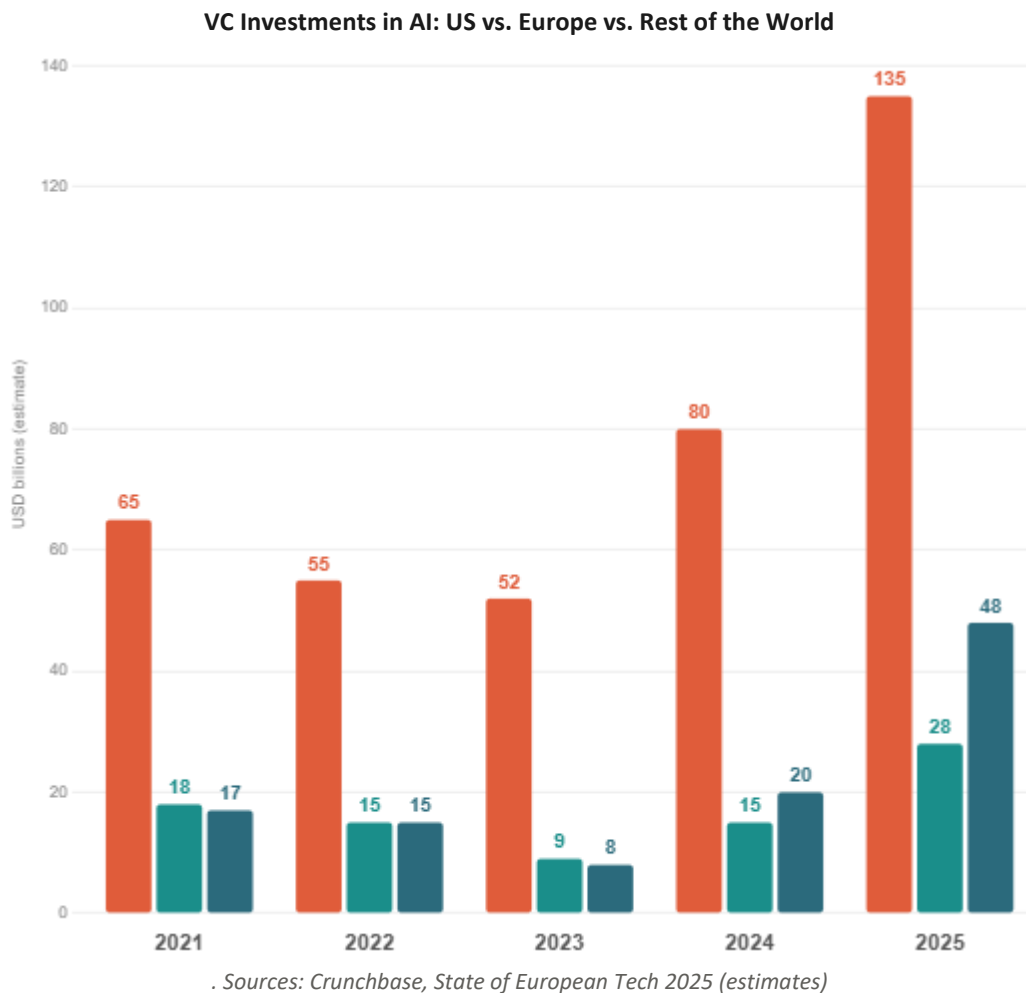
40 notable models in the US versus 3 in Europe (Stanford HAI 2025).

This trend is also reflected in investment strategies: The United States dominates overwhelmingly and has been widening the gap since 2023. Europe is making progress—but on a vastly smaller scale. Thus, the US captures 75% of global AI venture capital compared to 6% for Europe².

This macro-level imbalance automatically affects the funding of sector-specific tools, including those dedicated to the film industry. The figures on venture capital funding these technological innovations demonstrate this.

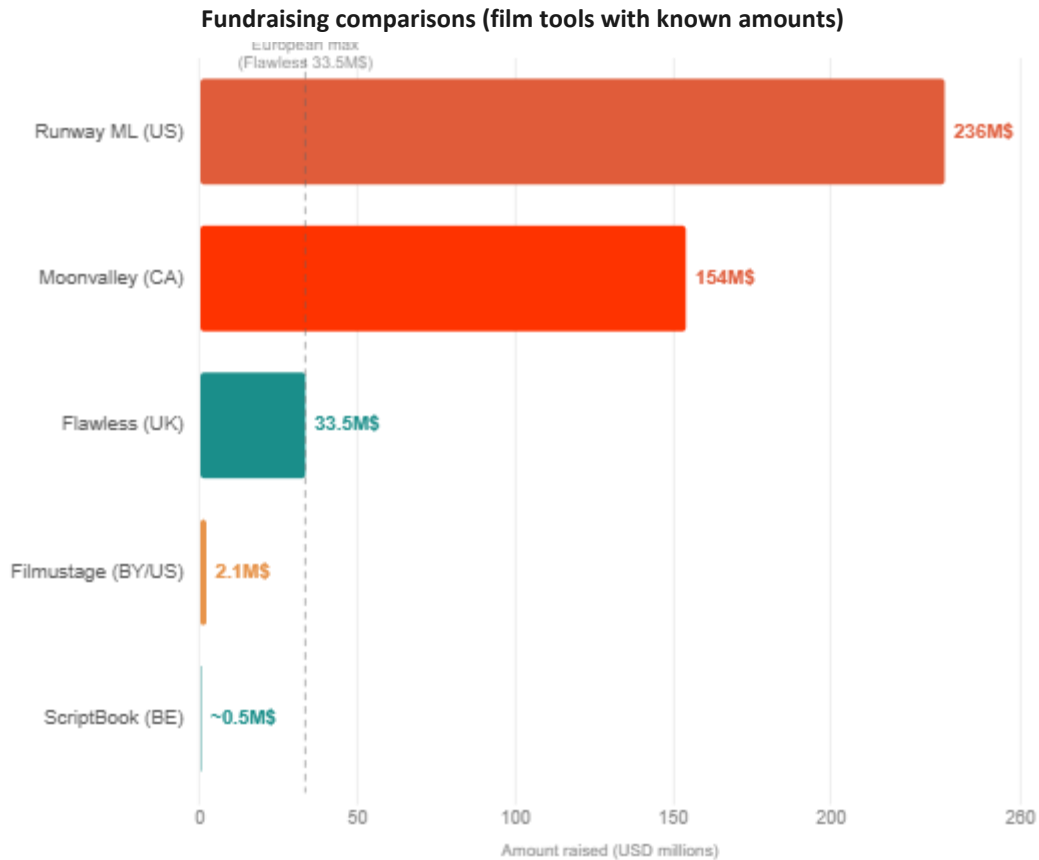
¹ Stanford Institute for Human-Centered AI (HAI), *Artificial Intelligence Index Report 2025*, April 2025.

² OECD, "Venture Capital Investments in Artificial Intelligence Through 2025," OECD Policy Briefs, No. 50, February 2026



The capital imbalance in the film industry specifically

The amounts raised by AI projects applied to the film industry directly reflect Europe's lag: American tools have the resources to develop, iterate, and dominate the market at a pace that European tools cannot keep up with.



Only tools with publicly available funding amounts are shown. Sources: Crunchbase, Tracxn, PitchBook (2025)

The reason is structural: an American platform launches with immediate access to a market of 330 million people sharing a common language, legal framework, and technical standards, as well as platforms (Netflix, Amazon, Disney+) that become direct clients and bankable references for investors. A European tool is born into a market fragmented across 24 languages, with divergent contractual practices and no major domestic studio serving as an anchor client.

Filmustage (an AI tool that transforms a screenplay into a ready-to-use production plan) illustrates the consequence of this imbalance: founded by Belarusians living in Portugal and Lithuania, the company ultimately relocated to the United States. Not out of cultural preference, but because it is a prerequisite for accessing American capital and clients.

At the European level, public policies have been implemented to try to address this disparity:

- The **Creative Europe MEDIA** program funds the development of digital tools for the audiovisual sector.
- **The AI Act**, which has been phased in since 2024, imposes transparency requirements on training data, which could ultimately give European tools

developed in compliance an advantage over American tools trained on unlicensed data.

- In 2025, the European Commission also launched **a harmonized framework for measuring AI investments in partnership with the OECD**, a first step toward greater visibility of the European deficit.
- **National policies** are also being implemented by the CNC in France, Inosuisse in Switzerland...

