

Artificial Intelligence in Media and Entertainment

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ABSTRACT

Artificial intelligence (AI) is a developing technology that attempts to imitate human intellect using robots. AI is used in entertainment for personalization, content creation, and in various aspects of production, including scripting, storyboarding, and visual effects. AI is transforming entertainment by enhancing film, gaming, and music. AI is seamlessly weaving its magic across the vibrant landscape of the media and entertainment industry, notably revitalizing diverse domains such as music, film and TV, gaming, advertising, book publishing, and content creation. This paper explains the impact of AI on the media and entertainment industry.

KEYWORDS: *artificial intelligence, machine learning, AI, generative AI, media and entertainment.*

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INTRODUCTION

Computers are now seen as companions that are expected to help not only with efficiency and effectiveness, but also in supporting our basic need for entertainment, pleasure, and aesthetics. Computer communication can be expected to have the same basic properties of human communication when artificial agents will be part of our ecological scene. These properties include humor, engaging storytelling, or novel human communication capabilities, like producing good real life pictures or video clips. Human computer interaction is one of the traditional areas of artificial intelligence.

Artificial intelligence (AI) is technology that teaches robots to understand, analyze, and learn from data to make intelligent decisions. It has the capability to replicate voices, create fake videos and photos, called deepfakes, of just about anything, and can practically bring people back to life. This technology is taking over many industries in the modern day. AI can be used to help with everyday tasks, such as data entry, which allows workers to have more time to do other tasks. In recent years, AI techniques have been

increasingly applied in diverse domains, including media and entertainment. The entertainment experience now includes speech recognition, chatbots, and personal assistants[1].

WHAT IS ARTIFICIAL INTELLIGENCE?

The term “artificial intelligence” (AI) is an umbrella term John McCarthy, a computer scientist, coined in 1955 and defined as “the science and engineering of intelligent machines.” It refers to the ability of a computer system to perform human tasks (such as thinking and learning) that usually can only be accomplished using human intelligence [2]. Typically, AI systems demonstrate at least some of the following human behaviors: planning, learning, reasoning, problem solving, knowledge representation, perception, speech recognition, decision-making, language translation, motion, manipulation, intelligence, and creativity.

The 10 U.S. Code § 2358 define artificial intelligence as [3]:

1. “Any artificial system that performs tasks under varying and unpredictable circumstances without

significant human oversight, or that can learn from experience and improve performance when exposed to data sets.

2. An artificial system developed in computer software, physical hardware, or other context that solves tasks requiring human-like perception, cognition, planning, learning, communication, or physical action.
3. An artificial system designed to think or act like a human, including cognitive architectures and neural networks.
4. A set of techniques, including machine learning, that is designed to approximate a cognitive task.
5. An artificial system designed to act rationally, including an intelligent software agent or embodied robot that achieves goals using perception, planning, reasoning, learning, communicating, decision making, and acting.”

AI provides tools creating intelligent machines which can behave like humans, think like humans, and make decisions like humans. The main goals of artificial intelligence are [4]:

1. Replicate human intelligence
2. Solve knowledge-intensive tasks
3. Make an intelligent connection of perception and action
4. Build a machine which can perform tasks that requires human intelligence
5. Create some system which can exhibit intelligent behavior, learn new things by itself, demonstrate, explain, and can advise to its user.

AI is not a single technology but a range of computational models and algorithms. The concept of AI is an umbrella term that encompasses many different technologies. AI is not a single technology but a collection of techniques that enables computer systems to perform tasks that would otherwise require human intelligence. The major disciplines in AI include [5]:

- Expert systems
- Fuzzy logic
- Neural networks
- Machine learning (ML)
- Deep learning
- Natural Language Processors (NLP)
- Robots

These computer-based tools or technologies have been used to achieve AI's goals. Each AI tool has its own advantages. Using a combination of these models, rather than a single model, is recommended.

Figure 1 shows a typical expert system, while Figure 2 illustrates the AI tools. These tools are gaining momentum across every industry. Analytics can be considered a core AI capability.

