

International Conference on Business and Economics - Hellenic Open University

Vol 5, No 1 (2025)

Proceedings of the ICBE-HOU 2025



The Use of Artificial Intelligence in Film Companies

Dimitra Finou, Margarita Kefalaki

Copyright © 2026, International Conference on Business and Economics - Hellenic Open University



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0](https://creativecommons.org/licenses/by-nc/4.0/).

To cite this article:

Finou, D., & Kefalaki, M. (2026). The Use of Artificial Intelligence in Film Companies. *International Conference on Business and Economics - Hellenic Open University*, 5(1). Retrieved from <https://eproceedings.epublishing.ekt.gr/index.php/ICBE-HOU/article/view/9771>

The Use of Artificial Intelligence in Film Companies

Dimitra Finou¹ and Margarita Kefalaki*²

¹ Hellenic Open University, MSc Candidate,
E-mail: dimitra.finou@gmail.com

² Hellenic Open University, Adjunct Professor,
E-mail: kefalaki.margarita@ac.eap.gr

Abstract

The quick expansion of Artificial Intelligence (AI) is changing the actual practices in film production. This research examines the views of film professionals on how AI affects the filmmaking process, contributing to existing studies on the influence of emerging technologies on the creative industries. The importance of this study lies in the fact that it incorporates the perceptive and experience of active film professionals. The findings indicate both the prospects and the dangers of AI use in the film industry, supporting the need for its responsible, crystal clear, and socially sensible application.

JEL Classifications : L82, O33, M31, K39, D83

Keywords: AI technologies Integration, Film Production, Film Professionals.

1 Introduction

The appearance of Artificial Intelligence (AI) and other digital tools in the film industry produces many changes in the film making process. Traditional production methods are being reconsidered, and film production companies attempt to familiarize and adapt to a fast-developing digital environment (Zeng, 2024).

This study analyzes the implementation of artificial intelligence in the film industry and its potential influence on the film production automatization process, highlighting its opportunities and weaknesses. This research adds to the existing researches on the creative industries influence of emerging technologies as it takes into consideration the views of experienced film professionals.

* Hellenic Open University, Adjunct Professor, kefalaki.margarita@ac.eap.gr (corresponding author)

Additionally, this study examines how AI technologies are incorporated into film companies and which are the consequences of this incorporation. For the purposes of this study, the methodology includes, apart from a literature review research, semi structured interviews and a questionnaire survey with film professionals (producers and creators). Finally a SWOT analysis, permits to better illustrate and interpret the research findings.

The motivation of this study is first of all the interest of the authors in this important field of study. Then, it is also important to note that the first author of this paper actually works in the film industry, so she has a direct connection to the changes taking place with AI development and inclusion and its consequences on the field. Furthermore, there is no study, at least not to our knowledge, that has examined the view of actual film professionals concerning the consequences of automation processes in the film industry. This is what differentiates this study from previous studies and the gap in the literature it fills.

This paper is structured into five sections. Section 2 summaries the research methodology that was used. Section 3 presents the literature review, examining existing scholarship relevant to the research topic. Section 4 reports the empirical research conducted for this study, which includes a questionnaire administered to film professionals, semi-structured interviews with industry practitioners, and a SWOT analysis. Then, the SWOT analysis integrates findings from both the questionnaires and interviews, as well as the professional experience of the first author as a film practitioner. Finally, Section 5 presents the conclusions of this study and makes proposals for future research.

2 Methodology & Research Questions

This paper examines the extent to which artificial intelligence (AI) tools are being integrated into film production companies. It further explores the positive and negative effects of this integration in order to propose best practices and actions.

In particular, the study investigates film professionals' perceptions of the increasing AI use in film production processes. The research is based on the evidence that AI is changing film production practices, generating both significant opportunities and challenges. Existing literature highlights the growing role of AI in areas such as script development, production planning, visual effects, and audience analytics, while also raising concerns regarding creativity, authorship, employment, and ethical considerations. Building on this context, the present study aims to evaluate the current level of AI adoption within film companies and to explore how industry professionals perceive its impact.

To address these objectives, the study is directed by the following research questions:

1. To what extent are AI tools currently adopted and used by film production companies?
2. How do film professionals perceive the use and impact of AI tools in film production?
3. What are the main advantages and potential drawbacks of AI technologies integration into film production processes?
4. How can the benefits of AI use in the film industry be optimized while addressing the challenges it poses both for the professionals and the society?

For the purposes of this study, the methodology includes, in addition to a comprehensive literature review, qualitative interviews and a questionnaire survey with industry professionals (producers and creators). Then, a SWOT analysis is used to better present and interpret our research findings.

