



**NGĀ AHO WHAKAARI MĀORI IN SCREEN
NOVEMBER 2024**

AN AI FUTURE

Frances Valentine



academyEX

The Mind Lab

Tech Futures Lab

Earth Futures Lab

Generative AI refers to deep-learning models that can generate high-quality text, images, video, code and other content on the data they were trained on.



**Over 12 months
AI went from
writing essays
and passing law
exams to
completely
recreating our
future**

Where are the Māori audiences?

Qualitative research with Māori
for Irirangi Te Motu | NZ On Air
and Te Māngai Pāho



WEAVINGINSIGHTS

June 2024 | Nan Wehipeihana and Pikitia Heke

Sources



Select all sources



📄 Where_are_the_Māori...

📝 Add note

* Notebook guide

Help me create



FAQ



Study guide



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Timeline



Briefing doc

Audio overview



Deep dive conversation

Two hosts (English only)

Customise

Generate

Summary

This qualitative research report investigates Māori engagement with local New Zealand television content. Researchers conducted focus groups across Aotearoa, exploring Māori perceptions of available programmes and their viewing habits. The study found that while Māori appreciate local content's cultural relevance, they primarily access entertainment through online streaming services and social media. The report highlights the significant influence of social media algorithms and word-of-mouth recommendations on programme selection and suggests strategies to better reach Māori audiences on their preferred platforms. Ultimately, the research stresses the importance of tailoring content and delivery methods to meet the evolving viewing behaviours of young Māori.

Suggested questions



What factors influence Māori media consumption choices and preferences?



How do Māori perceive and engage with local versus international content?



What are the key challenges and opportunities for reaching Māori audiences?

🗨 View chat

1 source

Start typing...



* Notebook guide

NotebookLM

Māori Audiences and Local Content

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Sources

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Where_are_the_Māori...

Add note

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Suggested questions

- What factors influence Māori media consumption choices and preferences?
- How do Māori perceive and engage with local versus international content?
- What are the key challenges and opportunities for reaching Māori audiences?

View chat

1 source

Start typing...



Notebook guide

Microbiomes
→ SECOND GENOME (company)
uBiome (company) ^{Citizen Science} ^{Genetic Source}

New Study → microbiome + weight loss
see photo on phone

"Scientific wellness"
- sub clinical
- executive health
Concierge medicine
ARIVALE (company, Seattle)
4 point check of genome
microbiome
blood / saliva
activity / food / sleep

DOG / PET
DNA Testing
- Breed
- Vet Insurance
- Cancer Research

 CLEAR FOOD (company)
- The Hot Dog Report
creating food
discovered hot dogs
have 2% DNA



NANOPORE TECHNOLOGIES (company)
MinION unit (usb DNA sequencer)

GENUS (company)
Livestock
genotyping
- breed /
pedigree
parentage
et

Future possibilities

Room filled with people - diagnose people
disease from their breathe
risk gene (enterprises)
'surgery'

The art of scribbled notes



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What can I help with?

 Transcribe the handwritten text from this image and organise it into clear, structured notes for future reference. 

 Create image

 Summarize text

 Get advice

 Analyze data

More

 Get citation

.. to provide impetus for change and ensure clear intent and unity of action across Government