But these initiatives do not bridge the private capital gap in the short term. A MEDIA program funds the development of a tool but does not replace a \$50 million Series A round. The regulatory and linguistic fragmentation of the European market remains the structural barrier that no public policy has yet resolved.

The data deficit: Europe lacks information about itself

Beyond capital, Europe's lag is also a data deficit. Predictive AI tools are only as good as the data they are trained on...and in this regard, Europe starts with a fundamental disadvantage.

The Crescine 2025 study identified several structural barriers preventing Europe from building the data infrastructure necessary for analytical AI tools to be as reliable in European markets as they are in the U.S. market.

Among them:

- Insufficient small-market data: individual European markets are too small to train high-performing models without cross-border aggregation.
- GDPR friction: the European regulatory framework (while it has advantages) creates additional constraints on the collection and sharing of performance data.
- Cost and lack of expertise: independent firms lack both the resources and the skills to build high-quality databases.

As a result, for a producer, a tool trained on U.S. data does a poor job of predicting the success of a European project.

The invisible dependency: cloud infrastructure and AI chips

The imbalance between Europe and the United States is not limited to models and capital. It rests on two equally fundamental technological layers: the servers that host the data, and the chips that run the models.

The CLOUD Act: a potential risk for certain European data

When a European producer uses ChatGPT or Runway, their scripts, contracts, and budgets pass through U.S. cloud infrastructures—AWS, Azure, Google Cloud. The Clarifying Lawful Overseas Use of Data Act (CLOUD Act), adopted in 2018*, authorizes U.S. authorities to demand access to this data from U.S. operators, even if it is physically hosted in Europe.

This risk is, however, limited: it applies in the context of criminal or national security investigations, not for general commercial access to data.

Nvidia: the hardware bottleneck

All AI models, both American and European, run primarily on Nvidia chips. Nvidia's market share in chips dedicated to AI training and inference exceeds 80% by value³. There is no European leader in this segment. Even though the primary chip manufacturer, TSMC, is Taiwanese, the leading designers (Nvidia, AMD, Intel) remain American.

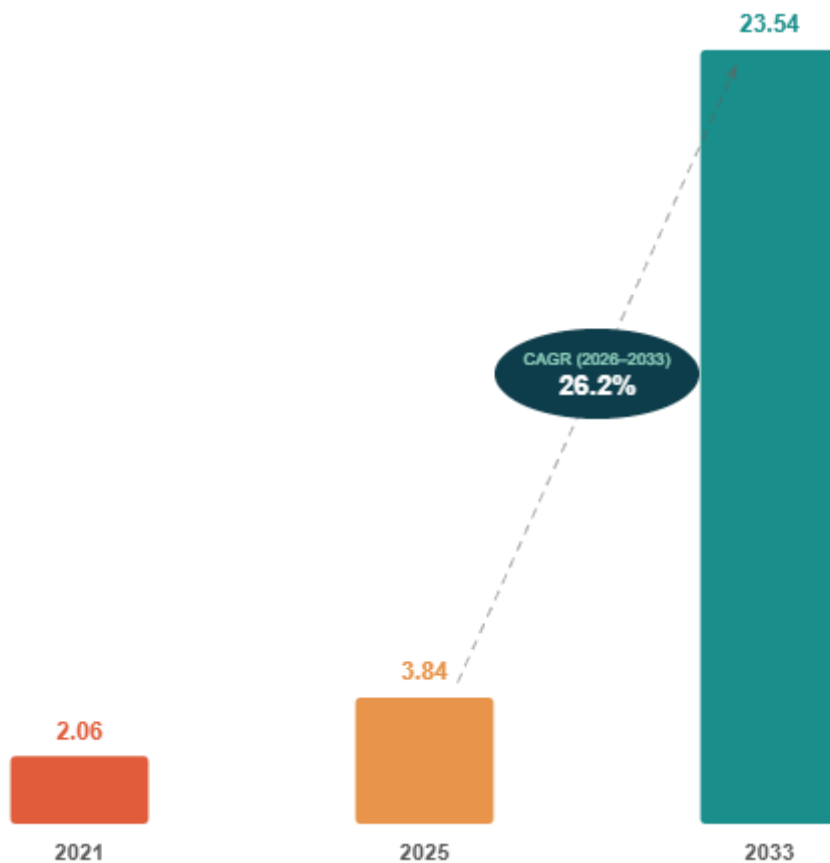
This does not pose an immediate risk to individual producers, as access to SaaS tools does not require owning chips. But it means that the entire AI innovation chain, including the most sovereign European initiatives, remains dependent on hardware infrastructure to which Europe has no control over access.

³ Jon Peddie Research, "AI Chip Market Analysis," 2025; confirmed by Nvidia's revenue data: \$130 billion in revenue in FY2025, 87% of which came from the Data Center segment.

Do American producers use AI more than Europeans?

AI is a fundamental trend in the evolution of the global film industry. Producers will likely have to adapt to it and, beyond that, learn to seize the opportunities it presents.

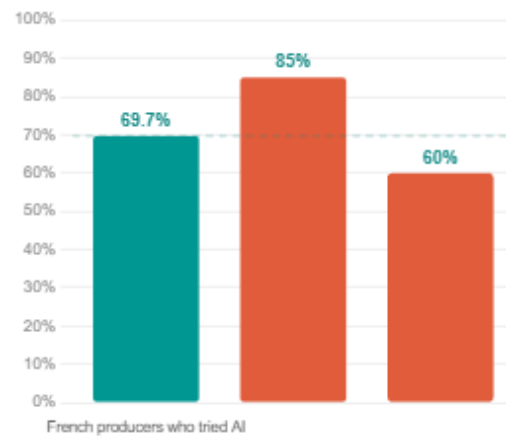
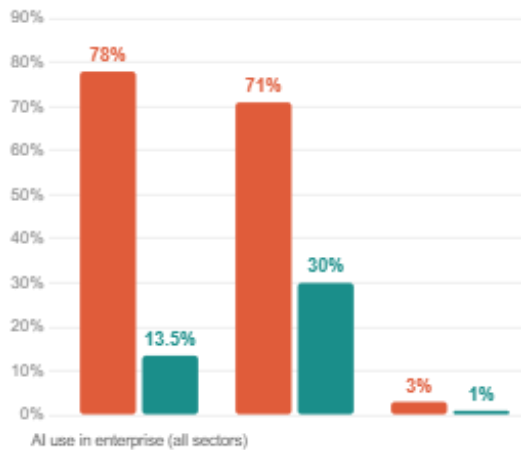
Global AI in Filmmaking Market Size (USD Billion) ⁴



Within this general trend, American producers have already adopted AI tools to a greater extent than their European counterparts. And the gap is widening.

Fig. 2.2 — AI Adoption: United States vs. Europe in the Film Industry

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Less than 3% of major American studios' production budgets go toward generative AI tools, but 7% of their operating expenses are already shifting toward AI tools (contract management, scheduling, marketing, dubbing). Early adopters are already seeing productivity gains of 5 to 10% in certain development and pre-production applications⁵.

In Europe, this share of operational expenses is likely less than 2%—but there is no international benchmark allowing for a direct comparison. This lack of data is itself telling.

One important caveat, however: **even in the United States, adoption remains cautious and uneven.** Major studios are moving slowly on generative creation, due to legal risks and resistance from the guilds. At the same time, empirical evidence suggests that creators of short-form content (YouTube, TikTok, Instagram) and independent filmmakers with small budgets are adopting tools like Runway, ElevenLabs, or Midjourney much more quickly. This is likely because they have less to lose legally, shorter production cycles, and no union constraints.

⁵ McKinsey (January 2026, report based on dozens of interviews with U.S. industry executives)

What are the risks for a European producer?

Generative AI vs. Analytical AI: Two Different Risk and Dependency Regimes

To analyze the relevance and challenges of using AI, the distinction between generative and analytical AI is key.

Generative AI creates content based on an instruction

We ask generative AI for an image, a video, a voice, or text, and it produces it. It has been trained on massive corpora of existing works to learn how to generate new ones.

Here are some concrete examples of tools for a producer: Midjourney generates a mood board, Runway generates a storyboard, ElevenLabs generates voice-overs, and ChatGPT writes a pitch.

The specific risk with this type of AI is legal: if the works used for training are not licensed, the generated content may be legally challenged. This is a new aspect of chain-of-title that is already very prevalent in the film industry.