More specifically, semi-structured interviews were conducted with three film industry professionals: (a) a film production company owner and Hollywood producer, (b) a Hollywood screenwriter, producer, and showrunner, and (c) a European cinema CFO and producer. The interviews generated in-depth insights concerning the practical and ethical challenges encountered by producers while integrating AI in their professional practices. All interviews were conducted online and were video-recorded following the participants' informed consent.

Our quantitative research was conducted to examine the opinion, position and attitude of professionals, active in the field of cinema - both from Greece and abroad -, regarding the integration of AI into the art of cinema. A closed-ended questionnaire of fifteen (15) questions was created in English language via the Google Forms application. The questionnaire (see in the Appendix) was shared with the help of the internet to a limited social group, via emails and text messages on WhatsApp, Messenger and LinkedIn. This questionnaire was distributed from April 2, 2025 to May 4, 2025. A convenience sample of 151 film professionals answered the questionnaire.

Finally the SWOT analysis demonstrates the main results of both our interviews and questionnaire research to help us better validate the positive and negative effects, as well as the opportunities and threats of the AI use in the film industry.

Overall, this study contributes to the expanding body of research on the role and implications of artificial intelligence in the film industry. Its significant difference from other similar recent studies is that it integrates the view of actual film professionals both from Europe and USA.

3 AI effects in the Film Industry

This section presents the literature review of the manuscript. Artificial intelligence (AI) plays an progressively important role in the digital transformation of numerous industries, including creative segments and film industries. AI is generally defined as a set of «programs, algorithms, systems, and machines that exhibit intelligence» (Shankar, 2018). Among the various definitions proposed in the literature, Ziyad (2019) describe AI as the «intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans and other animals».

Despite the growing presence of AI across creative industries, academic research examining its implications for the film industry remains relatively limited. While several studies explore the use of AI in media and creative production (Anantrasirichai & Bull, 2022; Pradeep et al., 2023), fewer studies address its impact on filmmaking practices and the film industry's value chain (Tsiavos & Kitsios, 2025). This gap is particularly evident regarding the perceptions and experiences of film professionals, who directly interact with these technologies in their daily practice.

Existing research suggests that AI influences multiple stages of the film industry's processes, including creation, production, dissemination, and exhibition (Tsiavos & Kitsios, 2025). In particular, AI technologies are increasingly used to support script development, pre-production planning, visual effects, editing, distribution analytics, and audience targeting. For example, Sun (2024) argues that AI-assisted tools can significantly accelerate the screenwriting process, reducing the time required to generate narrative structures while supporting creators in developing more complex storylines and exploring innovative concepts. Similarly, AI-driven solutions in pre-production might assist filmmakers in managing logistical tasks, optimizing schedules, and reducing production costs (Sun, 2024).

Several studies further highlight the potential of AI to advance efficiency and increase creative experimentation in filmmaking. Totlani (2023), for instance, examines the application of advanced AI algorithms in content creation, production processes, and distribution strategies. Similarly, Imtiyaj Uddin et al. (2025) explore how AI technologies are incorporated into filmmaking processes through case studies and practical scenarios, demonstrating how such technologies may open new possibilities for creative expression and visual storytelling. However, empirical studies comparing human and AI-generated creative outputs suggest that, while AI can support early-stage ideas and structural development, human creativity remains essential for producing emotionally compelling narratives (Subramaniam, 2025).

Beyond technological innovation, scholars also explore the broader cultural, economic, and ethical implications of AI in the filmmaking process. Nyiyongu et al. (2025), uses the framework

of Digital Generative Multimedia to highlight the importance of filmmakers' creative authority preservation. Their study suggests that AI tools should complement rather than replace human creativity, while allowing filmmakers to control narrative decisions and artistic direction. Similarly, Serena (2025) investigates the ethical challenges associated with AI adoption in filmmaking, referring to job displacement, intellectual property rights, and artistic integrity.

The film industry has historically been closely linked to technological innovation, integrating new tools and production techniques throughout its development (Zhu, 2017; Chen, 2019). As digital technologies continue to evolve, filmmaking practices are also under significant transformation (Ban & Hyun, 2020; Zeng, 2024). The integration of AI into the filmmaking process may further reshape the way that films are created, distributed, and consumed, allowing new forms of audience engagement and production efficiency.

