

Entertainment Chatbots

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ABSTRACT

Chatbots have transformed the way businesses interact with the world. Artificial intelligence along with its subset of technologies, like machine learning and deep learning, have made chatbots more intelligent than their predecessors. Chatbots have become integral to the entertainment and media industry. Entertainment chatbots have rapidly become a cornerstone in the media landscape, offering a blend of automation and personalization that enhances user experiences. Their ability to handle repetitive and time-consuming manual business tasks has led to the phenomenal rise of chatbots in the media and entertainment industry. Media companies can deploy chatbots as virtual assistants to answer customer queries, provide real-time support, and offer personalized recommendations. Chatbots also have the potential to revolutionize customer service in the media industry. This paper explores the fascinating world of entertainment chatbots.

KEYWORDS: *chatbots, media and entertainment, entertainment chatbots, automation.*

INTRODUCTION

Chatbots are basically software programs that utilize artificial intelligence (AI) to simulate conversation with human users. They are designed to understand and respond to natural language queries, making interactions feel organic and personalized. By leveraging natural language processing and machine learning, chatbots can analyze user queries, understand intent, and generate relevant responses. This functionality has made them indispensable and prevalent in various industries. One sector where chatbots are making a significant impact is entertainment and media. With the rising demand for interactive and immersive experiences, chatbots have found their place in the entertainment industry. Chatbots can provide personalized recommendations for pre- and post-event activities, ensuring that attendees have a seamless and enjoyable experience [1].

Entertainment brands are turning to artificial intelligence for smarter, more customized consumer experiences. Leveraging artificial intelligence, entertainment chatbots can simulate natural conversations, providing personalized alerts for

anything from movie recommendations to the latest news. Entertainment chatbots are making these scenarios a reality, offering frictionless, individualized content non-stop. They are not just answering simple queries; they are reshaping our entire media landscape. From streaming services to social media platforms, chatbots are enhancing user interactions in ways we never thought possible. It is their ability to understand natural language, learn from interactions, and provide personalized responses. Entertainment chatbots include music chatbots that help in creating and maintaining playlist as per the audience preferences, online gaming bots, and virtual assistant bots who help engage audiences and drive revenue for the digital entertainment mediums. A chatbot is displayed in Figure 1 [2], while Figure 2 shows a representation of entertainment chatbot [3].

CONCEPT OF CHATBOTS

Chatbots are also known as conversational agents, interactive agents, virtual agents, virtual humans, or virtual assistants. Chatbots, as part of AI devices, are computer programs designed to carry on a dialogue

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with users using natural languages. Healthcare has become an attractive market for chatbot applications. The main purpose of healthcare chatbots is to help patients in less time and for less money than it would take to visit a medical professional. Healthcare chatbots have great potential, but they still have a long way to go to win over consumers.

The first chatbot (Eliza) was developed in 1966 by Joseph Weizenbaum for psychiatric patients. Since then, Chatbots have gained popularity in all the domains such as banking, e-commerce, healthcare, education, and smart homes [4]. A chatbot describes a computer system or the situation in which human is chatting with the robot (computer).

Chatbots may be regarded as mimic systems which imitate the conversations between two individuals. They employ different degrees of human-like appearance and behavior, such as facial expressions, compassion, humor, and tone of voice. Thus, chatbots are computer programs with a conversational user interface capable of emulating natural, conversational interpersonal exchange. Fueled by artificial intelligence (AI), chatbots are becoming a viable option for human-machine interaction.

Chatbots can be integrated into various messaging platforms, websites or mobile apps to interact with customers and prospects in real time. For example, healthcare chatbot can diagnose the disease and provide basic details about the disease before consulting a doctor. It is designed to reduce the healthcare costs and improve accessibility to medical knowledge. Healthcare chatbots depend on natural language processing (NLP) that helps users to submit their health problem [5]. Figure 3 illustrates a chatbot based on three key structures in AI [6].