AI IN MEDIA AND ENTERTAINMENT

The entertainment industry has become increasingly diverse and complex, encompassing various sectors such as film, television, music, gaming, and sports. The boundaries between these segments are becoming less distinct. Artificial intelligence is a fast-growing technology that is quickly taking over many industries, such as the media and entertainment industry. The media and entertainment industries are early adopters of contemporary technology, embracing the digital revolution and exploiting the ever-changing technology to create better content, improve user experience, and establish a robust brand presence. Ways that AI can impact the entertainment industry include digital avatars, synthetic voice, AI generated scripts, AI generated visuals, task automation and augmentation, translation, and the need for public-private collaboration. AI is not just changing how we create entertainment; it is changing how we experience it. Figure 3 depicts AI in entertainment [6].

In the media and entertainment industry, the infusion of artificial intelligence has set the stage for a remarkable change. The impact of AI in media and entertainment industry has been significant, with many companies utilizing AI to improve their operations, enhance the consumer experience, and create more personalized content. AI has emerged as a formidable force in the realms of game development, movie production, and advertising, innovating creative processes across industries. Giants in both the media and entertainment and technology spheres, including Blizzard Entertainment, Walt Disney World, Google, Microsoft, and Intel, have converged their expertise to craft, launch, and refine a plethora of AI-driven innovations. Figure 4 shows the components of AI in media and entertainment industries [7].

APPLICATIONS OF AI IN MEDIA AND ENTERTAINMENT

From content creation to audience engagement, the influence of AI in media and entertainment is revolutionizing the industry. Artificial intelligence now drives scalable production workflows, personalized content delivery, and even creative ideation. AI is used in entertainment in nearly every stage of the creative process—from ideation to distribution. Common applications of AI in the media and entertainment industry include the following [7]:

- **Music Production:** The incorporation of AI into the domain of audio mastering presents an intriguing development in music production. AI is making significant strides in music production, capable of analyzing aspects like melodies and rhythms and even generating creative inputs for compositions. AI technologies can process and potentially enhance sound quality through automated mastering services. AI tools further streamline production by automating mixing and mastering processes, significantly expediting high-quality music creation. An advantage of AI in music production is its ability to personalize the listening experience. Figure 5 shows the composition of music [8].
- **Film Production:** Leveraging AI to craft impactful and revenue-generating film scripts is a strategic move for filmmakers. AI aids in the analysis of scripts destined for the screen, dissecting storylines to identify questions, uncertainties, and recommendations, simplifying and expediting the script evaluation process. AI is paving the way for enhanced efficiency in film pre-production by automating and refining various tasks. It assists in creating optimized schedules by analyzing and predicting task durations, suggests potential filming locations through virtual exploration, and aids in preparing for shoots by breaking down scripts and organizing logistical elements. AI plays a pivotal role in predicting a film's potential revenue by analyzing its script. It proves invaluable in editing entire films, utilizing facial recognition to identify central characters and key plot-related scenes, streamlining the editing process for full-length features.
- **Game Design:** The introduction of artificial intelligence into games transformed the entertainment business. AI enriches game design by enhancing non-player characters (NPCs) and refining game mechanics through its capability to create realistic and challenging behaviors. In gameplay, AI not only develops formidable opponents, providing a heightened and immersive experience, but also ingeniously generates procedural content, such as new levels and characters, ensuring a continually fresh and engaging gaming journey for players. AI can dynamically tailor in-game content, like missions and challenges, according to individual player behavior and decisions.
- **Book Publishing:** Authors send their work to publishers or literary agents in the manuscript submission and evaluation process. Artificial intelligence plays a pivotal role in the manuscript submission and evaluation process. It aids in automating initial manuscript screening, categorizing submissions based on predefined criteria, and expediting the sorting process. Predictive modeling utilizes AI to analyze market trends and reader preferences, helping in forecasting a manuscript's market potential and guiding informed publishing decisions. In the critical editing and proofreading phase of manuscript preparation, AI proves to be a valuable tool.
- **Advertising:** Advertising is one of the most common uses of AI in the entertainment industry. By leveraging historical data, companies can make smarter decisions regarding personalized creatives and reaching the right audience. AI in advertising and marketing is a common practice employed by well-known companies in the entertainment industry. AI enhances audience targeting by analyzing vast data, predicting behavior, and enabling real-time personalization. It segments users based on behavior, facilitates A/B testing, and optimizes campaigns for better results. AI-driven automation streamlines marketing efforts, making them more cost-efficient and customer-centric. AI leverages user browsing history and preferences to target ads precisely. This intelligent targeting ensures advertisers reach the most relevant audience, ultimately maximizing their campaigns' effectiveness and conversion rates. Figure 6 shows an AI-driven advertising [9].
- **Storytelling:** Interactive storytelling challenges storytellers to create dynamic narratives that adapt based on audience choices, enhancing engagement and immersion in digital experiences. AI aids in storytelling by enhancing various aspects of content creation and delivery. It analyzes vast datasets to provide insights for character development and plot structures, helping authors craft more engaging narratives. Media companies use natural language processing (NLP) to create engaging and interactive storytelling experiences. For example, a developer can use NLP to develop chatbots that mimic real characters from movies and TV shows, allowing fans to converse with their favorite fictional characters.
- **Content Generation:** The way content is created, produced and consumed has undergone a remarkable transformation. The content creation technologies enable teams to automate complex tasks, reduce human error and significantly cut

