

2025 ACFM Conference Official Report

InnoAsia Conference V : Remapping the Future

Session Topic: Expanding Narratives: Co-Creation Strategies for AI-Driven

Interactive Media and Cinema

Key Panelist Insights and Demonstrations

- **Bernie SU (Emmy-winning Filmmaker)**

1. **Demo:** Showcased the trailer for 'Whispers,' an interactive police drama.
2. **Key Argument:** AI will create entirely new art forms rather than just being a tool.

The focus should shift from individual "left or right" choices to a 'Collective Experience' where the entire audience intervenes in the narrative through real-time commands and voting.

3. **Insight:** Creators are like 'magicians'; the audience values the "magic" of emotional connection over the technical authenticity of the medium.

- **Chuck CHAE (CEO, The Aria)**

1. **Demo:** Revealed a trailer for a commercial interactive film in partnership with CJ Group.
2. **Key Argument:** Aiming for 'Intelligent Entertainment' where the film remembers the audience and co-creates stories in real-time based on their voices and choices.
3. **Insight:** Human value in synthetic media comes from the depth of the relationship and temporal consistency with characters, not just visual fidelity.

- **Pat PATARANUTAPORN (Professor, MIT)**

1. **Research:** 'Cyborg Intelligence'—combining AI and human intelligence for human flourishing.
2. **Key Projects:** 'Future You' (conversing with a digital twin) and 'AI Theater' (simulating conflict resolution).
3. **Key Argument:** As technology advances, the goal should be to "humanize us" rather than just making human-like machines. Emphasized the need for policy guidelines to prevent AI from distorting memories or causing harm.

- **Joanne JANG (OpenAI Labs)**

1. **Research:** Exploring Human-Computer Interaction (HCI) and user experience.
2. **Key Argument:** Just as the early internet could not predict the rise of dating apps or the gig economy, AI will move beyond chatbots to create unprecedented media experiences.
3. **Insight:** 'Authenticity' remains vital; audiences appreciate the "story behind the story"—the artist's effort and the context of creation.

Key Discussion Points & Q&A

- **The Value of Authorship:** Regarding whether audiences in 100 years will care about real actors, Bernie suggested that the mass audience prioritizes the "trick" (emotional impact), while Joanne argued that those who value authenticity will value it even more as a rarity.
- **The Future Studio:** Discussed whether Disney, Netflix, or AI-first companies like Runway would lead in 100 years. The consensus was that the rate of progress makes long-term business predictions nearly impossible.

Industrial Implications

- **Hyper-Personalized Narratives:** AI-driven personalized storytelling that remembers and interacts with individual audience members will become a core competitive advantage.
- **Evolution of the Theater Experience:** Theaters are expected to transform into 'Live Event' spaces where collective participation and real-time narrative intervention occur.
- **Ethical & Policy Frameworks:** Establishing industrial and policy safeguards against AI-generated false memories and harmful emotional influences is imperative.