There are essentially two types of chatbots: (1) Fixed chatbots: These are programs with fixed information and hence offer limited help; (2) AI-based: These chatbots thrive on dynamic learning and constantly update themselves using various customer interactions. An AI-based chatbot has three domains: databases, natural language processing (NLP), and machine learning (ML). Mostly chatbots are some kind of computer programs that use natural language processing (NLP) for interpreting the user input and generating the corresponding response. In other words, NLP helps users to submit their problem about the health. The aim of the system is to replicate a person's discussion. Chatbots interact with users using natural languages. Chatbot may ask a review of symptoms and relevant information such as past medical or surgical history. It provides response by use of an efficient Graphical User Interface (GUI). The GUI is an artificial creation invented to enable interactions

between human and computers. The chatbot system helps users to freely submit their complaints and queries regarding health by voice since customer satisfaction is the major concern for developing this system [6,7].

One may also regard a chatbot as a software system that allows you to simulate real conversations between devices and users by means of a conversational interface [8]. Chatbots use three types of conversation styles [9]: static, semi-automated, and fully-automated conversation dialogue. The static conversation style is rule-based and it is easy to build. Automated refers to the generative-based model, which uses deep learning models to build interaction. This is very complex and requires a lot of training data. The semi-automated automates some parts while the rest is handled by a human. Figure 4 shows that a chatbot is designed to answer questions with proper answers [10], while

Figure 5 provides some examples of what chatbots can do [11].

ENTERTAINMENT CHATBOTS

The media and entertainment industry has been at the forefront of technological advancements. The industry is rapidly evolving, and AI-powered chatbots are playing a crucial role in this evolution. The advent of chatbots has completely transformed how individuals engage with entertainment platforms. Chatbots for media companies can now do everything from user experience personalization and product discovery to marketing and advertising, and more. By using AI and natural language processing, chatbots can provide interactive and engaging experiences for viewers, listeners, and readers. They possess the remarkable ability to promptly comprehend user queries and furnish pertinent information with utmost precision. With these trusty companions at their side, users can now effortlessly navigate vast catalogs brimming with movies, TV shows, music treasures galore – all while receiving personalized suggestions tailored exclusively to their unique interests. Be it guiding individuals towards their next captivating TV series or meticulously curating a bespoke playlist, chatbots soar to unprecedented heights in delivering an unparalleled user experience [12]. Figure 6 shows an entertainment chatbot [13], while Figure 7 displays some entertained audience [14].

Consumers prefer to interact with a chatbot over a human representative. The entertainment industry, ever seeking to innovate and engage audiences, has embraced the power of AI chatbots. Chatbots are no longer just customer service tools; they are becoming integral to creating personalized and immersive entertainment experiences. From recommending

movies based on your preferences to offering interactive gaming companions, these AI-powered assistants are pushing the boundaries of what is possible in the entertainment realm. They are revolutionizing the way content is created, consumed, and marketed [15].

APPLICATIONS OF ENTERTAINMENT CHATBOTS

Entertainment chatbots play a crucial role in customer service, branded content, and content recommendations. The applications of chatbots in the media and entertainment industry are virtually limitless. Common applications of entertainment chatbots include the following [12,16,17]:

- *Interactive Storytelling:* In the realm of storytelling within the enchanting world of entertainment, chatbots have emerged as unconventional players, defying expectations and assuming the roles of characters. These digital personas possess a remarkable ability to captivate users, bestow personalized encounters upon them, and breathe new life into narratives in unprecedented ways. No longer are users relegated to being mere spectators; they now actively participate in shaping the narrative through meaningful choices. As technological progress gallops forward unabated, we can anticipate chatbots assuming increasingly indispensable roles in the future landscape of interactive storytelling.
- *Gaming:* The gaming industry has embraced AI chatbots as a powerful tool for enhancing player experiences and creating more immersive and engaging worlds. In the ever-evolving realm of gaming, chatbots have emerged as a perplexing force, injecting an unprecedented burst of dynamism into players' interactions with their beloved games. Chatbots have propelled player engagement to uncharted territories by unleashing an utterly novel dimension of interplay. Players can now embark on enthralling dialogues with these virtual entities within the very fabric of the game itself. These extraordinary chatbots possess an innate ability to comprehend and reciprocate player inquiries in a manner that is strikingly natural and conversational.
- *Production Processes:* The entertainment industry is renowned for its whirlwind pace and demanding workflows. Chatbots have emerged as invaluable tools that streamline the intricate operations behind the scenes. They effortlessly manage schedules, coordinate logistics, perform data analysis, and provide real-time updates – completely revolutionizing production management.
- *Fan Engagement:* In the digital era, an intriguing phenomenon has emerged – the convergence of fans and celebrities through the enigmatic realm of chatbots. Chatbots have revolutionized the way fans connect with celebrities. These clever virtual assistants have revolutionized the way fans connect with their beloved stars, propelling engagement to unprecedented heights. Now followers can effortlessly engage with chatbots meticulously engineered to mirror their favorite celebrities' idiosyncrasies. The essence of these chatbots lies in delivering a tailored experience for each individual fan. Celebrities can reach an expansive audience and gain valuable insights into fan preferences through chatbot integration.
- *Targeted Marketing:* Chatbots can be a powerful tool in running marketing and promotional campaigns in the entertainment sector. AI-enabled chatbots deliver the right marketing material to the right audience. The result is maximum output from ads and higher conversion rates. You can use chatbots for promoting anything from books, songs, art pieces, TV shows, movies, and more. AI-powered targeted advertising and marketing ensures that ads are shown to the right audience at the right time, increasing their relevance and effectiveness.
- *Personalized Advertising:* Chatbots can revolutionize the way advertisers reach their target audience. It delivers highly personalized advertisements. It analyzes user data such as viewing history, preferences, and interactions. Thus, chatbot can identify individual interests and tailor ads accordingly. This targeted approach ensures that users are more likely to be interested in the content they see. Chatbots can be used to deliver targeted advertisements to users. By analyzing user data, chatbots can identify the most relevant ads to display.
- *User Retention:* Providing excellent customer support is essential. It helps in retaining users in the competitive media and entertainment landscape. Chatbots can play a crucial role in improving user retention by reducing frustration. It offers prompt and helpful assistance. Thus, chatbots can reduce customer frustration and improve satisfaction. By resolving issues quickly and effectively, chatbots can help to increase the customer lifetime value.
- *Ticketing Assistants:* The emergence of chatbots has revolutionized the landscape of ticketing and

booking in the entertainment industry. Chatbots can streamline the ticketing and event management process for media and entertainment companies. It automates many aspects of the process. Chatbots can improve the user experience and reduce the workload for event organizers. Many media and entertainment companies are using chatbot to improve their ticketing and event management processes. Chatbots can handle ticket sales directly. It allows customers to purchase tickets without the need for human intervention. They can provide information about ticket prices, availability, and seating arrangements. Chatbots can assist customers with booking tickets for events. It includes concerts, shows, or festivals. They can provide details about event dates, times, and locations. A paramount advantage that chatbots bring to ticketing and booking lies in their unwavering accessibility throughout day and night.

BENEFITS

The integration of chatbots in entertainment and media brings forth a multitude of benefits. Chatbots are upgrading client care, providing instant, round-the-clock help that makes users feel heard and valued. They are personalizing content recommendations, streamlining customer support, and transforming the way we engage with media. They are constantly collecting and analyzing a wealth of information about user behavior. Other benefits of entertainment chatbots include the following [18-20]:

- *Automation*: One remarkable aspect where chatbots truly shine is their ability to automate monotonous and time-consuming tasks. While automation offers efficiency, chatbots should seamlessly escalate inquiries that require the expertise of human agents. By automating the transcription of interviews, for example, producers and editors can more easily check, create, and amend content.
- *Availability*: No more restricted hours, your customers get the support and information they need anytime, boosting overall satisfaction and keeping your brand relevant 24/7.
- *Enhanced Efficiency*: Chatbots automate tasks like content creation, customer service, and marketing campaigns, freeing up human resources for more creative endeavors. By suggesting relevant content, chatbots reduce the amount of time users spend searching for something to watch, listen to, or read.
- *Customer Service*: Traditional customer service relied heavily on human-operated call centers, often leading to long wait times and limited availability. With the advent of AI, chatbots are revolutionizing the field. AI chatbots are virtual assistants equipped with natural language processing (NLP) capabilities, allowing for 24/7 availability and instant, contextually relevant responses. By handling these routine questions, AI allows support agents to dedicate more time to providing unique, tailored customer interactions, thereby significantly improving the overall support experience.
- *Customer Support*: The integration of chatbots in customer support represents a fundamental shift in how the entertainment industry connects with its audience. With its global reach and diverse content offerings, the entertainment industry benefits greatly from chatbot support. Whether troubleshooting streaming issues, answering billing questions, or offering personalized content recommendations, AI assistants are always ready to assist. Chatbots do more than just answer questions; they streamline support operations. One of the most exciting aspects of chatbots in entertainment customer support is their ability to provide proactive assistance. The role of chatbots in customer support is set to expand with advancements in natural language processing and machine learning.
- *Audience Engagement*: Real-time engagement is where these chatbots truly shine. Chatbots have fundamentally altered how audiences engage with content in the entertainment industry. They do more than just recommend. They engage in conversations about plot twists, character arcs, or that mind-bending ending you cannot stop thinking about. An engaged audience translates to customer retention in the long run. AI-powered chatbots can integrate with social media platforms enabling you to create campaigns that garner more click-through rates and, therefore, more engagement.
- *Personalization*: Static, one-size-fits-all interactions are a thing of the past. Entertainment chatbots are driving personalized content recommendations. By understanding your behavior, interests, and preferences, chatbots in entertainment deliver content tailored specifically to your needs. Whether it is through personalized content delivery or immersive customer interactions, chatbots can significantly enhance how you consume and engage with entertainment.

This personalization can lead to increased user engagement and higher purchase rates.

- *No Geographical Limits:* Chatbots for entertainment companies enable you to have a wider reach without compromising on your customers' entertainment experience. Whether it is a breaking news story in Brazil or a trending documentary in Japan, your audience gets what they are looking for, in their own language, right away. No more geographical limits, no more missed opportunities. Chatbots transform your entertainment business into a global powerhouse, achieving substantial growth in both reach and engagement metrics. It is like having a crew of multilingual content curators working around the clock, ensuring every user feels seen, heard, and understood.
- *Loyalty:* With natural language processing and machine learning, conversational systems offer personalized, human-like interactions that build trust and loyalty. By catering to individual preferences, bots create a sense of connection and loyalty. The evolution of Food Network's chatbot is a perfect example. It went from providing basic info to offering tailored meal recommendations and fun content, turning passive viewers into active participants in the culinary world. This kind of dynamic entertainment keeps audiences coming back for more, creating a passionate community around your brand. With bots, you are not just optimizing operations — you are making sure the clients enjoy the best.
- *Collaboration:* Another fascinating development is the potential for AI chatbots to become creative collaborators. We may soon see chatbots that can help aspiring musicians compose melodies, assist writers in developing plot twists, or even co-create digital art with human partners. This fusion of human creativity and AI capabilities could unlock entirely new forms of entertainment.
- *Scalability:* One of the biggest hurdles hindering growth for most media and entertainment companies is their inability to personalize their content and/or services at scale. Chatbots provide scalability without the extra overhead. Whether processing a handful of queries or managing thousands, conversational AI scales effortlessly. The technology maintains the same efficiency during peak times without requiring additional staff, letting your business grow smoothly while evading skyrocketed operational costs.