production times. AI-generated content, such as ad copy and articles, offers significant time and cost savings in content production. It is used for journalism, sports broadcasting, advertisement, and other industries. Its automated generation capabilities streamline the creative process and enhance efficiency. Generative AI plays a transformative role in transforming content creation processes within the media and entertainment industry in which enterprises often face challenges such as maintaining consistency, generating innovative ideas, ensuring originality, and meeting tight deadlines. The rise of AI-driven entertainment is making it possible for content creators to tailor their offerings to individual viewers like never before. Figure 7 shows AI personalized content creation [6].

- *VR and AR Technologies:* In the entertainment business, artificial intelligence positive impact plays an important role in improving users' visual experiences. Virtual reality (VR) and augmented reality (AR) continue to gain popularity, thanks not only to lower-cost equipment but also to the expanding number of materials supported by artificial intelligence. AR and VR enable the immersive and interactive content that clients crave today. By enabling media and entertainment firms to build interactive programs or non-player characters in video games, AI applications have expanded the capabilities of AR and VR, potentially improving the customer experience. Figure 8 shows a typical immersive experience [10].

BENEFITS

The media and entertainment industry has benefited from the efficiency AI brings. AI streamlines the content creation process by automating tasks like video editing, proofreading, and even generating ad copy, leading to cost savings and increased productivity. AI's impact on the media and entertainment industry is transformative, enhancing creativity, personalization, and efficiency while optimizing marketing efforts for better results. AI is also being used to improve marketing and advertising in the media and entertainment industry. Other benefits include the following [7,10]:

- *Automation:* Automation of repetitive tasks like scene categorization, labeling and background removal dramatically accelerates the editing process, allowing teams to complete projects faster. Automated AI tools produce articles, video scripts, and marketing materials by identifying trends and preferences among users. AI-driven automation minimizes the risk of mistakes that

can occur during manual editing, ensuring more accurate results in processes like color correction, facial recognition, and compositing. Media companies often use an automated content moderation service powered by AI to keep online spaces safe and enjoyable.

