

2025 ACFM Conference Official Report

InnoAsia Conference III: The Cinematic Singularity

Session Topic: Cutting-edge Technological Solutions in Filmmaking and AI, and New Aesthetic Singularities

Key Remarks by Speaker

- **Terry LAM(Dean, School of Film and Television, The Hong Kong Academy for Performing Arts)/Moderator):** Organised this session to discuss 'the combination of AI and filmmaking, AI technology solutions, and new aesthetic singularities' which are rapidly reshaping the global film industry. Based on his diverse field experience starting as a VFX director 30 years ago and working as a screenwriter and film director for 10 years, he led the keynote presentation and panel discussion, overseeing the technological changes and new development directions of AI in the entire film industry.
- **YANG Eekjun(Director, Mateo AI Studio/AI Content Lab (MBC C&I)):** An AI director who won grand prizes at global and Busan AI film festivals with his works <Matteo (Mito)> and , and possesses a rich commercial portfolio including LG Electronics advertisements, CU campaigns, and MBC 'Surprise' videos. Shared a

unique commercial success story of opening up a practical commercial distribution network by distributing narrative-driven AI films to the domestic OTT platform 'Wavve' last year. Currently producing a 70-80 minute feature-length SF film fully implemented with AI technology, supported by the Korea Creative Content Agency (KOCCA). He revealed a rough-cut video of , set in 'Delmore'—a harsh, controlled society in 2050 facing sea-level rise. Emphasized that AI technology allows blockbuster-scale SF films to be produced without expensive equipment, large spaces, or massive crews, which offers huge opportunities to new creators and injects positive vitality into the Korean film market. Stressed that while the paradigm of filmmaking is shifting from 'shooting' to 'generation', AI is merely a tool assisting creation, and human creators remain the subject.

- **John Joonyong CHUNG(Research Scientist, Midjourney):** Midjourney has expanded beyond its existing image generation models into video generation models, actively being utilized in the film industry. Within Midjourney, a small innovation group called the 'Storytelling Lab' is conducting research from two aspects: 'introducing new interactive ways of storytelling' and 'improving the creative suitability of existing technical models.' Introduced a prototype tool called 'Toyeller' as an example of new interaction inspired by playing with toys. When a user directly manipulates character symbols on a canvas, the AI perceives this interaction and automatically generates a matching story sentence in real time. Furthermore, technically supplemented the limitation of existing language models, which is the lack of output diversity when repeating prompts, to

generate creative settings like animal kingdom setups or metaphorical interpretations even under the same prompt. Combining these technologies, they are developing 'Dramamancer', an AI-based visual novel authoring and playing platform that connects the writer's vision with the player's preference/context through natural language. Evaluated that AI will elevate the public, who used to be mere audiences, to creators, leading a positive change by significantly expanding the creative population.

- **ZENG Yushen(Head of Operations, Cling AI):** Under the vision of 'helping anyone create amazing stories through AI,' Cling AI built an all-in-one creative studio that generates full videos up to 10 seconds long, including lip-sync and sound effects, based on text or images. Acquired 45 million creators and generated 400 million images and 200 million videos over the past 15 months, rapidly growing to surpass an Annual Recurring Revenue (ARR) of \$100 million in March this year. Providing services to more than 20,000 developers and clients across various industries such as film, TV, advertising, e-commerce, and gaming through APIs. Went through 30 updates and 6 core model milestones, and announced the official launch of the next-generation 'Cling 2.5' model next Tuesday, which maximizes cinematic visuals, dynamic motion, and sophisticated facial expressions, while showcasing its demo video. Explained that Cling AI is integrated and used across all stages of production: pre-production (storyboard & POC visualization), production (animation, CGI, avatar generation), and post-production (VFX element combination, multilingual dubbing/lip-sync).

Introduced cases like 100% AI-based commercial production for Coca-Cola and Nike, and supporting more than 70 AI-generated shots for Amazon Prime's blockbuster epic fantasy series . Actively expanding the ecosystem for global AI studios and creators by running the 'Next Gen' initiative, providing funding, promotion, IP construction, and technical support, along with creative contests offering large cash prizes.

