2025 ACFM Conference Official Report

InnoAsia Conference Ⅱ: Connecting Innovation

Session Topic: Connecting Innovation: Coexistence Strategy for the Global Cloud and AI Content Industry

Key Remarks by Speakers

- **Xu Jia (Alex) - Alibaba Digital Media & Entertainment**

1. **Digital Humans & AI Tools**: Youku introduced 'Leah,' the first hyper-realistic digital human integrated with a large model to perform in a live-action series. They also utilize 'NAWIS' for 3D animation efficiency and 'Cloud Production' for streamlined on-site filming.
2. **Virtual Production (VP) 5.0**: Launched the Zreal VP 5.0 solution, featuring self-developed static-driven chips in LEDs and AI-powered lighting matrices to eliminate flicker and maximize shooting efficiency.
3. **Industry Impact**: In 2024, the series 'Pull Strings' set a record by using VP for 19 scenes. Alibaba confirmed that VP can reduce filming costs by 10% and nearly double on-site efficiency.

- **Chloe Youngeun LEE - AWS Korea**

1. **Growth Potential**: Media industry growth via AI is estimated to exceed 30%, surpassing other sectors.
2. **Evolution to Agent AI**: The trend is shifting from simple 'Assistant AI' to 'Agent AI,' which handles complex, entire processes autonomously to boost productivity.
3. **Case Studies**: 'Leonardo AI' reduced production costs by 80% using the cloud. Formula 1 (F1) reduced troubleshooting time by 86% through Agent AI.
4. **Democratic Technology**: Through 'Amazon Bedrock,' AWS provides a marketplace environment where customers can choose various foundation models and combine multi-agents.

- **Daehyun JEON - Seoul Business Agency (SBA)**

1. **Seoul as a Content Hub**: 65.8% of Korea's content business is concentrated in Seoul. SBA supports the entire lifecycle from IP discovery to global expansion.
2. **Investment & Funding**: The Seoul Metropolitan Government fund has reached 7.3 trillion KRW. Since 2019, funding for digital transformation and cultural content has surged. SBA plans to allocate 60-70% of its future R&D/funding to AI-related projects.

3. **Open Innovation**: SBA connects the technical needs of major corporations with the innovation of startups, accelerating the emergence of unicorns like Musinsa and Shift Up.

Q&A and Key Discussion Points

- **Economic Viability of AI**: In response to whether AI is profitable, Alibaba provided specific data on 10% cost reduction and 2x efficiency gains.
- **Ecosystem Collaboration**: AWS highlighted that Korean startups like Megazone and Twelve Labs scaled globally by utilizing AWS's partner programs and marketplace.
- **Support for "Failure"**: SBA emphasized its role as a "ninja-like" supporter, providing initial investment where the private sector hesitates and allowing companies to grow through experimental failures.

Strategic Insights

- **Cloud-based Media Pipeline**: As global co-production increases, cloud-based real-time rendering and editing systems are essential for artists to work seamlessly from anywhere in the world.
- **AI-First Strategy**: Citing Sam Altman's prediction that 2025 will be the last year for those not using AI, integrating AI into all R&D and production workflows is now a prerequisite.

- **Future Hubs**: Benchmarking Seoul's AI Hub model, cities like Busan should evolve into global nodes for digital nomads and AI creators to connect with the international market.