Nevertheless, the literature also highlights several potential risks and challenges associated with the use of AI technologies in film production. Ethical concerns include environmental impacts associated with large-scale computational systems (Luccioni et al., 2024; Luccioni et al., 2025), high economic costs related to technological infrastructure (Priya, 2023), increasing dependence on automated systems (Hilal, 2024), the questions on intellectual rights, and the invention into private life (Kusá et al., 2024). Other concerns, also proposed in Tsiavos & Kitsios (2025), involve workforce reduction within creative professions (Dornis, 2020; Raja & Subramaniam, 2025), algorithmic bias in project selection processes (Raja & Subramaniam, 2025), and the emergence of synthetic media and deepfakes (Okeke et al., 2024). Deepfakes, in particular, represent a form of synthetic audiovisual content in which one individual's face is convincingly replaced with another through deep learning algorithms (Berolo & Woodcock, 2020), raising complex issues related to privacy, consent, and misinformation (Tsiavos & Kitsios, 2025).

Legal challenges are also increasingly discussed in the literature, particularly regarding intellectual property rights. Current legal frameworks generally recognize copyright protection only for works created by human authors (Dornis, 2020), raising questions on authorship and ownership when AI systems contribute to the creative process.

In general, existing studies demonstrate that AI has the potential to augment productivity and operational performance within the film industry. At the same time, they emphasize the need to critically evaluate the technological, ethical, and legal implications of its integration. However, empirical research that focuses on the perspectives and actions of film professionals concerning the use of AI, remains limited.

To address this gap, the present study investigates how film professionals perceive the integration of artificial intelligence throughout the film life cycle. By combining questionnaires

and semi-structured interviews with industry practitioners, this research provides empirical insights into both the opportunities and challenges associated with AI adoption in filmmaking. Understanding the views of film professionals is essential for evaluating how AI technologies may reshape professional practices, creative processes, and audience experiences in the evolving cinematic landscape.

4 Empirical Research

This section presents the findings of our study. To address the research objectives, a triangulated methodology was employed, combining: (a) an online questionnaire administered to film professionals, (b) semi-structured interviews with selected industry practitioners, and (c) a SWOT analysis integrating insights from both the questionnaires and the interviews. It is important to note that the participating film professionals were drawn from both the United States and Europe, providing a geographically diverse perspective on the use of artificial intelligence in filmmaking.

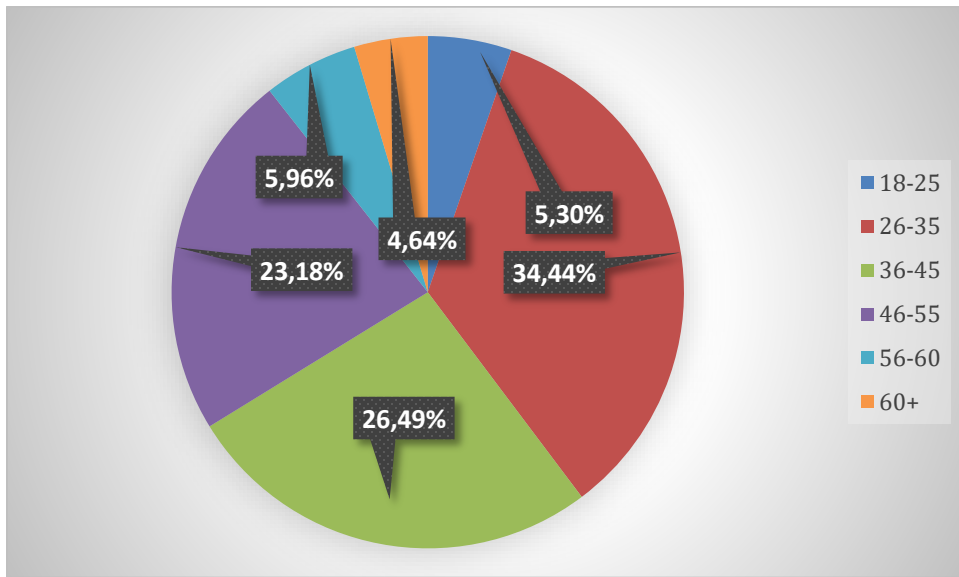
4.1 Questionnaire survey

The questionnaire used in this study (see Appendix) targeted professionals working in film production companies and resulted in a total of 151 responses. The survey was designed and analyzed with the help of the Google Forms platform. It was then distributed to film industry professionals, including directors, producers, editors, and sound engineers based in Europe but also in the United States.

We used a convenience sampling strategy (Rahi, 2017). The questionnaire was administered in English and circulated between April 2 and May 4, 2025. During this period, 151 film professionals completed the survey. Participants were contacted to participate in the survey via email and messaging platforms, including WhatsApp, Messenger, and LinkedIn. The first author's professional network in the film industry enabled direct access to potential respondents.