There is also a risk of **representational bias**. Generative AI produces what it has been trained to produce. If it has been trained 90% on American films, it will naturally generate American images, atmospheres, faces, and visual codes—not because it is “pro-American,” but because that is what it has seen most.

In practical terms, if a European producer asks Midjourney to generate a bustling Parisian street, they get a Hollywood-style version of Paris, far from reality. For an “ordinary” character, the AI will statistically produce American physical features and clothing styles. For a film aiming to depict a European reality, this is a real creative limitation. The problem isn’t insurmountable—precise and iterative prompting (the art of formulating a request to an AI tool) often allows for course correction. But it represents an additional cognitive cost, and above all, a real risk for producers who use these tools without being aware of it.

Focus

Runway: The Fastest Rise of Creative AI in Cinema

The flip side is legal: three class-action lawsuits are pending—putting Runway in the center of a legal storm. One lawsuit, filed by a group of visual artists' works (since 2023, in the discovery phase), alleges that Runway has used their work without permission, and that the company's AI model has been trained on their work. Another lawsuit, filed by a group of YouTube videos (February 2026), and indirect exposure to the Stable Diffusion/Getty Images litigation. Runway has signed a preliminary agreement with Getty to cover its enterprise offerings on licensed data, but the lawsuit is still ongoing. Runway is also facing a lawsuit from a European producer—who accounts for 30% of Runway's revenue—who claims that the tool is powerful and accessible, but its commercial use raises serious chain-of-title issues, to the point that some completion bond insurers are beginning to question it.

Founded in 2018 by three NYU students, Runway has become the global leader in AI-powered video generation: from \$3 million in revenue in 2021 to \$300 million in 2025, with a \$315 million Series E round closed in February 2026 bringing its valuation to \$5.3 billion — Investors include Nvidia, Adobe, SoftBank, and General Atlantic.

Its partnerships speak for themselves. Lionsgate has entrusted Runway with creating a model trained on 20,000 titles from its catalog.

Adobe has integrated its models into Photoshop—authorizing a multi-year agreement, illegal as it may be. Netflix has also integrated Runway's AI model into its content creation process. Runway has also been a key player in the AI Film Festival with IMAX, having received a special screening in 2025.

Analytical AI processes existing information to extract insights, predictions, or automation.

Analytical AI does not create content. It reads, calculates, classifies, and predicts. In the film industry, for example, there is Cinelytic, which claims to predict a script's commercial potential; Filmustage, which analyzes a screenplay; Blockframes, which reads contracts and models a waterfall; and Parrot Analytics, which measures audience demand in a given region.

There is no legal risk regarding the chain of title here, but there is a **risk of relevance**. If the AI has been trained on American data, its analyses will be less reliable in a European market. Thus, data training bias is also found in automatic dubbing and localization tools: ElevenLabs and similar tools, trained on predominantly English-speaking audio corpora, produce synthetic voices whose prosodic patterns and emotional intonations are calibrated to American standards. A character described as “spontaneous and warm” in an AI-generated dub may sound different depending on the cultural norms of the target region.

Two major challenges may therefore arise: data usage rights, and data relevance.

Generative AI <i>Creates content — images, video, voice, text</i>	Analytical & Operational AI <i>Analyzes, predicts, automates, organizes</i>
US dependency is a real problem – Models trained on copyrighted works without a license – Chain-of-title risk for produced works – Ongoing litigation: Trial Studios vs. Midjourney (see Focus) – Completion bond insurers are already asking questions – American aesthetic and cultural bias in outputs Solution: 'clean' tools exist Adobe Firefly, Moonvalley, Flawless/TrueSync — trained on licensed data. Often more expensive and less flexible, but legal risk is significantly reduced. <i>Prioritize clean tools for any commercial work, and document your choices for each project.</i>	US dependency raises no legal issues – No protectable content generated – No chain-of-title risk – e.g., <i>Cinelytic</i>, <i>Largo.ai</i>, <i>Filmustage</i>, <i>Blockframes</i>, <i>Parrot Analytics</i> But it can raise a relevance issue – Predictions calibrated for the American market – Does not account for the CNC, European public broadcasters, or the art-house circuit – More of a risk of making a bad decision than a legal risk <i>Cross-reference US tool outputs with local expertise on European funding and distribution mechanisms.</i>

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"Piracy is piracy" — when Hollywood declares war on generative AI

Midjourney is a generative AI tool that creates images from a textual description. In June 2025, Disney and Universal filed the first lawsuit by a major Hollywood studio against a generative AI company. Warner Bros. joined the movement in September 2025.

Two violations are alleged: the use of unlicensed copyrighted works to train the models, and the ability for any user to generate images of copyrighted characters (Yoda, Spider-Man, Shrek) simply by typing their names. The "Explore" section of the site publicly displays these images, which the studios claim proves that Midjourney knows exactly what its product does.

"Piracy is piracy," states Disney's General Counsel: it doesn't matter whether the theft is committed by a human or a machine.

Midjourney invokes fair use: training a model on existing works is like an artist learning by looking at paintings. The company even quotes Bob Iger describing generative AI as a "valuable tool for artists." The studios cannot have their cake and eat it too—that is, use the benefits of AI while simultaneously rejecting its legal or creative consequences.

The lawsuit is in the discovery phase, with no trial date set, but the stakes are already clear for every producer: this is the first time a studio has challenged not only the training of models but also their outputs. If the studios prevail, any Midjourney content incorporated into a commercial work could be challenged, including retroactively.

Algorithmic soft power over narratives

The concept of soft power—**the ability to influence behaviors and representations through culture rather than coercion**—was theorized in the context of foreign policy. It takes on a new dimension when the vehicle is no longer a Hollywood film but the tool that determines whether a project deserves funding.

If the most widely used tools for assessing a screenplay's commercial potential are calibrated to American hits, they exert an implicit normative pressure on projects seeking funding. A tool that systematically predicts poor performance for European auteur-driven dramas will gradually be abandoned or circumvented. But if it is adopted as a benchmark by platform decision-makers, selection committees, or even funders, it becomes a cultural filter disguised as a technical tool.

UNESCO, in its 2024 report ⁶ * on cultural diversity and digital technologies⁶, explicitly identified this risk: algorithmic recommendation systems tend to amplify already dominant content and reduce the visibility of niche productions or those from minority language markets. For European cinema, which derives part of its value from its narrative diversity and its roots in specific cultural realities, this is no minor risk.

The problem is not insurmountable—precise and iterative prompting often allows for course correction. But it represents an additional cognitive cost, and above all, a real risk for producers who use these tools without being aware of it.

Double Dependency: When Platforms Control Both Your Tools and Your Markets

An analysis of the US/Europe imbalance would be incomplete if it were limited to AI tools. The dependence of European independent producers has in fact been built on two levels simultaneously; and it is the overlap of these two levels that creates the most constraining situation.

First level: platforms have restructured distribution

Netflix, Amazon Prime Video, Disney+, Apple TV+, and Max account for a growing share of international distribution for independent films. In 2024, U.S. SVOD platforms accounted for approximately 78% of total European streaming revenue⁶. For an independent producer seeking international distribution, U.S. platforms are no longer

⁶ UNESCO, "Reshaping Policies for Creativity: Addressing Culture as a Global Public Good," 2024 report on the diversity of cultural expressions

just one option among many: they are often an essential outlet for pre-financing or acquiring a project at a value sufficient to close a financing plan.

This concentration has a direct impact on the balance of power: the European producer enters negotiations with a counterpart whose recommendation algorithms, acquisition tools, and demand measurement systems (Parrot Analytics for Netflix, Amazon's internal tools) are all American and calibrated to American content standards. The question is not just “do they like my film?”—it is “does my film exist in their predictive models?”

Second tier: platforms prioritize funding and adopting American AI tools

The link between platforms and AI tools is not indirect. In 2024, Lionsgate signed a partnership agreement with Runway to train a video generation model on its catalog of 20,000 titles*. Adobe, whose Creative Cloud suite powers nearly all professional editing suites, announced in December 2025 a multi-year strategic partnership with Runway to integrate its models directly into Adobe Firefly for Hollywood studios and streamers. In June 2025, AMC Networks became the first cable operator to formalize an AI partnership with Runway for content creation.

These agreements are significant: they create de facto standards. When major platforms widely adopt a tool, they implicitly define what the market considers professional. A European producer who does not use the same tools as their American counterparts risks gradually no longer speaking the same technical language as their buyers.