- *Personalization:* Personalization is a key facet of AI's influence in media and entertainment. Music and content recommendation systems use AI algorithms to deliver tailored suggestions, enhancing user satisfaction by demonstrating content aligned with individual preferences. AI algorithms excel at delivering personalized game suggestions, considering players' preferences, gameplay styles, genre inclinations, in-game choices, and past feedback to recommend game titles aligned with their interests. AI leverages machine learning to personalize both audio and visual content based on user preferences and past interactions. These advanced algorithms analyze user behavior and demographics to recommend movies, music, and videos tailored to individual tastes. Figure 9 shows AI personalization [8].
- *Predictive Analytics:* Predictive analytics powered by AI leverages historical data to forecast consumer behavior and buying trends. This empowers advertisers to fine-tune their ad placements and timing, maximizing the effectiveness of their campaigns for better results. AI analyzes data to help studios predict box office success, identify trending genres, and understand audience preferences.
- *Sentiment Analysis:* Sentiment analysis is a technique used to determine the sentiment or emotion expressed in a piece of text, such as social media posts, reviews, or news articles. In the media and entertainment industry, sentiment analysis can be valuable for understanding public opinion, gauging audience reactions, and making data-driven decisions. Sentiment analysis also helps brands monitor and manage their online reputation. By analyzing sentiment across various platforms, companies can detect negative sentiment early and address customer concerns promptly. Disneyland employs sentiment analysis to monitor real-time feedback from visitors across social media platforms, review websites, and customer surveys.
- *Production Efficiency:* AI agents solve the efficiency problem. AI can help improve the efficiency of production processes in the entertainment industry. AI in media and entertainment allows companies to scale localization, post-editing, and distribution with

minimal human intervention. For example, AI can automate video editing, voiceover, and post-production tasks, reducing the time and resources required.

- *Production Speed:* AI in media and entertainment accelerates content creation by automating labor-intensive tasks such as rendering, editing, and metadata tagging. Studios can now produce and deliver content at scale, responding quickly to market trends. This edge in speed keeps production competitive and audiences satisfied.
- *Audience Analysis:* This involves analyzing audience data and past interactions to provide personalized recommendations and content. AI can analyze audience behavior and feedback to provide insights on improving content and increasing engagement. This information can be used to create better content that resonates with audiences and improves the overall user experience.
- *Better Decision-making:* AI enhances business decision-making by analyzing extensive data for valuable insights. Predictive analytics anticipates customer behavior, aiding in product development and marketing decisions. AI will provide deeper analytics on audience emotions and behavior, informing creative decisions and optimizing marketing campaigns. The more comprehensive the analyses become, the more likely companies will make informed decisions regarding future investments.
- *Reduced Costs:* AI aids businesses in media and entertainment by cutting costs through task automation. This diminishes labor expenses by reducing the reliance on human work, while AI-driven optimization concurrently curtails energy consumption, thereby lowering utility costs. AI optimization minimizes energy consumption in data centers, resulting in decreased energy expenditures.
- *Accessibility:* AI in the media industry offers two key benefits: automating tedious processes and making content more accessible. As the entertainment industry continues to evolve, the importance of making content accessible to all audiences cannot be overstated. AI for accessibility is at the forefront of this movement, empowering creators to design more inclusive experiences. By leveraging AI image processing APIs, entertainment companies can significantly enhance accessibility features, such as generating captions, creating audio descriptions for visually impaired users and ensuring content is more

inclusive for diverse audiences. By making content accessible to individuals with hearing or visual impairments, AI image processing helps entertainment companies reach a wider audience and foster inclusion. Figure 10 shows accessibility and inclusion using AI tools [6].

The top benefits of AI in entertainment industry are displayed in Figure 11 [1].

CHALLENGES

While AI brings enormous benefits, it also presents ethical, privacy, and employment challenges. AI is improving at creating content, but it could be better. AI use in the media and entertainment industry risks becoming obsolete if human data scientists do not continuously train and assess it. AI faces challenges in naturally acquiring knowledge from its own experiences and errors within the media and entertainment industry. Other challenges include [11,12]:

- *Cost:* One of the major challenges is the cost of using AI technologies. Small companies may need more money to invest in AI tools. These tools can be expensive, especially when you need to train them with lots of data. Companies must consider whether the investment will be worth it in the long run.
- *Data Privacy:* AI systems need lots of data to learn and improve. This data might include personal information in the media and entertainment industries, like people's preferences or online activities. Some people are worried about their privacy and may not want companies to use their information. This can make it harder for companies to collect the data they need for their AI systems.
- *Ethical Concerns:* There are some ethical concerns related to AI in media and entertainment. As AI becomes more prevalent, ethical frameworks will be necessary to address concerns about data privacy, intellectual property, and the potential displacement of human jobs.
- *Legal Concerns:* Artificial intelligence is growing so rapidly that lawmakers cannot keep up with it. Laws have not been created to specifically protect celebrities in this way since AI has been advancing so rapidly, and there is a dilemma between postmortem rights and freedom of speech. Though there are no comprehensive rules or laws protecting people from AI, they are slowly being created. A comprehensive set of laws need to be enacted by states or the country in order to protect citizens from the harmful effects of AI.