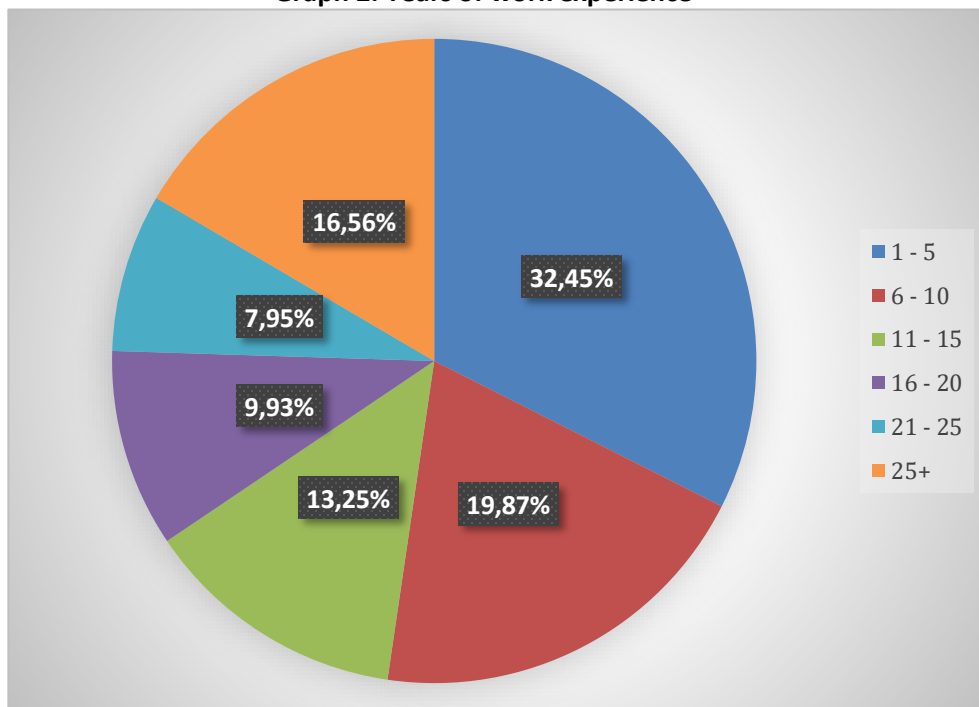
The respondents ranged in age from 18 to over 60 years old (Graph 1) and are involved in various stages of film production. It is also important to say that most of the professionals that answered the questionnaire (67,55 %) had experience in the film sector for more than 5 years (Graph 2).

Graph 1: Age range of professionals that answered the questionnaire



Specialists who filled the questionnaire belong to different stages of the film production process. To be more precise thirty-six (36) producers and managers, twenty-one (21) carriers-transportation, seventeen (17) set designers, fifteen (15) screenwriters, ten (10) assistant directors, eleven (11) actors, nine (9) photographers, eight (8) production assistants and others. We aimed to obtain a sample of people from different stages of the film production. This aim was clearly achieved. Additionally, it is important to note that most of our survey participants (67,55 %) have more than five (5) years of work experience in the film sector (Graph 2) and are still active.

Graph 2: Years of work experience



At the question referring to how frequently the film professionals use AI tools in their work, 35.8% of the respondents replied that they do not use AI tools, 29.1% that AI tools rarely, 27.8% that they use AI tools frequently, while 7.3% answered that they use AI tools very often (Table 1). What we can see here is that the majority of the participants (64,2 %) use AI tools.

Table 1: Frequency of AI Tool Usage among Respondents

Frequency of AI tools use	AI Tool Use (%)
No use	35.8%
Rare use	29.1%
Frequent use	27.8%
Often use	7.3%

Concerning the stages of the filmmaking process where respondents currently integrate or would be willing to integrate artificial intelligence tools, 31% identified pre-production as the main stage of application. In contrast, smaller proportions of respondents indicated development and scriptwriting (10%) and post-production (10%) as potential areas for AI use (Table 2).

Table 2: Stages of AI tools integration

Stages	Percentage of specialists
Pre-production stage	31%
Development and script writing stage	10%
Post-production stage	10%

The responses to the question examining the reasons why film professionals currently use, or would consider to use AI tools, reveals numerous motivations. The majority of the respondents (39%) identify processing speed and efficiency as the motive to adopt AI technologies. 14% emphasize the opportunities offered by such tools within the filmmaking process, whereas 8% highlight their potential of job satisfaction. Then, 19% of the respondents indicate that they use, or would like to use, AI tools for all of the referred reasons (Speed of processing, Opportunities they provide, Job Satisfaction) (Table 3). These findings suggest that the motivation to adopt AI for film professionals is the improvement of effectiveness in the filmmaking process, while creative opportunities also play an important role.