- **Ray CHAN(Head of AI GTM, North Asia, Google Cloud):** Google Cloud supports global AI innovation by comprehensively providing large-scale infrastructure, ultra-high-speed network bandwidth, massive storage, and TPU (Tensor Processing Unit), its proprietary custom semiconductor chip specialized for model training and inference. Highlighted the performance of the 'Nano Banana' multimodal model family, which allows easy and rapid image editing/generation through natural language input and maintains consistency during multi-turn conversations. This technology blends two images or changes backgrounds through conversation, and syncs video and audio to perfectly implement multilingual lines for characters. Also showcased the technical prowess of 'Genie 3', a next-generation world model that automatically generates a live, interactive virtual environment in real time with a single natural language prompt and maintains the persistence of actions through a consistent 'world memory'. Mentioned an ongoing collaboration project for the first AI short film with world-class maestro directors like Darren Aronofsky, advising that AI is not a threat replacing creators but a powerful 'collaborative partner' that amplifies the

creator's artistry, so there is no need to fear. Just as the invention of the camera in the past reduced realistic painting but gave birth to new art movements like Impressionism and Abstract Art, stated that the advent of AI will also revolutionize how humans produce and consume content, serving as an opportunity to create new formats and aesthetic styles.

Q&A and Key Arguments

- **AI as a Creative Subject vs. Tool:** Unanimously agreed that while AI technology is shifting the paradigm of video production from 'shooting' to 'generation', AI is ultimately a 'tool' and 'collaborative partner' that amplifies human artistry rather than replacing it. Confirmed the essence that human creators drive and create unique aesthetic styles even as technology advances, just as the invention of the camera changed the painting paradigm.
- **Lowering Barriers and Mass Expansion of Creative Population:** By enabling the production of blockbuster-scale SF films (/) or epic fantasy dramas (/) without expensive equipment, spacious sets, or large on-site crews, the filmmaking environment heavily dependent on capital power is dismantled, opening infinite opportunities for new creators. Also anticipated that lowering the technical entry barrier so that the public, who were previously just audiences, can directly produce short films or content will have a positive impact on the creative ecosystem.

- New Media Formats and Evolution of Collective Taste:** Explored the possibility of real-time personalized media (AI-bridged media, world model interactive environments) that reflect user preferences and natural language interactions in real time, breaking away from fixed linear content formats like Midjourney's 'Toyeller' and 'Dramamancer' or Google's 'Genie 3'. Furthermore, they agreed on the need for deep humanistic and social consideration regarding how the generalization of such technologies will dynamically change mankind's collective taste and cultural trends.
- Technical Challenges of Securing Controllability and Diversity:** Discussed core local technical tasks facing the AI creative community, emphasizing the importance of improving 'controllability' to precisely hit the creator's intended aesthetic target and technical tuning to overcome the lack of diversity language models easily fall into when prompts are repeated, thereby deriving original outcomes.

Industrial Implications

- Laying the Foundation for the Blockbusterization of Independent/New Creative Ecosystems:** The 100% generative filmmaking process based on AI technology drastically reduces reliance on large physical infrastructure and capital. This serves as a catalyst for expanding diversity in the Korean and global film markets by providing a technical foundation for new and independent

directors to actively enter massive genres like SF and epic fantasy, which they used to abandon due to budget constraints.

- **Preoccupying High-Efficiency Business Models through All-Phase AI**

Integration: As seen in Cling AI's surpassing of \$100 million ARR and integration cases with global corporations (Coca-Cola, Nike, Amazon) for commercial content, a self-sustaining high-efficiency ecosystem must be established. This involves integration of AI solutions comprehensively from the planning stage (storyboard visualization) to post-production (VFX, multilingual lip-sync/dubbing) to dramatically cut production time and cost, swiftly expanding and distributing multilingual content to the global market.

- **Strengthening High-Performance Cloud Infrastructure and Semiconductor**

Supply Chains: To stably operate ultra-high-definition cinematic videos and real-time generated/synchronized world model technologies, securing custom high-performance semiconductor (TPU/GPU) infrastructure, massive network bandwidth, and large storage resources is a core condition for industrial infrastructure. Close win-win cooperation and partnerships between tech big tech companies and global creative studios are required to secure strategic leadership in next-generation content formats.