Figure 8 shows some of the benefits of chatbot entertainment [21].

CHALLENGES

While the benefits of chatbots in entertainment and media are substantial, their integration does come with challenges that need to be addressed. Challenges include technical hurdles, privacy concerns, ethical AI use, and user skepticism. As the entertainment industry continues to grapple with these challenges, collaboration is proving key. Other challenges of entertainment chatbots include the following [1,15,20,22]:

- *Privacy Concerns:* As chatbots interact directly with users, privacy and security concerns become paramount. As chatbots collect and process vast amounts of user data, privacy becomes a paramount concern. Entertainment companies must balance personalization and protection. Recent high-profile data breaches have heightened these worries. To tackle this challenge, companies are implementing robust data encryption protocols and adopting privacy-by-design principles. Many chatbots now feature clear opt-in processes and granular privacy settings, allowing users to decide exactly what information they are comfortable sharing.
- *Ethical Concerns:* The increasing use of AI chatbots in entertainment raises several ethical considerations that need to be addressed for responsible development and deployment. Consumers should be informed when interacting with an AI chatbot rather than a human. Users should be aware of how their data is being used and have control over their privacy. The development and use of AI chatbots should adhere to ethical principles.
- *User Skepticism:* Despite the growing popularity of chatbots, some users may still exhibit skepticism towards their capabilities. Convincing users that chatbots can provide accurate and valuable recommendations, engage in meaningful conversations, and understand their unique preferences can be challenging. Effective marketing, user education, and clear communication about chatbot capabilities and limitations can help overcome this skepticism and encourage user adoption.
- *Global Economic Shifts:* Economic changes worldwide significantly impact the entertainment chatbot market. Increased digital engagement and tech-savvy consumers are major growth drivers. The demand for engaging and interactive content is pushing the market forward. Countries like China and India are key players, utilizing chatbots for everything from gaming to virtual concert interactivity.

- **Regulatory Compliance:** In the realm of entertainment chatbots, policy and regulation play a critical role. Ensuring compliance with evolving AI regulations is a growing challenge for the entertainment industry. AI developers must stay compliant with these regulations to operate legally, ensuring their technologies do not infringe on user rights and maintain public trust. Recent advancements in AI have prompted regulatory bodies to ensure these technologies are safe, ethical, and transparent. Additionally, regulatory frameworks like GDPR and CCPA are pushing the industry towards greater transparency and user control.
- **Transparency:** Transparency is another major focus area. Laws and guidelines require that chatbots disclose their automated nature and provide clear usage policies to users. This guards against manipulation and ensures users are aware they are interacting with an AI.
- **Integration:** Integrating chatbots into existing entertainment platforms is often technically challenging. Integration with existing systems, ensuring seamless conversation flows, and maintaining high-quality natural language processing are just a few of the challenges developers face. Compatibility issues with legacy systems, scalability concerns, and the need for consistent performance across various devices and platforms can be daunting. To overcome these hurdles, companies are turning to cloud-based solutions and microservices architectures. These approaches offer greater flexibility and scalability, allowing chatbots to handle fluctuating user demands more efficiently.

FUTURE OF ENTERTAINMENT CHATBOTS

In the ever-evolving digital realm of today, chatbots have emerged as true disruptors in the entertainment industry. The world of entertainment is changing fast, and chatbots are leading the charge. The entertainment chatbot market is evolving rapidly, driven by advancements in artificial intelligence and changing consumer behaviors. As these technologies advance, their applications in the media and entertainment industry will continue to grow, offering even more personalized and efficient ways to enjoy content. The future of entertainment is conversational, immersive, and powered by AI. As chatbot technology evolves, we can expect even more immersive and interactive experiences. As advancements in AI continue, the capabilities of chatbots will expand. Integration with virtual reality or augmented reality technology could create even

more immersive and personalized customer experiences [19].