The concrete consequence: an asymmetry in negotiations

The combination of these two dependencies creates a situation that can be summarized as follows: European producers sell to American platforms, using data generated by American tools and validated by predictive models calibrated for American markets. At every stage, the benchmark is defined by the buyer.

But this standardization also creates an opportunity for differentiation. American platforms need European content, and some use it as a marketing selling point (Netflix's “local originals” are a well-documented strategy).

Focus

Disruptive disruption scenario: What if access were cut off?

Dependence on American tools is all the more risky because it is unstable.

Since 2022, the United States has demonstrated its willingness to use technological control as a geopolitical lever: export restrictions on AI chips to China, expanded in 2023 and then 2024, have gradually cut off Chinese actors from access to the most advanced Nvidia GPUs and certain U.S. cloud services.

These measures targeted China—but they demonstrated that the mechanism exists, is operational, and can be rapidly activated against any geographic region.

A scenario—realistic today—of major trade tensions between the EU and the United States could lead to restrictions on access to U.S. SaaS services, sharp price hikes, or regulatory data localization requirements incompatible with the use of certain tools. The industry has no collective Plan B for this scenario.

Europe's response from Europe

Promising initiatives, but fragmentation that hinders audiovisual data sovereignty

In 2024, as part of the Creative Europe MEDIA program, the European Commission launched a specific call for projects on digital tools for the audiovisual sector, with a specific focus on tools to support editorial decision-making.

Since 2023, the European Audiovisual Observatory has been publishing harmonized data on the performance of European content on platforms—the first building block of an independent data infrastructure. But these initiatives still lag far behind the capabilities of U.S. platforms, which invest billions in their proprietary recommendation and prediction systems.

Fragmentation remains the main obstacle: a relevant market prediction tool for European cinema would need to aggregate performance data across 24 distinct linguistic markets, with heterogeneous distribution channels (theaters, public TV, local SVoD) that American models either do not account for or understand poorly. This is technically feasible—but it requires European coordination that the sector has not yet achieved.

Open source as a counterweight—a viable path, concrete limitations

In the face of the dominance of proprietary American models, an alternative has gradually taken shape: open-source models, of which Mistral AI is now the leading European representative. Mistral raised \$1.1 billion between 2023 and 2025 and offers models whose weights are publicly accessible, theoretically enabling the development of sector-specific tools under European governance, hosted on European servers, and not subject to the CLOUD Act.

This path is a viable option. European startups can build tools for scenario analysis, assistance with drafting financing proposals, or contract management by leveraging Mistral or sector-specific variants of Llama (hosted on a European server to avoid the CLOUD Act). The entry cost is significantly lower than that of building a fundamental model from scratch. And the AI Act, by imposing transparency requirements on training data that American models struggle to meet, could eventually create a regulatory competitive advantage for tools built in compliance.

But three structural limitations remain:

- The quality of open-source video and audio generation models still lags behind that of proprietary U.S. models for demanding creative applications.
- Even the most powerful open-source models run on Nvidia chips, so the hardware dependency described above does not disappear.

- An open model is not enough: high-quality sector-specific data is needed to adapt it to European cinema, and such data remains in short supply.

Open source is a necessary condition for European digital sovereignty in AI. It is not a sufficient condition.

Do European AI tools for the film industry have a future?

Some European tools for the film industry are being developed in segments that American tools do not address, either because the market seems too small or because American data is unsuitable. This is precisely where Europe can carve out niche markets.

Some European tools

Here are a few examples (the list is not intended to be exhaustive, as new tools frequently emerge):

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TOOL	COUNTRY	FUNDING BACKGROUND	ADVANCES ANNOUNCED	UNSERVED SEGMENT US
Largo.ai Analytics	Austria	CHF 7M 2025	Script analysis + market forecasting + financing simulation on a single platform. Integrated European data. EPFL spin-off. 600+ clients in 50+ countries.	Prediction calibrated for non-US markets
Flawless / TrueSync Generative / Clean	United Kingdom	\$33.5M	AI visual dubbing — global breakthrough. TIME100 2025. A.R.T. System: rights tracking and actor consent by version. Native Avid interface. DeepEditor (Feb. 2025).	Localization with preservation of acting style
Blockframes Analytics	France	ND	The only AI tool for building and managing revenue waterfalls. AI Magic Import: reads PDF contracts and automatically generates the waterfall. Supported by CNC and the European Commission.	Revenue simulation and management. Royalty statement management.
ScriptBook Analytics	Belgium	<\$1M	Commercial scoring of a script in 6 minutes. 87% accuracy claimed for profitability prediction, validated on films already released.	Rapid commercial validation before CNC submission
Moments Lab Analytics	France	\$24M 2025	AI-powered natural language indexing of video catalogs. MXT-2 trained on 1.5 billion data points. Makes every shot, scene, and moment searchable. Partnership with Banijay. Clients: Thomson Reuters, Amazon Ads.	Monetization of audiovisual archives
Genario App Analytics	France	ND	AI assistant for screenwriting and script analysis designed by a screenwriter (Braquo / Canal+, Emmy Award). Project structuring, automatic reading notes, version comparison, native collaboration. Used by Banijay.	Screenwriting development rooted in European publishing culture

What does the future hold for these tools?

The blind spot logic is not a catch-up strategy against American tools. It is a niche strategy targeting segments that Americans have no reason to address, because these constraints do not exist in their market.

However, the strength of European tools is also their weakness: will these tools manage to break significantly into the European market? It is a structural paradox: **some of the European tools most relevant to European producers would be the least exportable**, because their value stems precisely from their roots in local mechanisms. (With a caveat regarding dubbing, a universal issue, independent of European specifics). Fortunately, some tools transcend the nationality of the data: a tool like Blockframes, trained on French film contracts—among the most complex in the world—adapts easily to the U.S. market and already has clients there.

Two paths are possible for a European tool targeting a global market.

The first is **the universal pivot**: start with a European niche, master it, then derive a universal value proposition from it. This is what Flawless/TrueSync is outlining with visual dubbing, born from a European constraint but addressing a global problem.

The second is **pan-European aggregation**: first establishing itself as the standard across 10 major European markets—something no tool has yet achieved—and then replicating the model in other fragmented markets such as Latin America or Southeast Asia.

But these two paths run into the same question: can a tool establish itself globally while remaining European, or must it launch in the United States, establish itself there, and become de facto American? And even then, a new risk would arise: absorption. A European tool that gains visibility quickly becomes a takeover target for an American player...

The prerequisite for the existence of a European tool with global ambitions is not only technical but above all political: patient capital and financiers, a shared data infrastructure, and a customer base that Europe has not yet managed to establish.

The Chinese model: a path to AI sovereignty that could be replicated in Europe?

What China Has Achieved: A Real-World Application-Level Solution

Faced with U.S. restrictions on AI chip exports starting in 2022, Chinese players accelerated the development of an alternative ecosystem at the application layer.

The result is evident in the creative sector: Kling, developed by Kuaishou, is in 2025–2026 Runway’s main global competitor in AI-generated video, trained on predominantly Asian datasets and producing visual outputs tailored to its domestic market. ByteDance and Baidu have followed similar trajectories in image generation, dubbing, and predictive analytics.

In November 2025, Beijing took another step by banning state-funded data centers from using or purchasing foreign AI chips—a strong signal of a deliberate push toward self-sufficiency.

What China has not yet resolved: hardware dependence

The application layer is sovereign. The hardware infrastructure, however, is not yet. The United States maintains an estimated five-fold advantage in AI supercomputing capacity. The manufacturing yields for Huawei Ascend chips are estimated at between 5% and 20%, compared to 60% to 80% for Nvidia Blackwell chips. Chinese companies themselves regularly cite the chip shortage as their main obstacle to development. China partially circumvents this handicap through software optimization. DeepSeek has demonstrated this: intelligent algorithmic design can drastically reduce the number of chips required. But the hardware gap remains real and well-documented.

What this model illustrates for Europe

China’s trajectory demonstrates two things simultaneously: that a serious industrial response to U.S. dependence is possible at the application layer, and that it takes years, billions in public investment, and state coordination that Europe neither has nor wishes to replicate.

Three structural differences set Europe apart from this model:

The first is political: China’s technological sovereignty was built under centralized state control, with data localization requirements and the ability to massively steer private investment.

The second is one of scale: China has a domestic market of 1.4 billion people sharing a single language and a single regulator—whereas Europe remains fragmented across 24 languages and 27 regulatory regimes.