- *Intellectual Property Concerns*: Front of mind for creatives are the intellectual property concerns posed by AI, which pose concerns on multiple fronts. There are overt IP violations, such as the AI-facilitated theft, reuse, or repurposing of another person's work.
- *Job Loss*: AI can help make some tasks faster and more efficient. This can be good for companies, but it can also lead to job loss for people who used to do those tasks. For example, AI can write news articles, create movie trailers, or even compose music. Workers in these industries might feel threatened by AI and worry about their job security.
- *Deepfakes*: Another issue of AI and the entertainment industry is deepfakes. Deepfakes are videos, audio, or images that have been manipulated using artificial intelligence (AI), often to create, replace, or alter faces or synthesize speech. In commercial applications, "deepfake actors" can be hired to record personalized messages as a famous personality, then they are edited to look like the talent which can save the real talent hundreds of hours of work. When consensual, AI and deepfakes can be time saving and allow for a greater audience, which can be a great thing. However, deepfake actors could also be a bad thing. Deepfakes and synthetic voices of celebrities are also being used in positive way.
- *Public Acceptance*: People need to accept and trust AI in media and entertainment. Some people prefer to avoid AI creating their favorite songs, movies, or news articles. It might take time for people to get used to this new technology and trust that it can produce high-quality content.
- *Lack of Creativity*: While generative AI has the potential to expedite the creative process, there are numerous apprehensions surrounding the content it produces. Despite its ability to generate realistic and natural-sounding works through natural language processing (NLP), machines still authored these creations. They often lack the passion, nuance, and perspective in human-created works.
- *Regulations*: Regulatory authorities necessitate control over content, and AI plays an important role in detecting and filtering objectionable content. AI can ascertain a user's age and gender, ensuring appropriate content delivery, or it can employ automated content moderation to ensure that objectionable content is not broadcasted without appropriate audience categorization, such

as for children or adults only. To ensure responsible growth, companies must establish internal AI governance policies and advocate for industry-wide ethical standards and transparency.

FUTURE OF AI IN MEDIA AND ENTERTAINMENT

The entertainment industry constantly evolves and adapts to new technologies and consumer demands. There is a wide perception in the field that the future is in themes such as entertainment, fun, emotions, aesthetic pleasure, motivation, attention, engagement and so on. AI will continue to evolve from a tool into a creative partner, helping with tasks like writing scripts, composing music, and generating character backstories. We can expect more sophisticated AI-generated films, music, and animation, blurring the lines between human and machine creativity.

One of the biggest future trends expected to shape the industry is using virtual and augmented reality (VR and AR) to provide audiences with more immersive and interactive experiences. AI will power more immersive VR and AR experiences that adapt in real-time based on user interactions. As the technology for VR and AR continues to improve, we can expect to see it increasingly integrated into various entertainment areas, from gaming and live events to film and television. Another trend expected to continue is the growing emphasis on personalization. With the help of AI and machine learning, entertainment companies can analyze vast amounts of data to create personalized content recommendations, targeted advertising, and more. The future of AI in entertainment will involve AI acting as both a creative partner and a tool for personalization, leading to AI-generated content, more immersive VR/AR experiences, hyper-realistic visual effects, and dynamically personalized content recommendations [7]. The future promises to increase value for businesses and service providers. AI-powered voice assistants will become more integrated into entertainment, enabling more hands-free interaction with content and virtual environments.