Table 3: Reasons for film professionals to use AI tools

Reasons for AI use	Percentage (%)
Speed of processing	39%
Opportunities they provide	14%

Job Satisfaction	8%
For all of the above reasons	19%

Regarding respondents' insights on which aspects of cinematic art are most likely to be affected by the use of AI tools, the results indicate 15% who believe that employment within the film industry will be affected. In addition, 11% believe that AI may influence the originality and the authenticity of films. A further 9% estimate that AI will affect productivity within the filmmaking process (Table 4). These responses indicate that film professionals connect AI adoption not only with operational changes but also with impacts for creativity and employment in the filmmaking sector.

Table 4: Areas of the Cinematic Art affected by the use of AI tools

Areas that will be affected	Percentage (%)
Jobs	15%
Originality and authenticity of films	11%
Impact on productivity	9%

The responses to the question on film professionals' perceptions of the current legal framework adequacy, reveal significant concerns. A majority of the respondents (52%) indicated that the existing legal framework is insufficient to address the emerging challenges associated with AI integration in filmmaking and emphasized the need for significant adjustments and updates. These findings suggest the legal complexities that comes from the use of AI technologies in film production.

Respondents were also enquired on the implications of technological change for educational programs related to filmmaking. The results indicate that 25% believe that educational methodology and methods should adapt to the new digital reality. However, the majority (64%) claimed that film education should adopt a more balanced approach by integrating both traditional cinematic practices and innovative technological frameworks. We understand that film professionals consider the importance of preserving traditional cinematic practices while at the same time equipping future professionals with the competencies to create with the help of the evolving technological environment.

Table 5: Film professionals' views on the legal framework and the education

Topic	Response Category	Percentage of Respondents
Adequacy of the existing legal framework for AI use	The legal framework is insufficient and requires amendments	52%

Educational programs	Education should adapt more strongly to the new digital reality	25%
	Education should combine traditional cinematic practices with innovative technological frameworks	64%

4.2 Interviews with Film Professionals

The study includes in-depth interviews with three professionals in the film production industry: (i) a production company owner and producer, (ii) a screenwriter, showrunner, and producer, and (iii) a production finance director with a concurrent role as producer. The interviews were conducted online via Microsoft Teams and Zoom. Analysis of the responses indicate an overall positive attitude toward the integration of artificial intelligence in filmmaking, highlighting AI as a technological innovation that presents both opportunities and challenges that require careful ethical and institutional supervision.

Film professionals explain that AI is fundamentally reforming the production process and the broader film industry. At present, they mostly use AI in the pre-production and post-production stages, where it contributes to reduce production time and costs. The interviewees emphasized that AI is particularly useful especially during production. Nonetheless, all interviewees underlined the necessity of human supervision to avoid overreliance on AI, explaining that such tools should be used very carefully.

Additionally, film professionals highlighted the significant impact of AI on the labor market, predicting potential reductions in certain jobs such for example is the visual effects artists. Simultaneously, film professionals agree that AI enables access to production competences.

Both questionnaire results and the interviews reveal that producers emphasize the operational advantages of AI. Most of the film professionals approve the use of AI tools, while recognizing the need for improvement in existing applications. Respondents also speak of a broad impact of AI on cinematography, having to do with productivity, intellectual property, creativity, and employment. One interviewee explained that AI would replace certain roles, raising concerns that filmmaking might marginales the human creativity. Nevertheless, applications of AI in post-production, audience analysis, and distribution were widely accepted as beneficial.

Finally, the interviews revealed strong support for updating the legal framework governing AI in filmmaking, with the majority of film professionals believing that the current regulations are insufficient. There was also a majority of responders that agreed on the necessity to reform film

education in order to integrate both traditional practices and emerging technological competencies.

The examination of both the questionnaires and the interviews proves that the main reasons that film professionals use AI is the speed of execution and the facilitation of procedures. Then there is a smaller but significant reference to creativity, while improvement in efficiency is also identified. At the same time concerning film professionals' satisfaction while and after using AI tools, film specialists are generally satisfied, although they propose further improvement of the existing applications.

The SWOT analysis that follows helps us better understand and propose the results of our research.

4.3 SWOT Analysis of AI Integration in Film Production

The SWOT analysis (Table 6) in this chapter, uses the information from both our bibliographic study and our primary research (interviews and questionnaires).

At the level of **strengths**, AI accelerates and facilitates important pre-production processes such as budgeting, scheduling, and scenario simulation. Additionally, creativity and efficiency can also be considered as positive factors (strengths) at least when we speak of the first stage of creation.

The **weaknesses** include an important dependence on technology, legal ambiguity regarding intellectual property rights, as well as lacks in the way to proceed and organise some important tasks concerning the film production process.

Nevertheless, the **opportunities** that exist are significant. To be more precise our research proves that the use of AI allows for easier multilingual production, access to new storytelling models, and the establishment of advanced roles in production. At the same time, AI makes it possible to strengthen the research sector and allow cross-sectoral innovation.

