

**THE STUDY OF REAL TIME OUTCOME: ARTIFICIAL INETELLIGENCE WITH
REFERENCE TO MEDIA AND ENTERTAINMENT DOMAIN**

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Abstract:-

Artificial Intelligence denotes the intelligence displayed by machines, unlike the natural intelligence which is engraved in humans. The growth of AI is at unprecedented pace. The evolution and incorporation of Artificial Intelligence by any industry is done to capture the mind of recipient and the market as well. The Media and Entertainment industries are most established and prevalent domains in economy system of any state and explore the Artificial Intelligence (AI) in at most forms to make the content appealing and fascinating. The AI industry is consistently integrating and exploring the technology for user friendly operating.

The traditional communication Industry was exhaustive in its forms, this disability has widely reduced by the inclusion of AI, which has widely revolutionized and commercialized the Communication sector. The implication of AI has lead to the development of advanced Hardware including high standard tools, machineries supported by high marked software. The global Media and Entertainment industry flourished by the proliferation of network system have advanced the traditional entertainment with the new on -demands entertainment platforms. The flourishing industry of AI has at one hand curbed the employment but simultaneously has ensured the intellectual up liftment in all domains. The AI has opened the global markets for the employment and generated new forms of employment.

The discretionary unrestricted implementation of Artificial Intelligence has imputed and offended the inherent rights of individual thereby scraping the Right to privacy. The graphical growth of AI in the Media and entertainment has directed towards easy access to the global affairs but lead to infringement of Fundamental rights as well the Intellectual rights. The State Legislature constantly put curb on the unauthenticated and unrestricted use of AI by codification of specialized statutes.

Through this study the Researcher focus on the real time effect of AI in the Media and Entertainment industry. The Researcher would adopt the secondary research method by collecting the data from Articles, Research paper, special statute, Constitution, though it does not an exhaustive resource.

Key Words: - Artificial Intelligence, Entertainment, Global markets, Infringement, Media,

Introduction:-

Artificial intelligence is the capability of a computer or robot controlled by a computer to do all the responsibilities which are usually done by humans being because they require human intelligence. It has been proved in various researches and even it is very well confirmed by the entertainment industry experts that AI is ensuing industrial change. Media experts have distinguished that AI will enhance potency by automating various repetitive responsibilities and offer a competing power.

The media and entertainment industry is also utilizing AI in making the visual content more interactive and interesting. It is helping to serve the audience and data intensive and personalize automated content making their viewing experience more interesting and entertaining. AI helps the entertainment business in the customization and transmission of content in real time. AI in entertainments improves user experience and enriches and sales through targeted strategy.

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Role of artificial intelligence in media and entertainment industry

The artificial intelligence has been used in the media and entertainment industry in making the more interactive and interesting visual contents with the special effects with far expertise than a human being. The entire world is rapidly shifting towards the digitalization and even industry has also been undergoing a vast level transformation with digital media paving its way towards becoming the main focus of interest across all its sub-sectors that include TV, Print, and Radio.

The better programming of AI provides the personalized contents to the every viewer as per the individual preferred choices that automatically catch the audience and help in the productivity of that source. Media considering most efficient and reliable source having high responsibility to appropriate quality with high quantity, even they are facing challenges while developing the contents in the high quantity without compromising the quality, so they are taking help of AI to achieve this object. AI has been used in production efficiently by journalists. The gross revenue cannot be expected only by use of AI but it will definitely reduce the efforts of monotonous work of the experts and they can easily provide a better figure for packaging, distribution, and marketing of the film.

Application of AI in Media and Entertainment industry:-

Pros and Application of AI – The Media and Entertainment industry from last decades are raising the quantity as well the quality of the content, so as to fascinate and create the market by driving higher values. The Entertainment industry is enhancing the experience of the customers by creating the countless content every minute by giving defined, high resolution. Looking back had evident the days when “*conversing*” was characterized by painting on caves and sending news and information via pigeons which have now been resorted with the modern ideas of media, which had been travelled by us, a complicated way. (Role of Artificial Intelligence (AI) in Media Industry). The technology and digitalization have given the wings to our thoughts which are converted into multiple mass media platforms. The human intelligence is imitated in the machines and program to give error free output.

The Entertainment industry is ensuring the dynamic change by adopting the AI. AI mechanization entertainment industry is spending extra time on their proficiency and delivering winning content. AI shall also boost production businesses to make learned decisions about advertising and marketing by examining critical data.

By the Influencing Music and video streaming stands, the Entertainment industry is serving and providing as per their customer personal preferences. AI patterns can be equipped using every consumer’s content choices and viewing models. The Entertainment industry have multiple task such as which can be associated with AI that is location scouting, Creating artificial sets for enhancing visual effects recording, scheduling, and editing. The Multilingual subtitles to the videos are preferable over manual transcribing subtitles as the later would consume hours that to with the manual errors. The streaming contents on the entertainment seldom it finds tough to precisely the want of the time, the AI appears to help to create the research results more preferable and reliable.

The pros of the AI carries along the cons which too cannot be ignored as the AI comes with huge cost, also the software program need frequent up gradation to cater the needs of dynamic age. Any breakdown in the AI base leads to the high cost procurement. (Pros and Cons of Artificial Intelligence – A Threat or a Blessing?). The AI though performs the error free task but it cannot be logical, ethical or reasoning and judgmental due to which would not stand in unfamiliar situation. The AI cannot grow and become competent with the experience unlike human who can change the mode of the function in changing

circumstances. The human creativity cannot be substituted by AI as the later is developed by human, who is having inherent intuitive ability. The massive incorporation of technologies in some industries has intensely reduced the man take in the employment. The economy is growing at the cost of unemployment, as the machines have replaced the manual labour more effectively.