CONCLUSION

Artificial intelligence (AI) is becoming a superstar in media and entertainment industry. It has subtly but powerfully reshaped our media and entertainment experiences. This has enabled firms to make content more interesting, interactive, and influential. Through machine learning and automated content moderation, AI has the potential to change how traditional media platforms work. AI is used extensively in the media and entertainment industry for all sorts of things, like making gameplay more realistic, spotting fake stories, catching plagiarism, managing production schedules,

personalizing content, boosting sales and marketing, and even discovering new talent. AI is having a significant effect on human creativity in the media and entertainment industries.

AI has a bright future in the media and entertainment industries because it gives people new ways to make more interesting content while cutting costs and making more money. While AI excels at automation and data analysis, human creativity remains irreplaceable.

One should not consider AI as a replacement for writers, directors, or musicians. Instead, we should see it as a powerful collaborator. More information on AI in media and entertainment industry is available from the books in [13-23] and the following related journals:

- The AI Journal
- AI Magazine
- Journal of Intelligence

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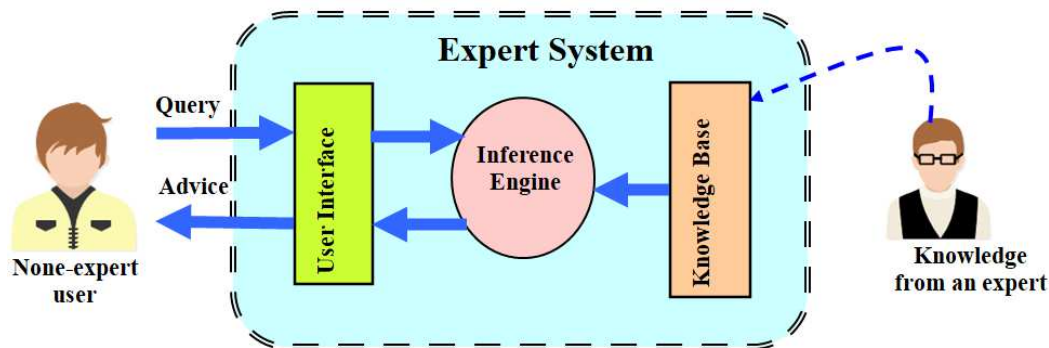


Figure 1 A typical expert system.

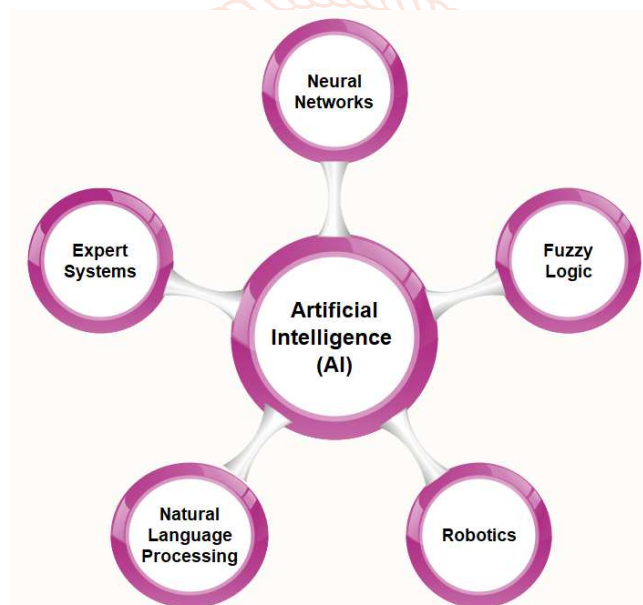


Figure 2 AI tools.



Figure 3 AI in entertainment [6].



Figure 4 Components of AI in media and entertainment industries [7].