The third is situational: China responded to an external constraint it faced, using urgency as a catalyst. Europe, on the other hand, is not cut off from American tools—which makes mobilization more difficult, but leaves the window for action more open.

The useful lesson, therefore, is not the Chinese model itself, but what it implicitly reveals: application dependency can be reduced—even in the face of a persistent hardware handicap—if a market is sufficiently coordinated, capitalized, and structured around data to foster the emergence of its own tools.

China achieved this through coercion and state steering. Europe will have to achieve it through choice, regulation, and cooperation.

Focus

Largo.ai: a first European AI cinema success story?

Largo.ai is often cited as a European success story in the application of artificial intelligence to cinema. Founded in 2018 as a spin-off from EPFL in Switzerland, the startup quickly positioned itself in a specific niche: script analysis and the prediction of audiovisual works' potential using data models.

The solution evaluates narrative elements such as characters, story structure, and estimates of audience size and commercial performance. This approach has caught the attention of certain European producers seeking tools capable of complementing traditional development methods with a more analytical and quantitative assessment of projects.

Largo.ai now claims over 600 clients worldwide, primarily production companies and studios, the majority of which are based in the United States. The platform reports having analyzed over 400,000 films and series to train its artificial intelligence models and improve its predictive capabilities.

It has raised approximately \$7 million, with support from investors in the film industry (such as Sylvester Stallone), which has boosted its visibility within the industry. It remains, however, a small organization, with a team of about 25 employees spread across Switzerland, the United Kingdom, and the United States.

Largo.ai represents both a significant innovation and a symbol of the ongoing transformations in the industry, even though widespread adoption has yet to be achieved.

What concrete impact does this have for European producers today?

3 Key Legal Points to Keep in Mind

Here are 3 legal points related to AI that have concrete and immediate implications for the decisions a producer must make today in their daily work.

Key Legal & Operational Risks — AI in Film Production

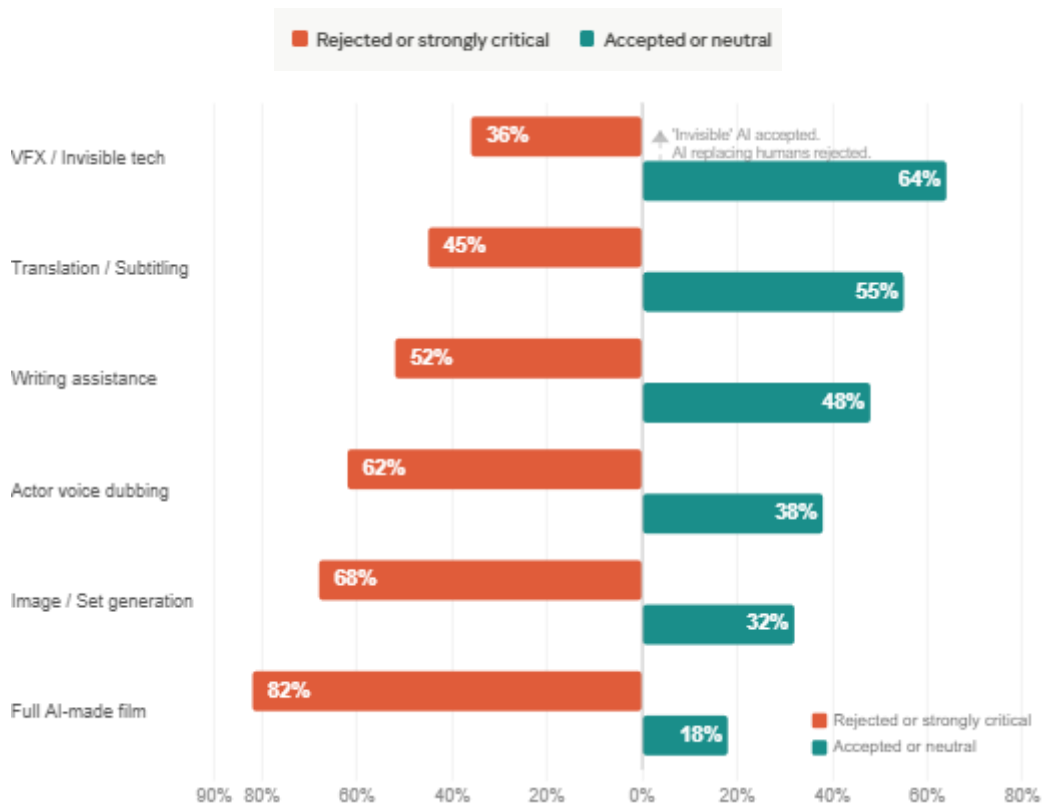
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| 01 | Chain-of-title risk
<small>Legal</small> | <p>Any content generated by a scraping-based tool integrated into a commercially distributed work may compromise its chain-of-title. Completion bond insurers are already raising questions in 2025.</p> <p><i>Documenting the tools used per project is a legal safeguard—not a mere formality.</i></p> |
| <hr/> | | |
| 02 | AI Act vs. U.S. Approach
<small>Regulatory</small> | <p>Europe took the lead with the AI Act. The Trump administration signed an executive order in December 2025 prohibiting independent AI regulation by US states, creating a major regulatory asymmetry. As litigation increases in the US, tools developed under the AI Act and GDPR may offer a genuine competitive advantage for frictionless distribution.</p> |
| <hr/> | | |
| 03 | The operational distinction
<small>Practical</small> | <p>Clean AI (licensed data, consented, or public domain) → commercially usable</p> <p>Scraper AI = latent risk → internal use only</p> <p><i>Analytical AI is not affected by this distinction.</i></p> |
| <hr/> | | |
| 04 | Training bias & cultural relevance
<small>Editorial / Ethics</small> | <p>Dominant models trained on US/English-speaking data. European voices, aesthetics, and narrative codes are underrepresented by default. Generic output is a competitive liability.</p> |

Ethics vs. legal: public perception and implications for producers

Reliance on American tools has a third dimension, often overlooked: public acceptability. A film produced with visible generative AI tools runs the risk of rejection in addition to legal risks. CNC data (France, 2024) is the only publicly available data on this subject in Europe to date—there is no published international equivalent. It therefore provides a “sample-like” view at the international level, yet one that speaks volumes about the general public’s perception.

What French audiences accept (or not) when AI is used in a film "Would you be comfortable if this type of AI were used in a film you're watching?"

Question asked (France): 'Would you be comfortable if this type of AI were used in a film you're watching?' 'Invisible' AI is accepted. AI that replaces humans is rejected. Source: CNC AI Observatory 2024 — General public survey.



This survey confirms what we intuitively anticipate: AI uses that enhance without replacing are accepted. Uses that replace are rejected. For a producer, this means that the choice between generative AI and analytical AI—and the communication of this decision—, are not merely legal matters. It is also a choice of editorial positioning vis-à-vis the public and partners.

How to use the tools?

Four practical guidelines emerge from this white paper.

1

Distinguish between clean AI and scraping AI before any commercial use.

For every generative tool integrated into a commercially distributed production, verify the status of the training data. This is not an ideological issue—it is a legal safeguard regarding the chain of title that completion bond insurers are beginning to require.

2

Document the tools used, project by project.

Keep a record of the AI tools used at each stage of production. A simple precaution that provides concrete protection if the chain of title is contested.

3

Test generative outputs before integrating them.

An AI-generated image for a film set in Marseille or Warsaw is likely to resemble Los Angeles. Verify that the outputs align with the project's cultural and visual reality—before they become part of a portfolio or pre-viz.

4

Prioritize European tools when they are available in a given segment.

Not out of principle, but for relevance: a tool calibrated to European financing and distribution mechanisms will provide better predictions than an American tool operating outside that scope. It is a choice of quality as much as of sovereignty.

5

Do not rely on a predictive score from an American tool without explicitly contextualizing it.

A score generated from U.S. market data is often of little relevance to a European project. Any predictive output must be interpreted in light of the geographic and cultural context in which it was trained. The tool is not neutral: it reproduces the biases of its training data.

The right strategy, therefore, is neither to avoid American tools on principle nor to adopt them indiscriminately. It is to understand, for each tool, what is expected of it, in what context it is reliable, and when a European alternative offers a real advantage. The following section aims to support this analysis.

It lists, in a non-exhaustive manner, some twenty AI tools used by the film industry. Most are American or based in the United States. This reflects the imbalance documented in Part 1.