Finally, the **threats** concern the regulatory and social environment. To be more precise, the ambiguity of data ownership, and some legislative restrictions, indicate the need for responsible and critical integration of AI.

Table 6: SWOT Analysis of AI in Film Production

Strengths	Weaknesses
<ul style="list-style-type: none"> *Acceleration and facilitation of pre-production processes * Creativity *Efficiency 	<ul style="list-style-type: none"> *Dependence on technology companies *Legal ambiguity on intellectual property rights *Deficiencies in know-how
Opportunities	Threats
<ul style="list-style-type: none"> *Multilingual production 	<ul style="list-style-type: none"> *Legal uncertainty *Ethical concerns

<ul style="list-style-type: none"> *Access to new storytelling models *Establishment of innovative professional roles in production *Cross-sectoral innovation 	
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

5 Conclusions and Recommendations

This paper examines the application of AI in film industry adding to the existing research on the impact of innovative technologies on the creative industries. More particularly, this study examines the role of AI technology in film production, examining the view of film professionals, to highlight its opportunities and threats. Additionally, it investigates the familiarity of film professionals with AI tools, signaling the need to be adapted and trained on this new business prospect.

What differentiates this study from previous ones in the film sector, is that this research examines the views of actual film professionals, including specialists from different sectors and stages of film production, via the help of interviews and questionnaires.

In this research, we investigate further what is the impact of AI integration in the film industry both for practitioners and the society as a total. Our research results show that the integration of AI technologies is fundamentally reforming both production processes and the structures of management, work and creation framework within the film industry. More particularly, data show that AI is mostly used in the pre-production and post-production stages. In this way film professionals are able to increase productivity, ameliorate quality and reduce the time and the costs of production. In this way the workload of professionals is reduced, production is facilitated and new creative tools are introduced, that makes professionals start to recognize its potentials. Artificial intelligence seems to become little by little a tool that will change the ecosystem of audiovisual culture.

Of course, there is always the necessity of human supervision to avoid overreliance on AI. These tools must be always used judiciously rather than blindly trusted. Furthermore, updating the legal framework governing AI in filmmaking is considered important as current regulations are mentioned as insufficient. Finally, the necessity of reforming film education to integrate both traditional practices and emerging technological competencies would ensure that future professionals are better prepared to better react to the evolving digital landscape.

Then as far as the society as a total is concerned, it can be positively impacted by the use of AI in the film industry. Taking for example the decrease of the production cost that can permit to more and more people attend film and other performances. Furthermore, the creation of

personalized content can improve the viewer experience, highlighting new standards of accessibility and engagement. Then, the ability to predict and evaluate the public's needs and preferences, can also help the amelioration of the film industry landscape both for the enterprises and the user.

Of course, AI integration in the film industry raises several technological, social, ethical and legal issues and we all (professional and others) need to closely investigate and stay alert to overcome such defiance's. Nevertheless, embracing AI in film provides numerous opportunities. Addressing and observing closely its challenges, is important in order to shape a fair, creative, and innovative film industry.

Future research that we would propose on the evolving film sector is the investigation of sustainable and adaptable production models. What production models would be best applied to this emerging technology change of film production by the AI use? How can environmental protection, social responsibility, and economic profitability be integrated and always taken into account while referring to the use of AI tools in the film industry?

6 References

- Anantrasirichai, N., & Bull, D. (2022). Artificial intelligence in the creative industries: A review. *Artificial Intelligence Review*, 55, 589-656. <https://doi.org/10.1007/s10462-021-10039-7>
- Agrawal, A., Gans, J., & Goldfarb, A. (2017). What to expect from artificial intelligence. *SLOAN management review*. Massachusetts Institute of Technology.
- Anandraj, K. C., & Aravind, C. (2023). The Impact of AI Revolution in Transforming Film Making Industry for the Digital Age. *ILIS Journal of Librarianship and Informatics*, 6(2).
- Ban, S., & Hyun, K. H. (2020). Pixel of matter: new ways of seeing with an active volumetric filmmaking system. *SIGGRAPH 2020: ACM SIGGRAPH 2020 Art Gallery*, 53(4), 434-437. <https://doi.org/10.1145/3386567.3388576>
- Berolo, S., & Woodcock, J. (2020). Deepfake Ethics: Principles for Ethical Development of Synthetic Media Technologies. *Journal of Digital Media & Policy*, 11(2), 213-232.
- Chen, X., Zhao, P., Liu, Y., Zhao, & L., Cui, Z. (2019). Exploiting aesthetic features in visual contents for movie recommendation. *IEEE Access*, 7, 49813-49821. [10.1109/ACCESS.2019.2910722](https://doi.org/10.1109/ACCESS.2019.2910722)
- Dornis, T., W. (2020). Artificial creativity: emergent works and the void in current copyright doctrine. *Yale JL & Tech.*, 22(1).
- Hilal, R. (2024). Artificial Intelligence Systems Impact on Film Sets in the 21st Century. *International Design Journal*, 14(4), 319-326. <https://orcid.org/0000-0003-2422-2217>
- Imtiyaj Uddin S., M., Sumon, R. I., Mozumder Md A. I., Chowdhury, Md K. H., Armand, T. P. T., & Hee, C. K. (2025). Innovations and Challenges of AI in Film: A Methodological Framework for Future Exploration. *ACM Transactions on Multimedia Computing, Communications and Applications*, 21(7), (July 2025) <https://doi.org/10.1145/3736724>
- Karpouzis, K. (2025). Where no filmmaker has gone before: The impact of artificial intelligence on the film industry. *New Cinemas: Journal of Contemporary Film*, Volume 23, Issue New Perspectives in Film and Realism, Part 2, Jun 2025, 97-110. DOI: https://doi.org/10.1386/ncin_00058_1
- Kusá, A., Přikrylová, J., & Pátík, L. (2024). Opportunities and Threats of AI in Marketing and