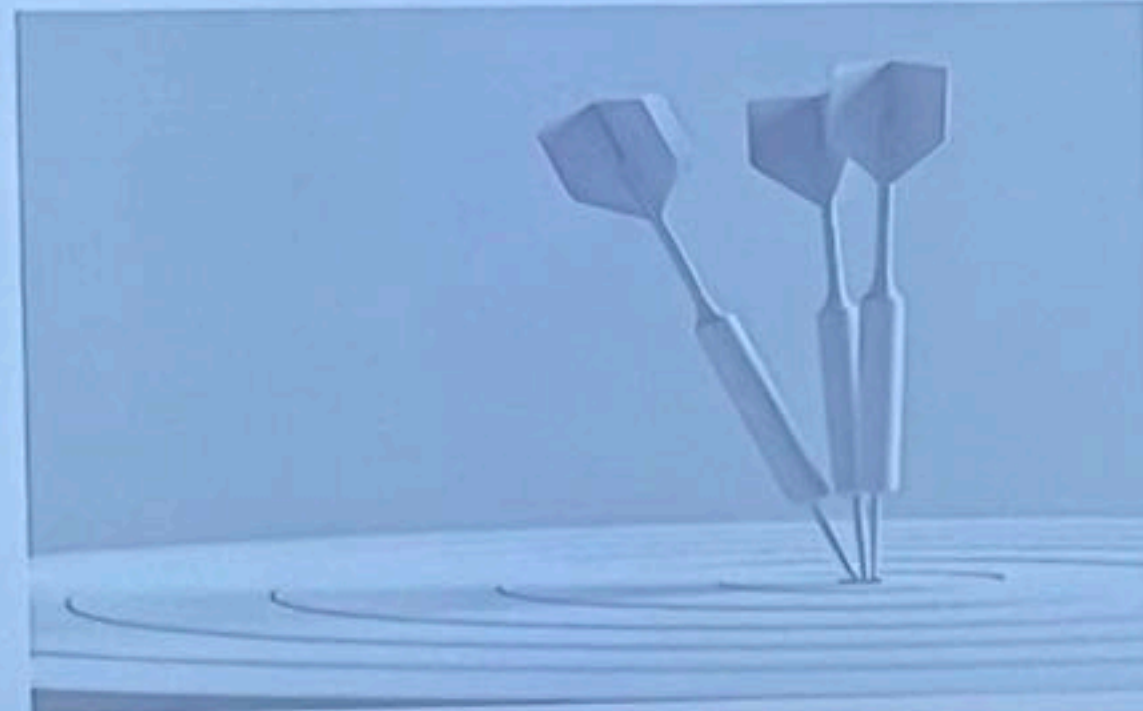
Set Ambition

- Chart out collective direction
- Provide impetus for change, rallying the Singapore Public Service to push bounds of ambition in how we plan and build for the long term



Ensure Alignment

- Ensure coherence and coordination across agencies on strategic priorities
- Align these priorities with the necessary resourcing and capability development



Enable Action

- Set up systems and structures to translate priorities into outcomes
- Drive the development of key enablers e.g. data-driven policymaking





What can I help with?

 Extract all of the text from this image



 Create image

 Code

 Summarize text

 Help me write

 Get advice

More

 Get citation

What can I help with?

I want to fly to a lesser-known location in Africa that is generally safe and has a rich cultural history where my group of friends can learn about their cultural history and be part of informed conversations about everyday life, politics, family, industry, and future aspirations. We would like to attend at least one conference or a formal learning program in the city while we are there that will enable us to meet with local professionals who work in creative or technology sectors. We would like you to plan an itinerary from Auckland to this city that includes a stop over in Dubai for three days, either on the way there or the way back. While in the recommended country please plan our itinerary for six people (three couples) who are active and who prefer boutique hotels or privately owned homes instead of large hotels. Our stay in the country of choice should be for 10 days and include at less three different locations of interest that can be accessed by public transport or through hiring a private driver. The total budget including flights, hotels and attractions is \$10,000NZD per person. Please provide a cost guide for the itinerary for travelling anywhere

- Solve
- Create image
- Analyze images
- Code
- Get advice
- More

Ask Siri

Ask Alexa

Ask Google

Ask ChatGPT

**AI will affect 44% of the global workforce
and have a \$4.1 trillion economic effect
over the next three years through task
automation and augmentation**