The European tools listed have each found a real niche, but none of them has yet established itself as a global industry standard.

This observation is not a reason to ignore them—it is a reason to actively support them. A European producer who chooses Largo.ai over Cinelytic to evaluate a project with a European focus is not making an ideological choice: they are making a choice based on relevance. A producer who uses Blockframes is not supporting a French startup: they are automating a legal requirement.

The following section does not distinguish between American and European tools on principle. It aims to evaluate them based on their relevance for a European producer, in what context, and under what conditions.

**Which tools, in
what context, for
a European
producer?**

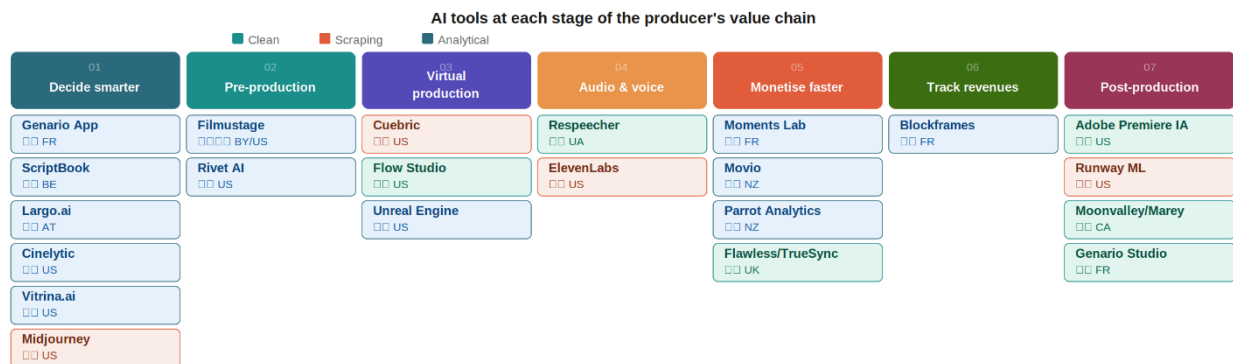
The following fact sheets list AI tools used or adoptable by independent producers, organized according to the seven phases of a production's value chain.

For each tool, the sheet indicates the type of AI (analytical, clean generative, or scraping generative), the level of legal risk regarding the chain of title, the risk of relevance for a European project, the price, and the target use cases.

The goal is not to be exhaustive, as new tools emerge regularly, nor to provide certification, since the information is based on what the tools display—which is often difficult to verify. In practical use, the tools may vary in maturity and effectiveness.

The purpose of these fact sheets is to provide each producer with a practical framework for understanding: for which phase, with what risk, and under what conditions. They do not constitute legal advice.

The following chart maps the tools listed by production phase.



Largo.ai: phases 01 + financing simulation · Blockframes: phases 02 + 06
Source: Cascade8 / Blockframes — AI & Cinema Guide 2026 — cascade8.com

01

Phase 1 — Decide smarter: predictive analysis & market intelligence

Cinelytic

Predictive commercial analysis — the industry standard for American studios

us United States

Analytical

Cinelytic analyzes a project's commercial potential based on script, cast, and genre: box office forecasting by territory, financing scenario simulation, and market value. Warner Bros. and STXfilms use it for greenlight decisions. Claims an 85% accuracy rate in its box office forecasts

LEGAL RISK

None — analytical tool, no content generated

RELEVANCE RISK

Average — predictions calibrated for the U.S. market. Relevance varies for European projects. Should be cross-referenced with local editorial judgment.

EUROPEAN ALTERNATIVE

Largo.ai (AT) — European data integrated

PRICE

Enterprise — upon request

TARGET PROJECTS

Projects with the ambition for wide international distribution, featuring a recognized cast, targeting an English-speaking or global market.

ScriptBook

Commercial script analysis in 6 minutes — structure, box office potential, audience profile by territory

BE Belgium

Analytical

ScriptBook analyzes commercial potential only, not dramaturgical or artistic quality. Claimed accuracy: 87% for profitability predictions, validated using films that have already been released. Clients reportedly include Lionsgate and Warner Bros. Note: ScriptBook has also developed DeepStory, a generative AI screenwriting tool, which carries the associated legal risks.

LEGAL RISK

None — analytical tool, no content generated (except DeepStory, which is generative)

RELEVANCE RISK

Average — predominantly American training corpus. Variable relevance for European projects. Should be cross-referenced with local editorial judgment.

EUROPEAN ALTERNATIVE

Largo.ai (AT)

PRICE

~€300 per analysis — custom studio subscriptions

TARGET PROJECTS

Rapid commercial validation prior to grant submission or investor presentation. Projects with ambitions for wide distribution.

Largo.ai

*Script analysis, market forecasting, and financing simulation
— with integrated European data*

AT Austria

Analytical

The only European tool combining script analysis, market forecasting, and financing simulation on a single platform. An EPFL spin-off with a strong scientific foundation, used in over 50 countries and by the European Producers Club. Since early 2025: CHF 7 million raised, two acquisitions, and a major strategic partnership. Works with over 600 film and TV companies. Subsidized access available through Creative Europe MEDIA.

LEGAL RISK

None — analytical tool, no content generated

RELEVANCE RISK

Low — built with integrated European data

EUROPEAN ALTERNATIVE

—

PRICE

On request — subsidized access via Creative Europe MEDIA possible

TARGET PROJECTS

European or art-house projects. European co-productions.

Vitrina.ai

*Real-time market intelligence on 140,000+ companies and
400,000+ active projects worldwide*

us United States

Analytical

Vitrina does not predict the commercial success of a specific project. It maps the market and identifies the right contacts. Three core use cases: who is financing what right now? Who are the right co-production partners? What are competitors doing? Vitrina Concierge (premium) has a human team handle outreach on behalf of the producer.

LEGAL RISK

None — analytical tool, no content generated

RELEVANCE RISK

Moderate — database and interface in English only. Bias toward the English-speaking market. Less relevant for identifying specifically European financiers.

EUROPEAN ALTERNATIVE

—

PRICE

Free trial — Enterprise on request

TARGET PROJECTS

Preparation for international market sessions. Projects with global distribution ambitions or seeking international co-production partners.

Genario App

AI script assistant for film & TV — writing, analysis, coverage, and project development

FR France

Analytical

AI ecosystem built specifically for film and TV professionals: script writing, development, scene-by-scene breakdown, automatic coverage, version comparison, translation, and adaptation. Used by Banijay.

LEGAL RISK

Low — analytical and writing assistance tool. No generation of protectable content from unlicensed third-party material.

RELEVANCE RISK

Low — built by French film professionals, calibrated to French and European editorial standards.

EUROPEAN ALTERNATIVE

—

PRICE

upon request

TARGET PROJECTS

Screenwriters and producers in development. Story editors and script readers. Any project requiring structured script analysis prior to CNC submission or investor presentation.

02

Phase 2 — Pre-production: breakdown, scheduling & budgeting

Filmustage

Automated script breakdown — several days of manual work in minutes

UAUS Ukraine / United States

Analytical

Filmustage breaks down the script, generates schedules, call sheets, and VFX breakdowns. 86% accuracy in element identification. The AI Production Agent detects scheduling risks before the shoot. Export to Movie Magic. Founded by Belarusian film professional Egor Dubrovsky — company registered in Wilmington, Delaware to access U.S. capital.

LEGAL RISK

None — analytical tool, no content generated

RELEVANCE RISK

Low — operational tool. Interface mainly in English; European scripts are processed correctly. No integration with European budgeting tools or cost grids.

EUROPEAN ALTERNATIVE

—

PRICE

\$39/month (Indie) — \$99/month (Pro) — Enterprise pricing available upon request

TARGET PROJECTS

Any project type. Particularly useful for first-time filmmakers to automate the pre-production workflow.

Rivet AI

Automatic budgeting from script with tax credit integration by region

us United States

Analytical

Rivet AI generates a detailed budget estimate based on script analysis, including line-item estimates and applicable tax credits by region. Script security is guaranteed through enterprise-grade encryption—no data is shared with external AI models. Note: Unlike Movie Magic or Gorilla Budgeting, Rivet AI does not produce a legally binding budget. It generates a preliminary estimate useful for feasibility assessment before committing to a full production budget.

LEGAL RISK

None — analytical tool, no content generated

RELEVANCE RISK

Moderate — cost grids and financing structures primarily calibrated for the US market. To be verified for specifically European line items (performers, crew, CNC, TSA).