- Communication in the Czech Republic and Slovakia. *Marketing Identity: Human vs. Artificial*. Conference Proceedings from the International Scientific Conference. Trnava: UCMFMK DOI: <https://doi.org/10.34135/mmidentity-2024-41>
- Luccioni, A. S., Pistilli, G., Sefala, R., & Moorosi, N. (2025). Bridging the Gap: Integrating Ethics and Environmental Sustainability in AI Research and Practice. arXiv:2504.00797 [cs.CV] .
- Luccioni, A. S., Jernite, Y., & Strubell, E. (2024). Power Hungry Processing: Watts driving the cost of AI deployment?. In The 2024 ACM FAccT Conference, 85-99.
- Niyiyongu, C. N., Apuke, O. D., & Comfort, N. I. (2025). The impact of Artificial Intelligence on the filmmaking process. *Existencia: Concrescence Journal of Arts and Humanities*, 3(6), 2025, 131-147
- Okeke, A. O., Nwosu, C. J., Asogwa, J., & Dada, O. (2024). Utilization of Deepfake Technology in the Film Industry: Analysing AI-generated performances in the Hollywood film “The Irishman” and its impact on Artistic Integrity. *Scholarly Journal of Social Sciences Research*, 3(6).
- Pradeep, A., Satmurotov, A., Yeshbayev, I., Khasan, O., Iqboljon, M., & Daniyov A. (2023). The significance of artificial intelligence in contemporary cinema, *second international conference on trends in electrical, electronics, and computer engineering (TEECCON)*. Second international conference on trends in electrical, electronics, and computer engineering (TEECCON). DOI: 10.1109/TEECCON59234.2023.10335867
- Priya, E. (2023). The Impact of Technology on Cinematic Storytelling. *Global Media Journal*, 21:66.
- Rahi, S. (2017). Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. *International Journal of Economics & Management Sciences*, 6(2), 1-5. DOI: 10.4172/2162-6359.1000403
- Raja, V. R. S., & Subramaniam, V. (2025). Negative Effects Of Artificial Intelligence In The Film Industry. *International Journal of Creative Research Thoughts*, 13(3), 411-416.
- Serena, A. (2025). The Impact of Generative AI on the Film Industry Master Degree Thesis. Politecnico university of Torino.
- Shankar, V. (2018). How artificial intelligence (AI) is reshaping retailing. *Journal of Retailing*, 94(4).
- Subramaniam, V. (2025). The Rise of Artificial Intelligence in the Film Industry - A Study on Story-Writing AI Applications. International Conference on Intelligent and Cloud Computing (ICoICC). DOI: 10.1109/ICoICC64033.2025.11052074
- Sun, S. (2024). A Study of Artificial Intelligence in the Production of Film. SHS Web of Conferences 183, 03004 (2024) ICPAHD 2023. DOI: <https://doi.org/10.1051/shsconf/202418303004>
- Totlani, K. (2023). The Evolution of Generative AI: Implications for the Media and Film Industry. *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*, 11(X), Oct 2023.
- Tsiavos, V. & Kitsios, F. (2025). The digital transformation of the film industry: How Artificial Intelligence is changing the seventh art. *Telecommunications Policy*, 49(8). Elsevier. DOI: <https://doi.org/10.1016/j.telpol.2025.103021>
- Zeng, W. (2024). Navigating the New Age: Exploring Operations and Modern Business Models in Film and Television Production. *Highlights in Business, Economics and Management*, 28, DOI: 10.54097/gfffnh20
- Zhu, L. (2017). An optimization approach of technology and art combination in film and television production based on digital technology. *Boletín Técnico/Technical Bulletin*, 55(8), 232-238.
- Ziyad, M. (2019). Artificial Intelligence Definition, Ethics and Standards. *Electronics and Communications: Law, Standards and Practice*. The British University in Egypt.