Morgan Stanley



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- [🤖 ChatGPT](#)
- [📊 Chart Flow Creator](#)
- [🎨 Canva](#)
- [🔗 Explore GPTs](#)
- Yesterday
- Hey Charlie update
- Previous 7 Days
- Future of Finance
- Previous 30 Days
- Australia Population Decline Fo
- Leadership Development Progr
- Global Collaboration Case Stud
- Complacency Holding New Zea
- Business Person Dreamscape I
- Pendulum Suspension Point
- New Zealand Caravan Itinerary
- What Christmas Stands For
- Things That Make You Go
- World Map Digital Nomad Visi
- Voting Booth and Screens
- Voting Booth Imagery Request
- Voting Booth Visual Concept
- Inspiring UDL and Self-Directe
- Leadership Development Progr
- Leadership Development Progr
- Polling Booth Climate Screens
- Technology and Social Experie
- Destination Dupes Concept
- Indigenous Tourism Experience
- [👤 Add Team workspace](#)
Collaborate on a Team plan

What can I help with?

Write as an Academy award-winning scriptwriter looking to take a well-known film to create a new futuristic world on earth based upon the same characters as the ones in the attached script; however, write the play for a much younger audience of pre-teens who want to be absorbed in a film where is a clearly defined narrative that is relatable and empowering. Use the language of 10 - 13-year-old generation Z and Gen Alpha and base the story on future environments that include large amounts of automation, humanoids, AI-enhanced workforces and robotics. Make the new future world positive and optimistic at a time when climate change has been solved, and the planet and its environment are back in harmony. Do not include any indications of capitalism, populism, and geo-politics and make the collective the most powerful grouping of people over the power of one or a few leaders.



- [🖼 Create image](#)
- [👁 Analyze images](#)
- [✍ Help me write](#)
- [📊 Analyze data](#)
- [💻 Code](#)
- [More](#)

Sony Pictures to Leverage AI in Film Production to Cut Costs



by Nick Taylor



June 3rd, 2024



Artificial Intelligence



CEO of Sony Pictures Entertainment, Tony Vinciguerra, stated they plan to use AI as an “efficient” way to produce films for television and theatres.

Disney's Blowback Over Generative AI in 'Loki' Poster Design – Where Does It End? Or Does It?



According to the [New York Times](#), Disney streaming services are losing money rapidly, with a total loss of over 11 billion dollars from the service since Disney+ started in 2019. Shows that are produced for streaming platforms are unimaginably expensive to make, and if there's a way for the company to save money and still produce at these massive levels, they need to find it.

A Tale of Two SXSWs: An AI Divide So Wide You Could Drive a Film Industry Through It

After two days steeped in the convergence of AI and filmmaking, the throwback vibes of “The Fall Guy” premiere revealed just how unready we are to talk what about appears to be coming.

BY CHRIS O'FALT 

MARCH 18, 2024 2:07 PM

ANNALS OF ARTIFICIAL INTELLIGENCE

WHEN A.I. CAN MAKE A MOVIE, WHAT DOES “VIDEO” EVEN MEAN?

Sora, the new text-to-video system from OpenAI, doesn't make recordings—it renders ideas.



By Joshua Rothman

February 16, 2024

Is This the End of Filmmaking as We Know It?

Most filmmakers don't understand what's coming.



'Sol Killer' Credit: Film Crux

Beeble AI raises \$4.75M to launch a virtual production platform for indie filmmakers

