

# Report: AI-based Video

**Report:** Potential of AI-based Videos. Curated Tools.

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## Pitch

Axiologic Research envisions a revolutionary shift in the video creation industry by integrating artificial intelligence into the film generation workflow, aiming to automate and optimise five key phases. This new approach seeks to minimise human input, relying predominantly on AI to manage the extensive workload, with human experts stepping in primarily to make final selections from many AI-generated options. This model could streamline the production process for Short Videos for Social Media, enhance targeted communication for Political Campaigns, and unleash creative freedom for Independent Filmmakers.

We propose a workflow where initial phases involve using AI to craft scenarios and repurpose existing videos, ensuring efficient resource utilisation and creative flexibility. Subsequent stages focus on selection and character consistency, leveraging AI's precision to maintain high quality and narrative coherence. The integration of voices and music, managed by AI, aims to enrich the auditory experience, while the final upscaling phase enhances visual quality to meet contemporary high-definition standards.

Automating these processes has a significant potential to speed up production and foster creativity, allowing filmmakers to focus more on creative direction and storytelling. This innovative platform could dramatically transform the film industry, making high-quality video production accessible and cost-effective across new niches.

## Potential Transformation in the Film Generation Workflow

Integrating artificial intelligence into the film generation workflow can transform the video creation industry, especially with the automation and optimisation of the five creation phases described below. The possible flow we have analysed aims to minimise human input, relying primarily on AI to handle the bulk of the workload. Human experts mainly make final selections from AI's numerous options.

### Prompting & Reuse Stock Videos

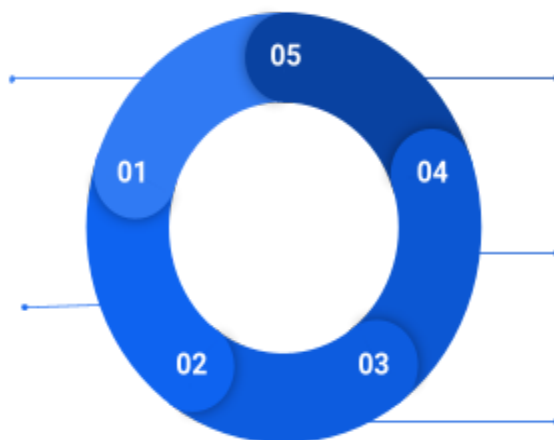
Prepare scenarios with prompts and dialogues (AI tools and human experts).

Use Text-to-Video AI Generation to create scenarios and video scenes.

Prepare videos and examples that can be used or transformed with AI tools for various purposes.

### Selection

AI Agents and Humans will select the best version for each scene



### Upscaling

Improve the quality of the movie using automated upscaling.

### Voices & Music

Use AI to generate voices for each character in every scene and add background music.

### Characters Consistency

AI will ensure character consistency in all scenes by replacing characters' faces or other characteristics in all the generated or stock videos selected for each scene.

Here's a detailed exploration of these phases:

### Prompting & Reuse Videos

The movie's foundation is built using AI tools and human expertise in this initial phase. Scenarios and dialogues are prepared, feeding into AI-driven text-to-video generation systems. This process involves crafting detailed prompts that guide the AI in generating accurate and contextually appropriate video scenes. Additionally, existing videos can be repurposed or transformed through AI tools to fit new narratives, significantly enhancing resource utilisation and creative scope without starting from scratch.

### Selection

AI agents filter through hundreds of possible variations during the selection phase to present the most promising options. Human intervention is then focused on choosing the best version for each scene. This two-tiered approach ensures that the selections are high-quality and align perfectly with the creative vision while maintaining efficiency.

## Character Consistency

AI plays a crucial role in ensuring character consistency across all scenes. This involves editing visual elements to maintain uniformity in character appearances and behaviours, essential for narrative coherence. AI's capability to track and modify character details across various scenes reduces the likelihood of continuity errors and enhances the film's overall quality.

## Voices & Music

This phase leverages AI to generate distinct voices for each character, ensuring that the vocal tones and styles are fitting and consistent throughout the movie. AI also selects and integrates background music that complements the mood and pacing of each scene. The ability of AI to handle these elements allows for a richer and more immersive auditory experience tailored to enhance the visual storytelling.

## Upscaling

Finally, the upscaling phase enhances the movie's overall quality. AI-driven upscaling techniques improve the resolution and clarity of the video, making it suitable for high-definition displays. This ensures that the film meets current visual quality standards and preserves its longevity and relevance in an era of rapidly advancing display technologies.

Automating these phases makes the film generation process more streamlined, efficient, and less reliant on intensive human labour. AI speeds up production and opens up new possibilities for creativity by handling complex, repetitive tasks that can stifle innovation. This shift could redefine the role of filmmakers, allowing them to focus more on creative direction and storytelling while AI handles the technical execution. The goal is a seamless blend of human creative vision and AI efficiency, leading to a new age of film production that could dramatically change the industry's landscape.