7 Appendix

A. Questionnaire

This is the questionnaire we used for this study

Your contribution is considered to be critical and is expected to assist the student's effort to research the new reality that is taking place in the art of filmmaking and film industry in general. Therefore, you are kindly requested to answer the following questions as honestly as possible. The anonymity and confidentiality of your answers are guaranteed. The time demanded to answer the questionnaire is not expected to exceed 3 minutes. Thank you very much in advance, both for your time and your contribution to the particular academic project.



1. How often do you use Artificial Intelligence tools in your workplace process?

Very often Often Rarely	Never I don't know / I wouldn't like to answer
-------------------------------	---------------------------------------------------

2. In which stage / stages of the filmmaking process do you use or would you like to use Artificial Intelligence tools?

Conceptualisation & Script Writing Greenlighting Preproduction Filming Process Post-Production	Distribution & Marketing All of the above I don't know / I wouldn't like to answer
------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------

3. For what reason/reasons do you use or would you like to use Artificial Intelligence tools for your workplace process?

Facilitation Quickness Creativity	All of the above None of the above I don't know / I wouldn't like to answer
-----------------------------------------	-----------------------------------------------------------------------------------

4. Provided you use Artificial Intelligence tools, to what extent have your results been improved?

Highly improved Sufficiently improved Relatively improved	Not improved at all I don't use Artificial Intelligence tools I don't know / I wouldn't like to answer
-----------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------

5. Provided you use Artificial Intelligence tools, to what extent is your active participation required?

- To a great extent, my active participation is not replaced at all
- To a lesser extent, the majority of workload is executed by using AI tools
- To no extent, the workload is executed entirely by using AI tools
- I don't use Artificial Intelligence tools
- I don't know / I wouldn't like to answer

6. Provided you use Artificial Intelligence tools, to what extent do you feel satisfied by their effectiveness?

Highly satisfied Quite satisfied Relatively satisfied, improvements are necessary though	Not satisfied at all I don't use Artificial Intelligence tools I don't know / I wouldn't like to answer
------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------

7. In what way do you think that the art of filmmaking can be affected by the use of Artificial Intelligence tools?

In an absolutely positive way In a rather positive way In a rather negative way	In an absolutely negative way It will not be affected in any way I don't know / I wouldn't like to answer
---------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------

8. Do you feel insecure about your job position in the future, due to the use of Artificial Intelligence tools in the various stages of the filmmaking process?

Yes, I feel highly insecure I am not worried for the time being I don't think my job position is at risk due to the use of AI tools	Not at all, AI tools just assist my work I don't know / I wouldn't like to answer
-------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------

9. What aspects do you think that will be affected due to the use of Artificial Intelligence tools?

Creativity Originality & Innovation Productivity Financial outcomes Job positions	Intellectual & Artistic Property All of the above None of the above I don't know / I wouldn't like to answer
-----------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------

10. Do you think that the legal framework for the use of Artificial Intelligence in the filmmaking process is sufficient enough?

Yes, it is absolutely sufficient Maybe some further actions are required	No, several amendments are required I don't know / I wouldn't like to answer
-----------------------------------------------------------------------------	---------------------------------------------------------------------------------

11. What is your opinion on the matter of innovation in education regarding Artificial Intelligence in the field of filmmaking?

- Educational systems should be adjusted to the new digital era
- Educational systems should remain the same
- Educational systems should combine both traditional and innovative frameworks
- I don't know / I wouldn't like to answer

12. In what way/ways could students contribute to an innovative education in the fields of film studies and filmmaking?

By cooperating with their teachers By cooperating with professionals from the film industry By cooperating with the Ministry of Education	All of the above None of the above I don't think that students can contribute to an innovative education I don't know / I wouldn't like to answer
-------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------

B. Questions used for the semi structured interviews with film professionals

Which is your opinion about the use of AI while working on film productions?

In which stages of the film production, you think it is important to use AI tools?

Which is your opinion for the AI use during the selection and approval of film projects and how is this process expected to be affected?

In which ways do you think the process of pre-production will be affected?

In which ways do you think the AI could affect the stage of film production?

Is there a way that we could achieve a collaboration between humans and AI as far as the themes of intellectual property rights are concerned?

Do you consider that the use of AI in the film industry will affect job positions in the film industry?