

AI in Media & Entertainment

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Abstracts

The aim of this study is to examine the impact of the arrival of AI in the media and entertainment sector.

It seeks to answer the following questions:

What disruptions can be expected as a result of the arrival of AI in the media sector?

Which parts of the value chain are most likely to be affected?

What are the concrete use cases for AI in the sector?

What developments are expected from these initial applications?

What are the main benefits and barriers to the use of AI in the media sector?

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