

2025 ACFM Conference Official Report

Inno Asia Conference I : Demo Jam Kick Off

Session Topic : Convergence and Innovation of the Film Industry and AI Technology

Key Remarks by Speaker

- **Ellen KIM (Director, ACFM):** Stressed that the ultimate question is not whether AI will steal human creativity, but how humans will leverage it to enhance their creative capacities. As AI handles technical representation, humans will be left with the purest form of creativity—the ability to imagine and create things that have never existed.
- **Ray CHAN (Head of AI GTM, North Asia, Google Cloud) :** Introduced Google's multimodal generative AI model 'Nano Banana' and video generation model 'Video 3', demonstrating multi-language dialogue with realistic lip-syncing. Shared examples of over 95% cost reduction in commercial shoots and its deployment in Louis Koo's new film.

- ZENG Yushen (Head of Operations, Kling AI):** Highlighted Kling's all-in-one creative studio that turns simple concepts into 10-second cinematic videos, achieving over 40 million users and \$100M ARR. Announced the official release of 'Cling 2.5' on September 23rd, featuring refined emotional expressions.
- Chloe Youngeun LEE (Sr. Account Manager, Amazon Web Services Korea):** Presented the reliability of AWS cloud infrastructure across six pillars (leadership, operational stability, long-term value, etc.) that power major global OTT platforms like Netflix and Disney, emphasizing continuous support for AI workflows.
- XU Jia(Alex) (Deputy Manager, Hujing Digital Media & Entertainment Group R&D Center (Alibaba Group)):** Shared the international success of Youku and Damai, noting that Alibaba is accelerating full industrialization of film/TV via virtual production infrastructure ('Z Real' studios) and mobile production vehicles ('Leopard Pro').
- Joy Xinran Chen (Head of Content and Marketing, Dreamina AI):** Introduced Dreamina's multi-frame video extension features under ByteDance, framing it as a "camera of the imaginative world" that lowers budget and time barriers for storytellers.

- **Fabrice NADJARI (Co-Founder, Mini Studio AI):** Presenting an AI-native animation studio with 300 million monthly organic views. Highlighted their newly developed 'multi-model cartoon making tool' that blends specialized features from existing AI tools to maintain narrative and character consistency.
- **Davy ZHANG(Head of Operations, PixVerse):** Reintroduced PixVerse not merely as an AI video generation tool but as a large-scale creator platform. He explained that users can generate high-quality videos from text, image, or video inputs and use audio generation, lip-sync, sound effects, music, and editing functions.
- **PARK Seungsoon (Co-Founder/CCO, Neutune Inc.):** Introduced Newton as a Seoul-based AI music tech company expanding its multimodal AI music generator Mixed Audio into a music AI agent. He explained that users will be able to create, remix, share, and stream music interactively, with potential integration into video editing tools.
- **KU Dohyoung(Vice President, Studio Freewillusion):** Presented Freewillusion as a media tech company redefining filmmaking through the convergence of AI and video technology. He highlighted the international recognition of <One More Pumpkin>, selection for Google's accelerator

and Deep Tech TIPS, the operation of AI content platform AI-Kive, and AI campaign projects with corporations and public institutions.

- **Chloe HAM(Director of Strategic Planning, MCA):** Explained MCA's focus on combining AI celebrity management with AI video content production. She introduced AI short films involving established directors and actors, projects featuring actor Seol Woo-in, and an AI feature-length war film being developed with director Kim Kwang-sik.
- **KIM Jusin(Director, MBC C&I AI Content Lab):** Emphasized that AI is not replacing human creativity but assisting creators. He introduced the lab's awards at domestic and international AI film festivals, streaming on Wavve, Spanish localization, and overseas distribution, underscoring the global potential of AI-based storytelling.

Q&A and Key Arguments

- **Interdependence of Tech and Content:** Emphasized that advanced models are meaningless without purposeful, qualitative storytelling and creator intent.
- **Viability of AI Workflows:** Discussed how GAI tools are no longer experimental but actively scaling efficiency, showing significant time and budget savings in professional pipelines.

Industrial Implications

- **Co-growth of Infrastructure and Tools:** Strong cloud foundations and virtual studios are essential prerequisites for scaling high-end generative models smoothly.
- **Shift Toward Creator Sovereignty:** As technical barriers fade, the industry's ultimate differentiator will pivot entirely back to pure imagination and creative vision.