Looking to the future, the potential of entertainment chatbots seems boundless. From virtual watch parties to interactive storytelling experiences, we are only scratching the surface of what is possible. As the future of entertainment, chatbots are taking center stage. These intelligent digital assistants are changing how we consume media, offering personalized experiences that were once the stuff of science fiction. As we look to the future, the potential for more personalized and intuitive content recommendations is truly exciting. The next generation of entertainment chatbots will likely incorporate multimodal interactions, blending voice, text, and even visual elements. Advancements in machine learning, natural language processing, and AI algorithms are propelling chatbot technology forward. Future chatbots will become even more adept at understanding context, emotions, and natural language nuances, enabling more sophisticated and interactive conversations with users. Chatbots will play a crucial role in helping users navigate through an ever-expanding sea of digital content, ensuring they find entertainment that resonates with their unique preferences and tastes [1].

CONCLUSION

The entertainment sector has continuously changed to accommodate the shifting requirements of its audience. The entertainment industry has been completely shaken up by the emergence of chatbots, which is a ground-breaking technology that might completely alter the way that the industry is now perceived. These AI-powered virtual assistants have completely revolutionized the way we consume and interact with content. They have found a permanent home at some of the leading media and entertainment companies. They allow businesses to connect on a more personal level via direct messaging. In a world where content is king, chatbots are becoming indispensable courtiers, ensuring that your entertainment experience is nothing short of royal. These intelligent assistants are transforming how we discover and enjoy movies, music, and more, by delivering spot-on recommendations tailored to each individual's unique tastes.

Rapid advancements in AI chatbot technology are set to transform our leisure experiences in ways we can only begin to imagine. The AI-powered GPT chatbot is simply revolutionizing the way content is specifically personalized. Based on the user's behavior and preferences, the bot has the ability to suggest things. The AI GPT chatbot can make recommendations of movies based on what the user

has liked, asked for, or simply watched. The possibilities are endless, and the future of AI-powered GPT chatbots in the entertainment industry is sure to be innovative and game-changing [23].

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Figure 1 A chatbot [2].



Figure 2 A representation of entertainment chatbot [3].

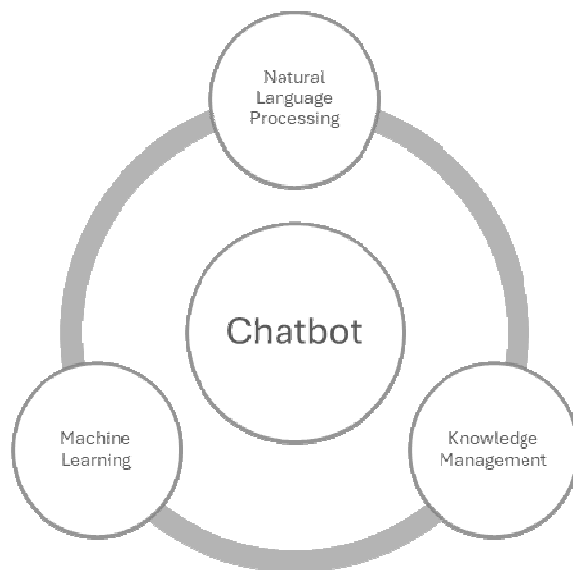


Figure 3 A chatbot based on three key structures in AI [6].



Figure 4 A chatbot is designed to answer questions with proper answers [10].