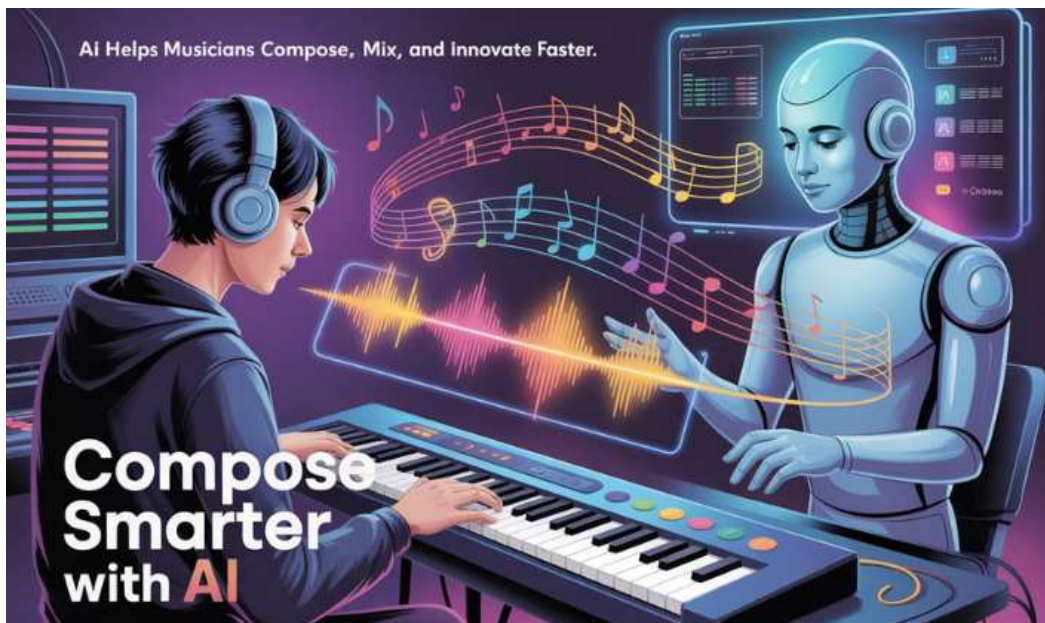


Figure 5 Composition of music [8].

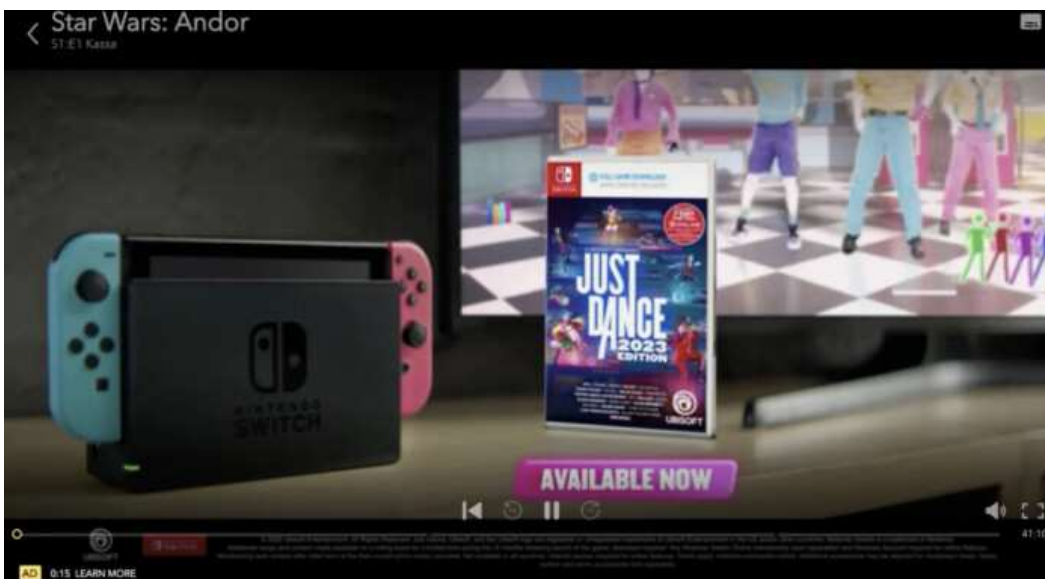


Figure 6 AI-driven advertising [9].



Figure 7 AI personalized content creation [6].



Figure 8 A typical immersive experience [10].