Kate Park / 5:36 PM PDT • July 10, 2024

 Comment

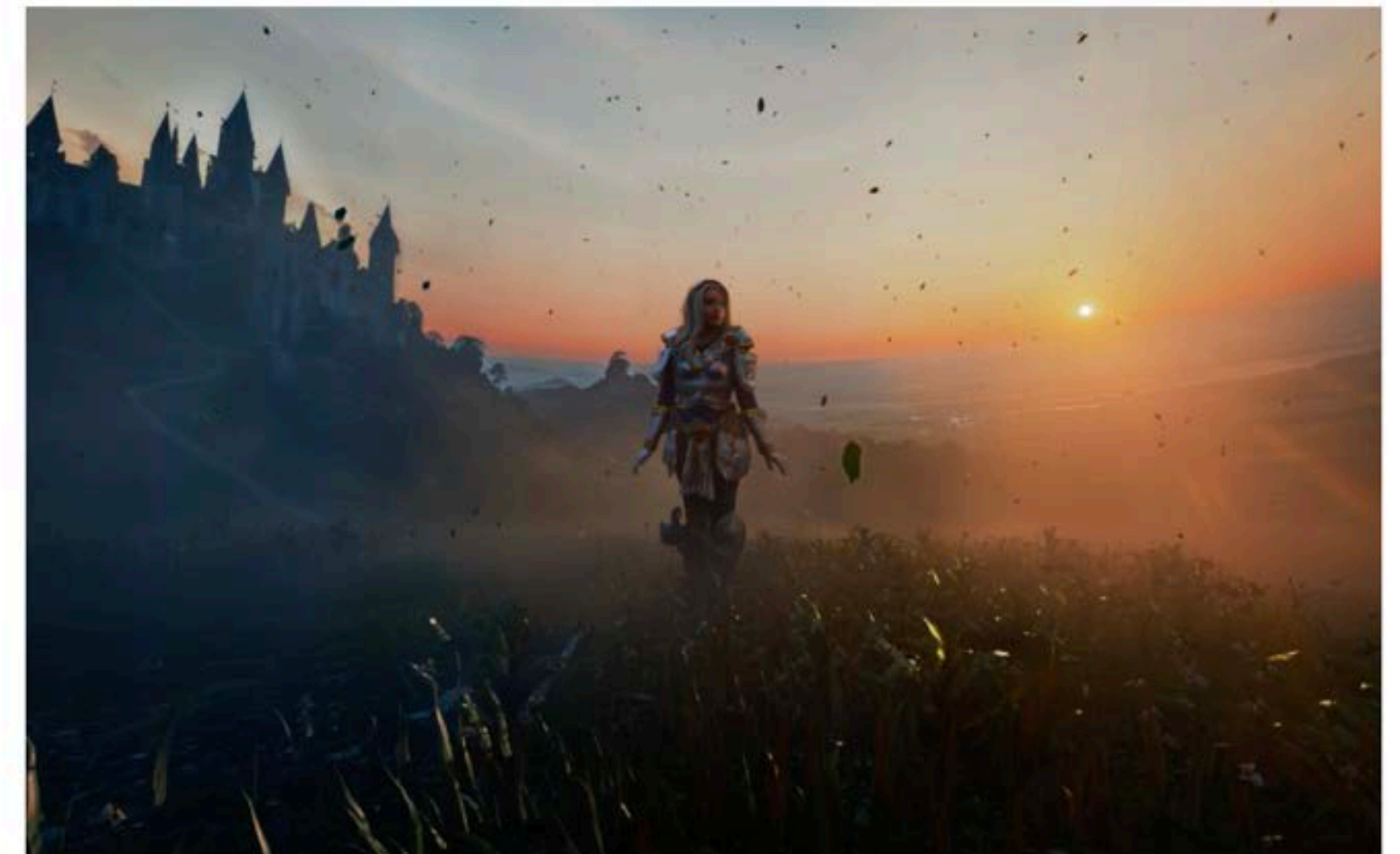


 Image Credits: Beeble AI / Beeble AI

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May 2023



Feb 2024



The speed of change over 9 months



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Runway 3 + Style Transfer

Let's talk about the disruption

BENEFITS OF AI-POWERED CONTENT CREATION

Increased efficiency

AI accelerates
content
development and
delivery timelines.

Cost- effectiveness

Minimizes the need
for big creative
teams, lowering
production costs.

Scalability

Allows for high
content volumes
without affecting
quality

Innovation

Unlocks new creative
possibilities and pushes
the boundaries of
content creation.