## Potential Niches

Niches	AI Film Generation Use Cases
Short Videos for Social Media	<ol style="list-style-type: none"> <li>1. Trend Prediction Videos</li> <li>2. Personalised Challenge Videos.</li> <li>3. Automated Tutorial and How-To Videos</li> <li>4. Meme Integration and Humor Videos.</li> <li>5. Interactive Polls and Q&amp;A Videos</li> </ol>
Political Campaigns	<ol style="list-style-type: none"> <li>1. Personalized campaign messages.</li> <li>2. Rapid response videos to current events.</li> <li>3. Educational content on policy positions.</li> <li>4. Voter engagement animations.</li> <li>5. Documentation of campaign events and rallies.</li> </ol>
Independent Filmmakers	<ol style="list-style-type: none"> <li>1. Automated editing and scene composition.</li> <li>2. AI-assisted script writing.</li> <li>3. Virtual casting and performance simulation.</li> <li>4. Cost-effective special effects.</li> <li>5. Real-time editing feedback based on AI analytics.</li> </ol>

One immediate niche that is growing in importance is the creation of short videos for social media platforms. This looks like low-hanging fruit as it will allow faster iteration and can benefit faster from AI tools' automation.

These approaches could reshape content creation across several niches by harnessing data analytics and the power to generate and select film snippets from an array of AI-suggested options. This approach could offer rapid, cost-effective solutions for producing captivating content for various audiences. The platform could significantly enrich the content's appeal and engagement levels by employing AI techniques to update old footage, introduce new characters, or enhance scenes with innovative edits.

In the “social media” world, envision a tool that could produce trend prediction videos to tap into current fads, ensuring creators stay relevant and engaging. Personalised challenge videos could be tailored to resonate with specific audiences, boosting interaction. For educational purposes, it might streamline the creation of tutorials and how-to videos, making complex ideas more accessible and enjoyable. Meme integration and humour could keep the tone light and relatable, while interactive polls and Q&A videos turn passive viewers into active participants, deepening their engagement.

For “political campaigns”, this vision could include personalised messages that strike a chord with different voter groups, enhancing the clarity and effectiveness of political communication. Rapid response videos help maintain a campaign's relevance during fast-moving news cycles. Simplified and transparent videos explaining policy positions could help demystify complex issues, making them easier for voters to understand and support. Animations could engage voters visually, making educational content more compelling. Simultaneously, automated documentation of rallies and events could ensure high-quality content is produced quickly and distributed widely, increasing its impact.

In “independent filmmaking”, imagine a platform that automates tedious editing and composition tasks, freeing creators to focus on storytelling. AI-assisted script writing could provide insights and suggestions to enrich narratives. Virtual casting tools might preview performances before shooting, optimising resource use. AI-enabled special effects allow filmmakers to produce visually stunning work without the hefty price tag, and real-time feedback during editing aligns the final product more closely with audience expectations.

This vision positions a platform like the one imagined in this report AI as a transformative tool capable of bridging the gap between creative ideas and their execution, democratising high-quality video production across social media, political engagement, and independent filmmaking.

## Business Models

Business Model	Description	Applicable Niche
Subscription Service	It offers monthly or yearly subscriptions that give access to AI tools for video creation, specialised content templates, and automated editing features.	All Niches
Pay-Per-Video	Charges users a fee for each video created using the platform, which is ideal for users who require high-quality, customised content but on a less frequent basis.	Independent Filmmakers, Political Campaigns
Freemium Model	Provides basic video creation tools for free, while premium features such as advanced editing tools, unique visual effects, or additional storage are paid.	Short Videos for Social Media
Revenue Sharing	Allows creators to generate content that can be monetised directly on the platform through ads or sponsorships, sharing revenue with the platform.	Short Videos for Social Media
White Label Solutions (Licensing Model)	It offers the technology as a white-label product for businesses and agencies, with customisation options to brand the platform's tools.	All Niches
Project-Based Fees	Operates on a per-project fee structure, suitable for clients requiring tailored solutions for campaigns or specific projects.	Political Campaigns
Collaborative Platform	Provides a collaborative environment where users can co-create and share video projects, integrating community-driven development and feedback into the platform.	Independent Filmmakers

## Other Video Creation Niches

This document has explored the potential of focusing a new startup on three specific niches: Short Videos for Social Media, Political Campaigns, and Independent Filmmakers, while intentionally avoiding the highly targeted areas of marketing and educational films. These latter niches have numerous offerings from various startups, proposing that the marketing agencies utilise AI for rapid prototype ads and personalised content to enhance engagement and optimise campaign strategies efficiently. Educational sectors are offered to embrace AI to create customised, accessible learning materials and virtual simulations, which is particularly beneficial in distance learning.

Despite these offerings, the effectiveness of AI in these saturated markets remains to be fully proven. There are uncertainties about the survival of startups venturing into these areas and the future of this emerging market. AI offers transformative possibilities. However, the market is still in its early stages, and these AI initiatives' long-term viability and success are not yet guaranteed. The effectiveness and acceptance of AI-generated content in these areas continue to be tested, leaving the industry to watch closely which approaches will prevail.