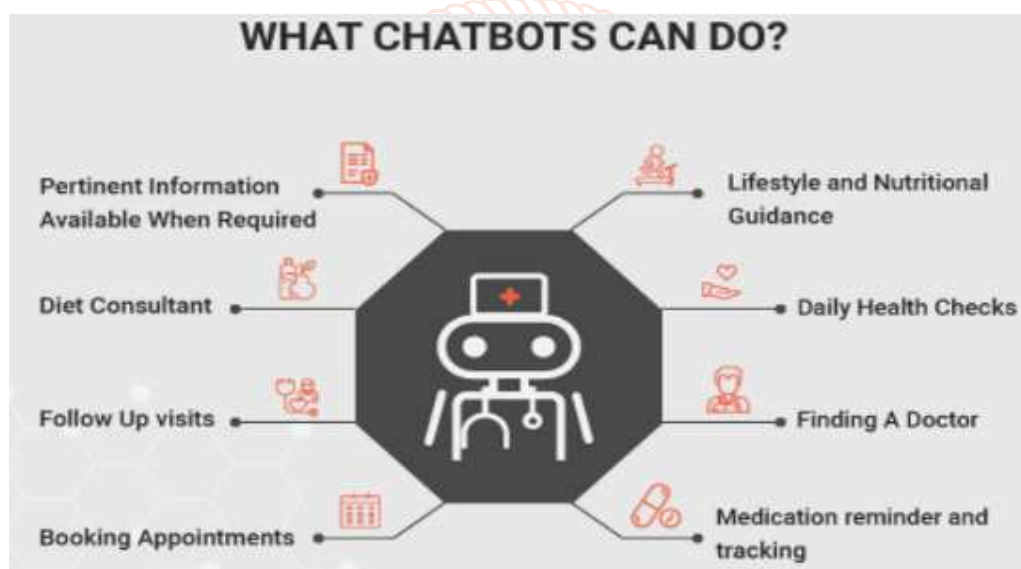


Figure 5 Typical examples of what chatbots can do [11].



Figure 6 An entertainment chatbot [13].



Figure 7 Some entertained audience [14].

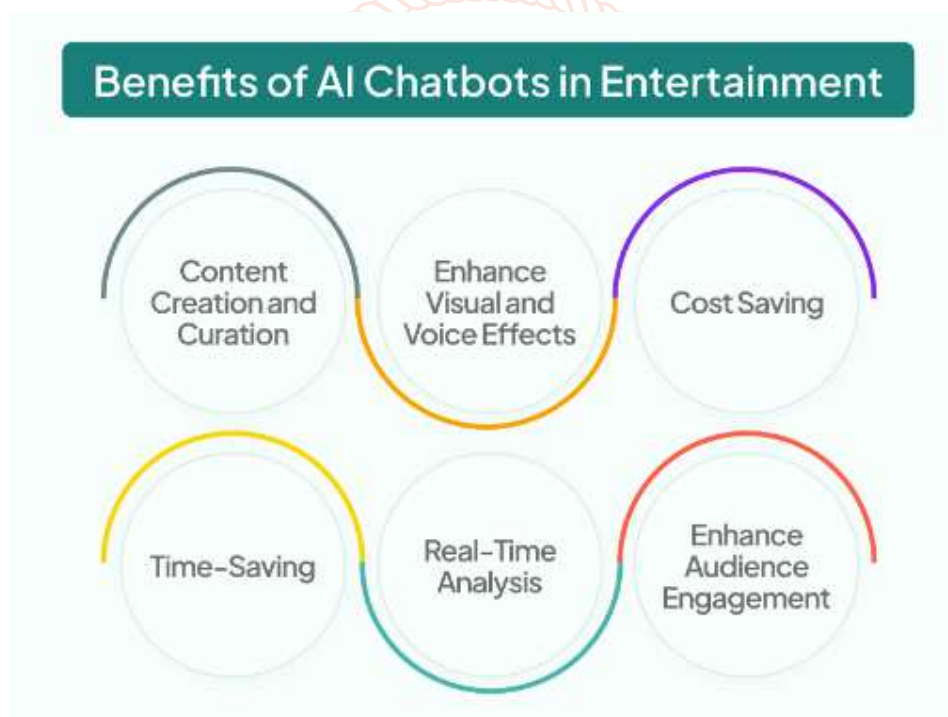


Figure 8 Some benefits of chatbot entertainment [21].