HeyGen



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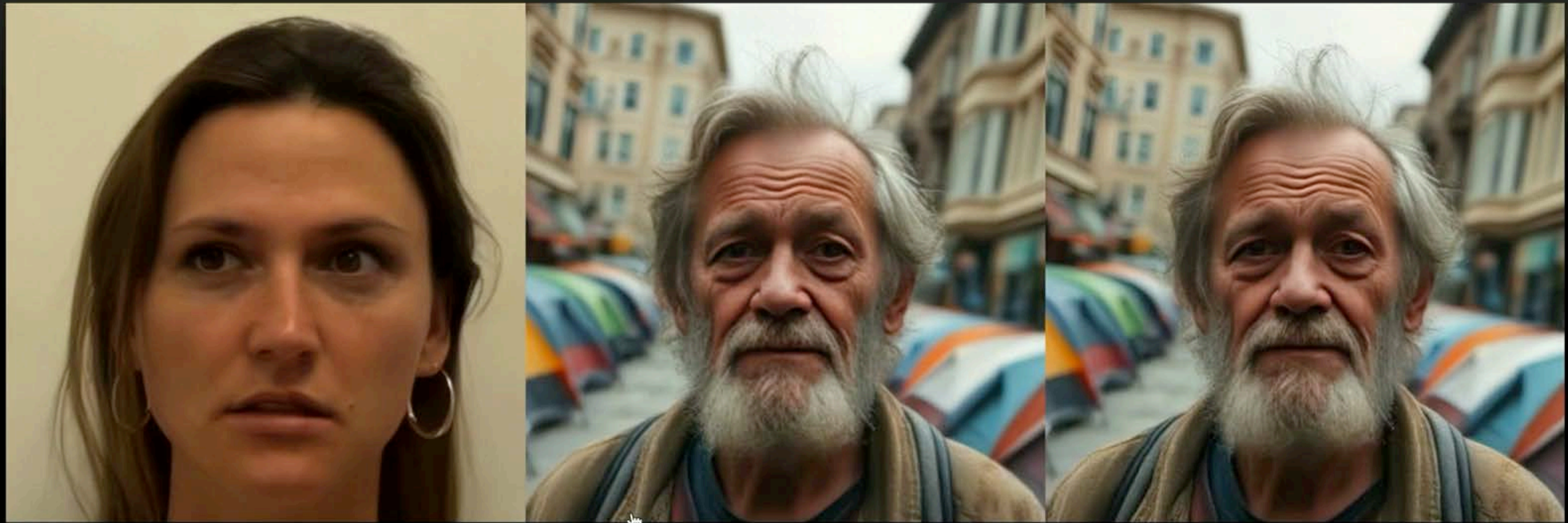




To exit full screen, press **esc**

VOLVO
for life





FLUX image + VideoPortrait (under 5 mins on local PC)



2024-09-23 USV



2024-09-23 USV

Runaway AI Film Festival 2024



Pounamu — Samuel Schrag

To exit full screen, press esc



Watch Later



Share



0:01 / 4:49



YouTube



All AI Film Events

Search



ARTEFACT AI FILM FESTIVAL with MK2
Jun 5, 2024 – Nov 18, 2024



Bucheon International Fantastic Film Festival
Jul 4, 2024 – Jul 14, 2024 · KOMACON



IF AI Film Exhibition
Jul 12, 2024 – Jul 14, 2024 · Whitespace



The Digital Hollywood AI Summer Summit - A Virtual Event
Jul 22, 2024 – Jul 24, 2024



LA GenAI Meetup – August 2024
Aug 12, 2024 · Kings Row Gastropub

According to a report by the European Union Law Enforcement Agency, 90 percent of online content could be synthetically generated within 18 months.

Generative AI For Producers

Script Evaluation and Development

Idea Refinement: Collaborate with ChatGPT to test and refine high-concept ideas. Use the tool to brainstorm plot twists, characters, or alternative narratives.

Market Research: Analyse trends in audience preferences by querying ChatGPT with box office data insights or genre analysis.

Budget Optimisation: Use ChatGPT to predict potential cost-saving measures during pre-production, such as alternative locations, VFX budgeting, and casting recommendations.