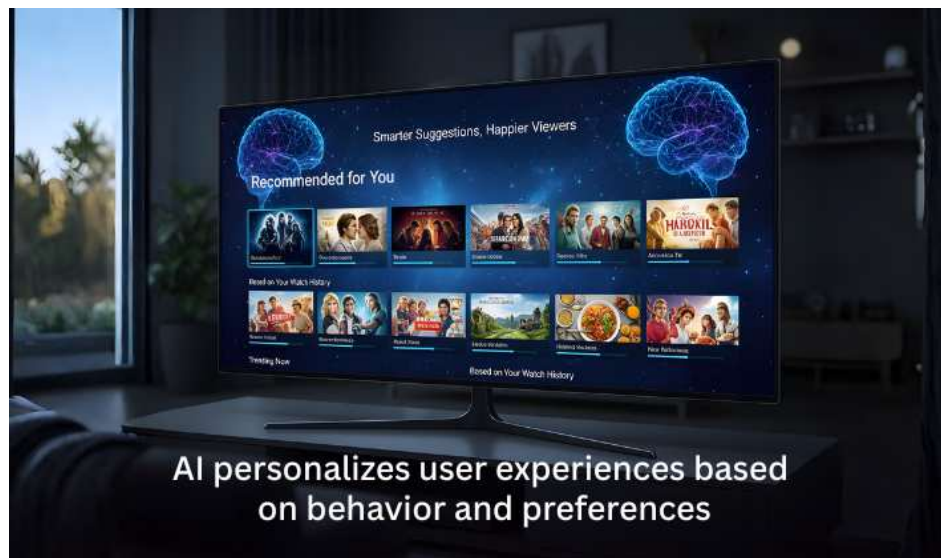


Figure 9 AI personalization [8].



Figure 10 Accessibility and inclusion using AI tools [6].

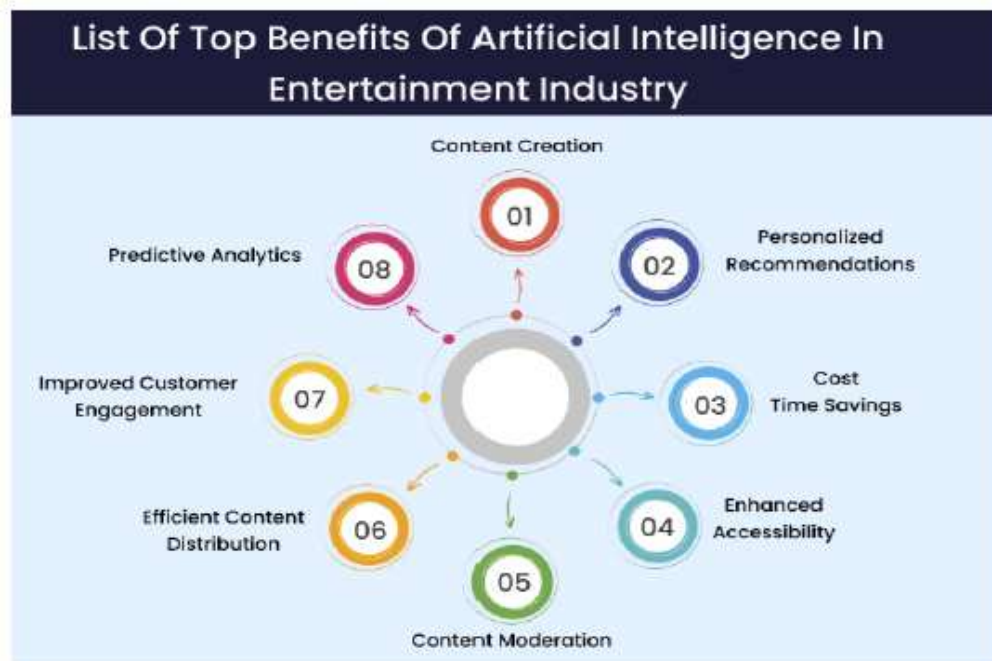


Figure 11 The top benefits of AI in entertainment industry [1].