Focusing on niches such as short videos for social media, video creation for political campaigns, and approaches that liberate creativity for independent filmmakers appears more attractive to a possible new startup. These areas are likely to draw more attention to our venture compared to the more crowded fields previously mentioned. These less saturated markets offer more significant potential for visibility and allow us to innovate and capture unique value propositions that can significantly differentiate our startup from others. By targeting these specific niches, we aim to harness and stimulate greater interest and engagement, positioning our startup to stand out in the evolving landscape of digital content creation.



## Open Source & Commercial Tools

Category	List & Short Description
Editing Videos	<p>[DaVinci Resolve] Free editing program to create and compile videos</p> <p>[FlexClip] Helps to turn photos and images into videos through simple drag-and-drop operations.</p> <p>[Lumen5] Converts blog articles into engaging videos using AI technology.</p> <p>[Descript] Provides video and podcast editing tools, utilising AI for transcription and overdubbing.</p> <p>[Raw Shorts] Helps businesses create explainer videos from text using AI.</p> <p>[Wisecut] Edits videos automatically using voice recognition and AI to detect the best scenes and transitions.</p>
Animate Images	<p>[RunwayML] Animate images and generate video scenes</p> <p>[Pika] Animate images and create video scenes</p> <p>[Dalle-3] Generate Images and animate video scenes</p> <p>[Adobe Express] Animate images and generate video scenes</p> <p>[Biteable] Provides an easy platform to animate static images into engaging video content.</p>
Prompt-Based Video Generation	<p>[Dalle-3] Generate Images and Video scenes</p> <p>[Leonardo] Generate Images and Video scenes</p> <p>[ClipFly] Personalize your video with music, transitions, text, and more</p> <p>[RawShorts] Instantly Create Animated Videos from Text</p> <p>[Civitai] Image and Video Generation</p> <p>[Pictory] Allows users to convert text content into videos using AI.</p> <p>[Elai.io] Delivers a platform for creating videos from text using customisable AI avatars.</p>
Animate lips based on text/sound	<p>[Lalamu Studio/Canva] Tool for animating speech on characters</p> <p>[Synthesia] Creates custom videos with AI avatars that can speak multiple languages.</p> <p>[Rephrase.ai] Specializes in synthetic content creation for advertisements and corporate communications.</p> <p>[DeepBrain AI] Offers synthetic video solutions to create real-time AI speakers for various applications.</p>
Change Faces In Videos	<p>[Akool] Tool for swapping and editing facial features</p> <p>[Faceswapper.ai] Tool for swapping and editing facial features</p>
Upscaling	<p>[RunwayML/Img.Upscaler] Tool for enhancing the quality of images</p>

Potential APIs (Research)	SORA, Google, etc
AI Music Generation	[Soundraw] Tool for editing and creating AI-assisted music [Suno.AI] Tool for editing and creating AI-assisted music
Sound Effects	[ZapSplat] Website with royalty-free sound samples
Video Effect	[RunwayML] Animate images and generate video scenes
Videos from Stock Films (combine them)	[InVideo] Generate voice and combine existing short videos
Voice Cloning & Modulation	[ElevenLabs] Generate natural-sounding speech synthesis and text-to-speech
Add objects to images	[Midjourney Inpainting] Generate images and edit desired components
Add objects to videos	[Pika Labs] Generate videos and edit desired components
Remove objects from videos	[Runway Content-Aware Fill] Animate images and generate video scenes
Remove backgrounds from videos	[Runway BG Remover] Animate images and generate video scenes
Slowing-down footage	[Runway Super Slow Motion] Animate images and generate video scenes [Topaz Video AI] Animate images and generate video scenes
Tool for image Parallaxing	[Leiapix] LeiaPix is an innovative web-based AI platform designed to transform 2D images into 3D depth animation
Human Face Generation	[This person does not exist] Generates faces of non-existent persons around the world

## References

[RunwayML] Image to video, Selective animation. <https://runwayml.com/>

[Leonardo.ai] Generate images and animate images [Leonardo.ai](#)

[InVideo] Uses AI to help produce high-quality videos quickly by recombining existing films.

<https://www.invideo.io/>

[Canva] Online graphic design tool to create social media posts, presentations, posters, videos, logos and more [Canva](#)

[Pika] Animate images and generate video scenes [Pika](#)

[Adobe Express] Animate images and generate video scenes [Adobe Express](#)

[Clipfly] Personalize your video with music, transitions, text, and more [Clipfly](#)

[RawShorts] Instantly Create Animated Videos from Text [Rawshorts](#)

[Biteable] Provides an easy platform to animate static images into engaging video content. [Biteable](#)

[Synthesia] Creates custom videos with AI avatars that can speak multiple languages. [Synthesia](#)

[FlexClip] Helps to turn photos and images into videos through simple drag-and-drop operations. [FlexClip](#)

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[Wisecut] Edits videos automatically using voice recognition and AI to detect the best scenes and transitions. [Wisecut](#)

[This Person Does Not Exist] Generates highly realistic human faces using GAN technology. [ThisPersonDoesNotExist](#)