Scheduling and Logistics

Automated Scheduling: ChatGPT can provide optimised shooting schedules by analysing factors like weather, location costs, and actor availability.

Resource Allocation: Create production checklists or organise crew and equipment details more effectively.

Risk Mitigation

Scenario Planning: Simulate "what if" scenarios for production delays, budget overruns, or negative early reviews.

Predicting Box Office Success: Input details of the project (genre, cast, release date) and get insights into expected performance based on historical data.

AI For Writers

Brainstorming and Story Development

Idea Generation: Use ChatGPT as a sounding board for plot ideas, character arcs, and thematic exploration.

Character Development: Flesh out character backgrounds, dialogues, and motivations by brainstorming with ChatGPT.

World-Building: For fantasy, sci-fi, or historical films, ChatGPT can help create detailed settings, lore, or plausible historical connections.

Drafting and Editing

Quick Drafts: Writers can input an outline and ask ChatGPT to generate scenes or dialogues to overcome writer's block.

Feedback Loop: Use ChatGPT for instant feedback on scenes or scripts, identifying clichés, pacing issues, or inconsistencies.

Research Assistance

Cultural Accuracy: Writers can verify cultural nuances, historical facts, or language phrases to ensure authenticity.

Genre-Specific Guidance: Gain advice on adhering to genre conventions or subverting them effectively.

AI For Directors

Pre-Production

Scene Visualisation: Use ChatGPT to explore descriptive ideas for shot composition, lighting setups, or camera angles.

Rehearsal Preparation: Generate hypothetical actor questions about motivations and relationships, enabling directors to prepare deeper answers.

Mood Boards and Themes: Collaborate with ChatGPT to articulate themes or visual metaphors for the production team.

On-Set Problem Solving

Creative Solutions: If a location or prop isn't working as planned, ChatGPT can suggest alternatives in real time.

Communication Aid: Use ChatGPT to phrase sensitive feedback to actors or crew members constructively.

Post-Production

Editing Suggestions: ChatGPT can suggest pacing adjustments or thematic connections to strengthen the edit.

Trailer Creation: Generate trailer narratives that encapsulate the movie's core without revealing too much.

AI For Funders

Investment Analysis

Script Evaluation: Funders can input a script summary to evaluate its potential market appeal, originality, and demographic reach.

Risk Assessment: Analyse the likelihood of a project's success based on similar past ventures, budget comparisons, and cast performance metrics.

Marketing Strategy

Target Audience Profiling: Use ChatGPT to identify the ideal demographics for the film and craft tailored marketing campaigns.

Advertising Material: Generate engaging taglines, press releases, or social media content to build pre-release buzz.

Performance Monitoring

Box Office Predictions: Analyse early reviews, social media sentiment, and pre-sale ticket data for a forecast of opening weekend performance.

Post-Mortem Analysis: After the film's release, input financial and audience data into ChatGPT to understand successes and shortcomings.

AI in Cross-Departmental Processes

Collaboration and Communication

Streamlined Meetings: Use ChatGPT to prepare agendas, summarise discussions, or even simulate brainstorming sessions.

Conflict Resolution: Generate constructive solutions to disputes between departments or team members.

Audience Engagement

Fan Interaction: Create interactive experiences for fans (e.g., chatbots themed around movie characters).

Real-Time Q&A: Enable dynamic interactions during promotional events or social media campaigns.

Sustainability

Sustainable Production Tips: Identify greener alternatives for sets, transportation, and catering using ChatGPT's insights.

A vibrant, futuristic cityscape at sunset or sunrise. The scene is dominated by tall, slender, metallic skyscrapers that reflect the warm, golden light of the sky. In the foreground, a lush green landscape with dense foliage and a winding river is visible. A large, transparent globe showing the Earth's continents and oceans sits prominently on a grassy hill. Other smaller, similar globes are scattered throughout the scene. The overall atmosphere is one of harmony between advanced technology and nature.

Thank you

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