

2025 ACFM Conference Official Report

InnoAsia Conference IV: IP Value Chain

Session Topic: Redefining the IP Value Chain in the Era of Generative AI and Blockchain:

A Paradigm Shift in Content Creation

Key Remarks by Speaker

- **PARK Jaesu (CEO, MCA):** Introduced the challenge of producing "Full AI Feature Films," which slashes production costs to one-tenth of traditional commercial movies (approx. \$350K - \$700K USD). Highlighted that reducing the Break-Even Point (BEP) from 2 million to 200,000 viewers will foster a self-sustaining environment for unique cinematic stories. While noting AI's exceptional capabilities in script analysis, he emphasized that final strategic solutions remain a human task.
- **Fabrice NADJARI (Co-founder, Mini Studio AI):** Shared the global viral success of their native AI IP, "The Fuzzlets," and their multi-model cartoon creation tool. Stressed the structural disruption of traditional distributors (gatekeepers) and the empowerment of creators. He predicted that copyright issues would eventually be resolved through compensation agreements between major tech

companies and creators' unions, noting that partial copyright in the US requires a proven degree of human intervention beyond simple prompting.

- **Vipul AGRAWAL (Founder & CEO, Mugafi):** Declared that AI eliminates operational and technical constraints, allowing humans to focus entirely on pure "Imagination." Presented a unique IP-building ecosystem integrating AI and blockchain, enabling fans to co-create characters or scripts and transparently share funding and revenues at a community level.
- **PARK Seungsoon (Co-founder & CCO, Neutune):** Emphasized that the music industry adapts first to new technologies. Announced a transition from passive listening (Play) and curation (Playlist) to a "Play-mix" era where users interactively remix music via AI. Introduced a pipeline innovation that atomizes tracks into stem layers, allowing seamless integration into video editing software like Premiere Pro.

Q&A and Key Arguments

- **Commercial Quality and Timeline of AI Movies:** While there is no current benchmark compared to traditional commercial blockbusters, the industry consensus predicts that theater-quality Full AI movies could emerge within a year, driven by the rapid evolution of global big tech.
- **Transformation of the Distribution Paradigm:** Pointed out the stagnation of the Hollywood system, which relies heavily on unrisky sequels and remakes. Argued

that lowering production costs via AI would trigger a "Renaissance of Original IPs."

- **The Future Balance Between Theaters and OTT:** Experts agreed that theaters will not go obsolete but will transform into "community spaces" for fandom gatherings or high-budget experiential films (e.g., Avatar). Concurrently, home entertainment will shift toward highly personalized, AI-generated interactive content tailored to individual tastes.

Industrial Implications

- **Lowering Barriers and Resurgence of Original IPs:** The drastic reduction in budget requirements shifts the competitive edge entirely to core concepts and storytelling. This allows niche, highly creative dormant projects to be visualized and commercialized without heavy capital constraints.
- **Redefining Authorship and Copyrights:** Demonstrating a constant dialogue and human intervention throughout the AI loop replaces mere prompting as the core criterion for copyright ownership. Integrating blockchain will secure transparent distribution across community-driven ecosystems.
- **From Production Focus to Community Engagement:** In an era where anyone can become a creator, technical execution becomes commoditized. Industrial success will hinge on hyper-focused artistic identity, marketing creativity, and the ability to foster strong bonds with fan communities.