EUROPEAN ALTERNATIVE

Filmustage (UA/US) for the combined breakdown + budgeting workflow

PRICE

Free trial — \$39/month (Indie) — \$150/project — Studio pricing upon request

TARGET PROJECTS

Internationally structured projects spanning multiple territories. Co-productions requiring tax credit simulations by country.

These 4 tools at a glance:

Tool	At what stage	What it produces	Geographic bias
ScriptBook	Development	Predictive score for the script (structure, characters, commercial potential, audience profile)	American
Cinelytic	Financing / Sales	Quantitative financial forecast by territory (theaters, home video, TV)	American
Vitrina	Full cycle	Market intelligence, project tracking, mapping of contacts and financiers	American
Genario	Development + pre-viz	Analysis and scriptwriting + AI imagery (previz, documentary, animation)	French / European

03

Phase 3 — Produce cheaper: virtual production

Cuebric

Generation of photo-realistic environments for LED volumes in minutes — from concept to set in real time

us United States

Generative / Scraping

Cuebric generates 2.5D backgrounds for LED volumes in real time, natively integrated with Disguise and Unreal Engine. Founded by Pinar Seyhan Demirdag. Identified ROI: reduction of reshoots representing 5–20% of total budget. Superscaling up to 8K for broadcast quality. Note: Europe has no direct competitor in this segment.

LEGAL RISK

High — unlicensed data. Commercial use in a distributed work: chain-of-title risk

RELEVANCE RISK

Low — generative tool; relevance depends on creative use, not market data

EUROPEAN ALTERNATIVE

Disguise (UK) for LED volume management — but not an AI generation tool

PRICE

Freemium — studio pricing available upon request

TARGET PROJECTS

Productions with access to an LED volume stage. Projects with complex sets that are difficult to build physically.

Autodesk Flow Studio

Automatic replacement of actors with 3D characters — motion capture and VFX without specialized equipment

us United States

Generative / Clean

Formerly Wonder Studio, acquired by Autodesk in 2024. Automates motion capture, camera tracking, and 3D character integration from standard video. Free tier available since SIGGRAPH 2025 — Lite at \$10/month (50% price drop in August 2025). Direct export to Maya, Blender, and Unreal Engine via USD. Backed by the credibility and stability of Autodesk.

LEGAL RISK

Low — licensed data, chain-of-title secured

RELEVANCE RISK

Low — generative tool; its effectiveness depends on creative use, not market data

EUROPEAN ALTERNATIVE

—

PRICE

Free — Lite \$10/month — Pro/Enterprise upon request

TARGET PROJECTS

Productions integrating CG characters into live-action scenes. Advanced previs. Animation or VFX projects with optimized budgets.

Unreal Engine

Global standard for virtual production — real-time rendering engine and reference infrastructure for LED volumes

us United States
Analytical

Unreal Engine is not an AI tool in the strict sense — it is the infrastructure underpinning virtual production and tools like Cuebric. Integrated AI tools for lighting and asset generation. Free up to \$1M in project revenue. Very steep learning curve — requires specialized technical skills.

LEGAL RISK

None — analytical tool, no content generated

RELEVANCE RISK

Low — generative tool; relevance depends on creative use, not market data

EUROPEAN ALTERNATIVE

—

PRICE

Free up to \$1M in revenue — 5% royalties thereafter

TARGET PROJECTS

Productions with access to a large-scale LED stage. Pair with Cuebric for AI-generated environments. Projects with a dedicated technical team.

Phase 4 — Audio & voice: the underutilized post-production lever

Respeecher

High-fidelity voice cloning with mandatory consent —
Hollywood standard since *The Mandalorian*

UAUS Ukraine / United States
Generative / Clean

Respeecher cloned the voices of Luke Skywalker (*The Mandalorian*) and Darth Vader (*Obi-Wan Kenobi*), and was used in *The Brutalist* (2024) and *Emilia Pérez* (Jacques Audiard, 2024). Structured ethical approach: Credit, Consent, Control, Compensation. No voice created without explicit contractual agreement. CEO Alex Serdiuk at Cannes 2025: 'most studios are now engaging with the technology beyond post-production'.

LEGAL RISK

Low — licensed data, chain-of-title secured

RELEVANCE RISK

Low — precision tool, no market bias. Relevant for any territory.

EUROPEAN ALTERNATIVE

Flawless/TrueSync (UK) for complementary visual dubbing

PRICE

Enterprise — upon request based on volume

TARGET PROJECTS

Dialogue corrections in post-production. Voice de-aging. Voice continuity without reshoots. Projects with contractual access to actors' voices.

ElevenLabs

Ultra-fast multilingual dubbing in 29 languages — massive acceleration of localization for international distribution

us United States
Generative / Scraping

ElevenLabs enables hours of content to be dubbed in minutes while preserving the original voice's timbre and rhythm. Widely used for local pitches and multilingual screeners during the sales phase. Affordable pricing. However, training data is poorly documented — posing a latent legal risk for content integrated into a distributed work.

LEGAL RISK

High — unlicensed data. Commercial use in a distributed work: chain-of-title risk

RELEVANCE RISK

Low — translation and localization tool, not a market prediction tool

EUROPEAN ALTERNATIVE

Respeecher (UA/US) for high-fidelity, legally compliant use cases

PRICE

Free (limited) — \$5 to \$330/month based on volume

TARGET PROJECTS

Multilingual screeners in the sales phase. Local pitches. Promotional content. Dubbing of content not intended for primary commercial distribution.

05

Phase 5 — Monetize faster: distribution & localization

Moments Lab

AI video indexing & discovery — making archives searchable and monetizable at scale

FR France

Analytical

Founded in Paris by Frédéric and Philippe Petitpont, Moments Lab automatically indexes video libraries using its patented MXT-2 multimodal AI (trained on 1.5 billion data points). Every moment becomes searchable in natural language: find a scene, a face, a location, or a tone in seconds across thousands of hours of footage. Clients include Banijay, Thomson Reuters, Amazon Ads, and Hearst. \$24M raised in June 2025 (led by Oxx, with Orange Ventures and Elaia Partners). Key use case for producers: unlocking the value of back-catalog for clips, trailers, licensing, and multi-platform redistribution.

LEGAL RISK

None — analytical tool, no content generated. Moments Lab explicitly does not train its AI models on client content.

RELEVANCE RISK

Low — platform-agnostic, works with any video archive regardless of region or language. Multilingual transcription and translation included.

EUROPEAN ALTERNATIVE

—

PRICE

Enterprise — pricing upon request

TARGET PROJECTS

Producers and distributors with extensive video catalogs. Broadcasters and sales agents looking to monetize archives across digital platforms and new distribution channels.

Movio

The global leader in theatrical audience analysis and cinema marketing — over 100 million ticket buyers tracked

NZ New Zealand

Analytical

Movio (a Vista Group subsidiary) analyzes ticket-purchasing behaviors and identifies audiences most likely to see a specific film. Clients: Paramount, Warner, Sony, Universal, Disney. Amazon Ads partnership in 2024 to measure campaign impact on actual sales. B2B access — via distributor, not directly.

AI and Cinema 2026 – Cascade8

LEGAL RISK

None — analytical tool, no content generated

RELEVANCE RISK

Moderate — primarily covers the US, UK, and Australia. Partial coverage of Europe. Verification required for projects targeting exclusively continental European markets.

EUROPEAN ALTERNATIVE

—

PRICE

Enterprise — access via partner distributors

TARGET PROJECTS

Films with wide theatrical distribution. Projects with a Movio partner distributor. Consider making it a requirement in the distribution contract.

Parrot Analytics

Measurement of global audience demand for any streaming content in 100+ markets — a reference for editorial decisions

NZ New Zealand

Analytical

Parrot Analytics measures 'demand expression' in real time for 30,000+ series and 20,000+ films. 4x better renewal accuracy and 7x better hit predictions than industry standards. Reference cited by Variety and The Hollywood Reporter. Very powerful for negotiating with streamers: demonstrates demand for your type of content in their target markets.

LEGAL RISK

None — analytical tool, no content generated

RELEVANCE RISK

Low — balanced global coverage, data not specifically US-centric

EUROPEAN ALTERNATIVE

—

PRICE

Enterprise — pricing upon request

TARGET PROJECTS

Negotiations with international streaming platforms (Netflix, Amazon, Apple TV+). Projects aiming for global VoD distribution.