How AI transforming Media and Entertainment industry -

AI has always been an important part of media and entertainment industry. AI has already proved his potential in the music field. Now, it has arrived in the media and entertainment industry also. The arrival of AI in media and entertainment industry has changed the audience experience drastically and provide them flexibility in the timing, preferable data concept etc. In the media industry the professional already realized that to increase the productivity by automating repetitive tasks the use of AI is must and necessary even it can help the content creators and entertainers to delivery and engage the contents. We reached up the stage of technological revolution in each and every field and it turns our life upside down. (How AI is Transforming Media and Entertainment Industry?)

The regulatory body which governs the media and entertainment sector in India is personified in the Cable Networks Act 1995 and Prasar Bharti Act 1990. The ministry of information and Broadcasting and Prasar Bharati are the government bodies which regulate this sector of media and these are the structure which has the authority to issue guidelines, policies, regulations and to grant licenses in order to broadcast in media.

Legislation regulating the Indian Film industry-

The Copyright Act of 1957- explain and defines the various rights which exists in the copyright of film, Right of the author of the film even the act is explaining about the period of the copyright, the process of assignment of license for the copyright. The Copyright Act 1957 provides the regulations on the infringement of the copyright of film and it is considered as one of the most important law in both the industries.

The Cinematograph Act of 1952 that includes the provisions for licensing and certifying the cinematography of films and it also includes the regulation of exhibition by means of cinematography. (Industry) . There is no particular provision relating to Media and entertainment law. The data and the content which creates under the media and entertainment process can be protected under the provisions of the Copyright Act 1957 and Trademarks Act 1999 and any punishment under the related offences are covered under the Indian Penal Code 1860.

Major issues relating to media and entertainment industry:-

There is always a battle between Freedom of speech and expression (Art 19 of constitution) and censorship. As there is no rigid law in respect to the same, it has resulted into many of the disputes; there is a need of balance between Freedom of speech and defamation.

The entertainment industry is more focusing on monetization and increasing TRP's of channel or production house instead of social sector and political issues.

Initiative taken by Government and the Legislature:-

During this nation wise covid-19 outbreak there was suspension of production projects and activities as the guidelines and timing of the Central and state Government. Anyone who will break this rule will lead to the suspension of production projects also.

Under Indian constitution, Article 19 provides all the citizens freedom of speech and expression by putting reasonable restrictions on it. Therefore, the courts hold the responsibility to restrict them also to the provisions mentioned in the Constitution of India.

The application of AI defiance of Human Rights:

AI has majorly affected the Fundamental Rights of individual as the Right to Privacy is being at menace. Earlier the law meant and afforded right to privacy only against physical interference with property and person, with the progress in civilization the protection of law is guaranteed against intellectual and spiritual facets of human. The rightful claim of individual to the privacy determine the extent to which he wishes to share himself with others and his control over the time, place and circumstances to communicate with others. (A.C. Breckenridge). The exponential growth of AI has targeted the privacy, as information can be stored, retrieved and accessed discretionary. The AI have also influenced and promoted the “Media Trial” media creates profound sensationalizing impact on public perceptions and erode the public confidence in the judicial system. The R.K. Anand case and Jessica Lal Murder case are the positive cases of media activism, where the media have achieved its proprietary. The various entertainment industries creates the platform for the artist paralleling the untimely and early exposure to the underage towards sex and nudity. However it can be rightly said that the inclusion of AI in the entertainment has raised the challenges to the Censorship under Cinematography Act,1952.

Under Section 5E of Censorship under Cinematography Act, 1952 Central Government may suspend and revoke certificate if the film in respect of which the certificate was granted, was being exhibited in a form other than one in which it was certified (Censorship under Cinematography Act,1952).

However, Article 12 of the Universal Declaration of Human Rights, 1948 and Article 17 of the International Covenant on Civil and Political Rights, 1966 restrict the arbitrary or unlawful interference with the privacy and grants right to protection of the law against interference or attacks.

Suggestions:-

On the basis of the above study done by the author, following are some suggestions to overcome the present situations and problems in the field of media and entertainment industry due to application of AI.

- 1) There should be strict and separate laws providing guidelines regarding the AI application and its punishment for the misuse or infringement of the same.
- 2) Use of AI should not result into unemployment of people rather their expertise knowledge needs to be utilized for the better outcome and productivity gain.
- 3) Provider of personalized content to the viewer must be synchronizing with age of viewer and ethical, moral ground need to justify the content.
- 4) The state government should impose the reasonable restrictions on the media while exercising the fundamental right i.e. freedom of speech and expression.
- 5) Instead of using AI only for the productivity gain , it should use to provide better learning ability data to the viewer.

Conclusion-

In the modern, civilized and industrial era, the entertainment industry is stimulating the market advancement and the AI have become indispensable part of this industry. The AI should be applied and restricted the give the sophisticated outcome. The media and entertainment companies are in a need to make quantity with quality that always increases need of AI in both the fields. The privatization of entertainment industry created a fundamental shift to the traditional industry into digitalized industry having desertion in competition in content. The legislation should be more prominent, restricted and specific towards the media and entertainment industry as the visual impact of applicability though fascinating it is violating the cultural norms of community. The applicability of AI is the need of hour and should not be restricted as it is the dynamic mode to stand in the global achievements.

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