Flawless / TrueSync + DeepEditor

AI visual dubbing: actors appear to speak the target language — without reshoots, without disrupting the performance

GB United Kingdom

Generative / Clean

First film entirely visually dubbed by AI (Watch the Skies, 2025). Savings of up to 50% compared to traditional reshoots or ADR in foreign markets. Integrated A.R.T. system: rights traceability and actor consent per localized version. DeepEditor (Feb. 2025): modify dialogue in post-production without returning to set. Natively integrated with Avid. TIME100 Most Influential Companies 2025.

LEGAL RISK Low — licensed data, chain-of-title secured	RELEVANCE RISK Negligible — localization tool, relevant for all territories
EUROPEAN ALTERNATIVE —	PRICE Enterprise — pricing upon request
TARGET PROJECTS Films intended for multilingual international theatrical distribution. Projects featuring actors who have contractually agreed to AI visual dubbing.	

06

Phase 6 — Track revenues: downstream financial management

Blockframes <i>Automatic revenue waterfall generation from PDF contracts</i> — <i>Automated compliance with DSM legal obligations</i>		FR France Analytical
The only AI tool worldwide in this specific segment. Blockframes developed AI Magic Import (Cannes 2025): reads PDF contracts and automatically generates the waterfall. Ensures compliance with DSM reporting obligations. Developed by Cascade8 and Freeway Entertainment (global leader in accounts receivable).		
LEGAL RISK None — analytical tool, no content generated	RELEVANCE RISK None — financial simulation and management tool that adapts to each country	
EUROPEAN ALTERNATIVE —	PRICE Subscription — pricing based on project and rights-holder volume	
TARGET PROJECTS All producers subject to DSM transparency obligations.		

07

Phase 7 — Post-production & editing: tools entering the workflow

Genario Studio

AI-powered visual production integrated into your film or series — sequences, sets, effects, continuity

FR France

Generative / Clean

The production arm of the Genario ecosystem. Genario Studio creates AI-generated sequences that integrate naturally into live-action or animation projects: sets, lighting, crowds, atmospheres, VFX, re-acting, continuity. Explicitly designed with an ethical and copyright-respecting approach, conceived in France for cinema and TV professionals. Each project is handled by a dedicated team in constant dialogue with authors and producers — not a self-service tool.

LEGAL RISK

Low — explicitly claims an ethical approach respectful of copyright. Built in France, designed with AI Act compliance in mind. Verify data provenance on a project-by-project basis.

RELEVANCE RISK

Low — generative tool; relevance depends on creative use. Built by French film professionals — understands European aesthetic and production constraints.

EUROPEAN ALTERNATIVE

—

PRICE

Project-based — pricing available upon request at genario.fr/studio

TARGET PROJECTS

Fiction and documentary productions requiring AI-generated sequences integrated into real footage. Animation projects. Visual enhancement of existing content (remastering, set extension, VFX).

Adobe Premiere Pro (AI / Firefly)

Industry-standard editing with an integrated AI layer — Firefly trained exclusively on licensed data

us United States

Generative / Clean

Adobe Firefly is trained exclusively on licensed Adobe Stock content and public domain material — 'clean AI' by design. AI features in Premiere Pro: automatic footage cutting, AI rough cut, music generation, sequence completion. Continuous updates without workflow disruption. Standard feature in virtually all editing suites.

LEGAL RISK

Low — licensed data, chain-of-title secured

RELEVANCE RISK

Negligible — operational tool, not predictive

EUROPEAN ALTERNATIVE

PRICE

AI and Cinema 2026 – Cascade8

DaVinci Resolve (AU) with integrated AI features — a solid alternative

Creative Cloud starting at \$55/month — discounted pricing for students and teams

TARGET PROJECTS

Any type of production. The 'safe' and immediately deployable solution for AI post-production.

Runway ML

Video generation, VFX, rotoscoping, and AI editing — the industry leader (\$236M raised)

us United States

Generative / Scraping

The most powerful and versatile tool for creative video generation and AI VFX. De facto standard in advanced post-production teams. Gen-3 Alpha delivers remarkable video quality for previs and concept exploration. Lionsgate signed a licensing partnership with Runway in 2024 — a model beginning to spread across the industry.

LEGAL RISK

High — unlicensed data. Commercial use in a distributed work: chain-of-title risk

RELEVANCE RISK

Low — generative tool; relevance depends on creative use, not market data

EUROPEAN ALTERNATIVE

Moonvalley/Marey (CA) for use in commercially distributed works

PRICE

\$15–\$95/month — Enterprise pricing available upon request

TARGET PROJECTS

Previs, creative exploration, animated storyboards, promotional content. Internal use only for any content intended for commercial distribution.

Midjourney

Image generation from text prompts — the world's most widely used creative AI tool

us United States

Generative / Scraping

Midjourney is the de facto standard for AI image generation: mood boards, concept art, storyboards, set design exploration. Used by virtually every creative team that has experimented with AI. At the center of the industry's most significant legal battle: Disney, Universal, and Warner Bros. filed a lawsuit in 2025 for the unlicensed use of copyrighted works in training and for enabling the generation of protected characters (Yoda, Spider-Man, Shrek) on demand. The case is in discovery. Disney's General Counsel: "Piracy is piracy."

LEGAL RISK

High — unlicensed training data. Ongoing litigation: The Studios vs. Midjourney (2025). Commercial use in a distributed work: serious chain-of-title risk, including retroactively if the studios prevail.

RELEVANCE RISK

Low — generative tool; relevance depends on creative use. Note: strong US aesthetic bias in outputs. Prompting discipline required for European visual identities.

AI and Cinema 2026 – Cascade8

EUROPEAN ALTERNATIVE

Adobe Firefly for commercially safe image generation

PRICE

Free (limited) — \$10 to \$120/month
— Enterprise on request

TARGET PROJECTS

Internal creative exploration, mood boards, pre-visualizations, pitch documents. For internal use only; not intended for commercial distribution.

Moonvalley / Marey

The only video generation model trained exclusively on licensed data — the 'safe' choice for commercial content

CA Canada

Generative / Clean

Moonvalley is the only 100% licensed-data video generation model identified in 2026 — no chain-of-title risk, acceptable to completion bond insurers. Precise camera control, superior shot-to-shot consistency compared to competitors. \$154M raised — financial stability guaranteeing continuity of service.

LEGAL RISK

Low — licensed data, chain-of-title secured

RELEVANCE RISK

Low — generative tool; relevance depends on creative use, not market data

EUROPEAN ALTERNATIVE

—

PRICE

Enterprise — pricing upon request

TARGET PROJECTS

Any AI-generated video content intended for integration into a commercially distributed work. Projects where chain-of-title is critical.

Foundation — Open-source infrastructure & sovereign alternatives

Mistral AI

Europe's leading open-source AI foundation model — the sovereign alternative to GPT-4 for building sector-specific tools

FR France

Foundational model / Open source

Mistral AI is not a film production tool. It is the foundational model on which European developers can build film-specific tools: script analysis, financing file drafting, contract management — hosted on European servers, outside the jurisdiction of the CLOUD Act. €1.1 billion raised between 2023 and 2025. Model weights are publicly accessible. The AI Act may create a structural advantage for tools built on Mistral compared to US proprietary models, as transparency obligations regarding training data are easier to meet. Three limitations remain: generative video/audio quality still lags behind US proprietary models; dependency on Nvidia chips persists; and sector-specific film data in Europe remains insufficient.

LEGAL RISK

None as infrastructure — legal risk depends on how sector tools built on top of it handle training data

RELEVANCE RISK

Low — European foundational model, no US market bias. Relevance depends on the sector-specific application built on top of it.

EUROPEAN ALTERNATIVE

— (Mistral is the European alternative)

PRICE

Open source (free weights) — API starting at €0.07/1M tokens — Enterprise pricing available upon request

TARGET PROJECTS

European developers building tools for the film industry. Producers seeking control over AI-assisted document processing (contracts, financing documents, scripts) on European infrastructure.

Cascade8 develops tech solutions for entertainment industry professionals, aiming to solve specific pain points at every stage of the value chain.

As the tech arm of the French media group Logical Pictures, Cascade8's work draws directly on the expertise of content industry professionals.

Cascade8 and Freeway Entertainment are jointly developing Blockframes, a collaborative platform for cinema professionals that simplifies revenue management using AI.

www.cascade8.com
www.blockframes.io

Contact@cascade8.com

