

# GAIA Media

## Executive Summary

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### Summary

The history of human entertainment has been marked by a series of breakthrough innovations in media and delivery mechanisms, each dramatically changing the nature of the industry and, in some cases, even obviating prior standards (e.g., silent pictures, VCRs, etc.) With the advent of generative AI and advanced data science, the entertainment sector is at the precipice of perhaps its greatest evolutionary advance to date, one which promises to upend the existing status quo and change the way that entertainment is created and consumed in almost every imaginable way. With leadership of this new era far from assured (and incumbents likely slow to adapt) there exists an opportunity to leverage emerging technology and seize leadership for the next phase of entertainment by creating a virtual entertainment company which combines intellectual property, generative AI technology and data science to provide targeted content delivery to a global audience.

### Background

From the dawn of time, entertainment has been the linchpin of society and culture. From the earliest days of tales told around a fire, to Shakespearean dramas, up to modern content (cinema, music, etc.), entertainment is integral to the human experience and a key element of what sets us apart from other species. In the 21st century, entertainment has become a ubiquitous and essential part of our lives, and media has played a significant role in its evolution. From the early days of cinema to the current age of streaming services, media has transformed the way we consume and experience entertainment.

The modern era of media in entertainment dates back to the late 19th century when Thomas Edison invented the motion picture camera, which allowed people to capture moving images on film. These early films were silent, and the images were projected onto a screen using a projector. This was the birth of the cinema industry. In the early 20th century, the cinema industry started to gain popularity, and by the 1920s, movies had become a major form of entertainment. With the advent of sound in movies in the late 1920s, cinema became even more popular, and Hollywood became the center of the film industry.

In the 1950s, television became widely available, and it quickly became a dominant form of entertainment. Television networks began to create their own content, including dramas, comedies, and news programs, and this paved the way for the rise of the television industry. By the 1960s, television had become the dominant form of entertainment, and movies began to lose some of their popularity.

In the 1970s, the rise of cable television led to a proliferation of television channels, and this further expanded the television industry. Cable television allowed for niche programming and opened up new opportunities for content creators.

In the 1980s, home video became widely available, and this allowed people to watch movies and television shows at home. The introduction of the VHS format made it possible for people to rent movies and watch them in the comfort of their own homes. This changed the way people consumed movies and television shows, and it paved the way for the rise of the home entertainment industry.

The 1990s saw the emergence of the internet, and this had a profound impact on the entertainment industry. With the rise of the World Wide Web, people could access a vast array of information, including movies, music, and other forms of entertainment. This paved the way for the rise of digital media, and it created new opportunities for content creators.

In the 2000s, the rise of digital media led to the emergence of streaming services. Companies like Netflix and Hulu began to offer on-demand streaming of movies and television shows, and this transformed the way people consumed media. The rise of streaming services led to the decline of the traditional movie and television industries, and it created new opportunities for independent content creators.

(NB: Along the way, other forms of entertainment followed a similar trajectory, e.g. music from live performance to phonograph to radio to streaming, games from table to text to graphic to streaming, etc.)

GRAPHIC TIMELINE MIGHT BE USEFUL HERE

In each case, entirely new industries were formed with the advent of new media technology. And in each of these industries, typically new leadership was established (i.e., incumbents failed to recognize, much less seize, the opportunity until it was too late. We are at a similar juncture today with the effect of generative AI on the future of entertainment.

## Generative AI in Entertainment

The rise of generative AI is revolutionizing the media and entertainment industry. With its ability to mimic human creativity, generative AI has the potential to transform the way we consume and create content.

One area where generative AI is already making an impact is in the creation of music. Companies such as Amper Music and AIVA are using generative AI to compose original music for commercials, films, and video games. By analyzing data on different music genres and styles, generative AI can create a piece of music that matches the specific needs of a project. This technology has the potential to revolutionize the music industry by making it easier and more affordable for creators to access original music.

Another area where generative AI is making waves is in the creation of visual content. Generative adversarial networks (GANs), a type of generative AI, can be used to create realistic images and videos. This technology has already been used to create deepfake videos, which can be used to manipulate images and videos in a variety of ways. While this technology can be used for malicious purposes, it also has the potential to revolutionize the film and video game industries by making it easier to create realistic special effects and CGI.

In addition to its potential impact on the creation of content, generative AI is also changing the way we consume and interact with media. One example of this is the rise of personalized content recommendations. Streaming services like Netflix and Spotify are using generative AI to analyze user data and recommend content that is tailored to their interests. This technology has the potential to

revolutionize the way we consume media by making it easier to discover new content that we might enjoy.

## Vertically Integrated Virtual Media Company

In order to capitalize on this emergent opportunity, we propose the formation of new, vertically integrated media company (“Generative AI Arts” or “GAIA” Media) to combine intellectual property, AI generative technology and data science to provide superior content creation and delivery for this new era.

At the heart of this model is the use of generative AI, which is capable of creating highly engaging and personalized content at scale. By leveraging this technology, a vertically integrated virtual entertainment company can create vast amounts of content quickly and efficiently, while also ensuring that it is highly targeted and relevant to its audience.

This approach has a number of advantages over traditional content creation methods. For one, it allows companies to create and distribute content more quickly and at a lower cost than traditional production methods. Additionally, because the content is generated using AI, it can be highly personalized to individual consumers, which can lead to increased engagement and loyalty.

Of course, creating a virtual entertainment company is not without its challenges. One of the biggest obstacles is the need for significant investment in both technology and talent. Developing and implementing generative AI requires a high level of technical expertise, and hiring the right talent can be expensive.

Another challenge is the need to navigate the complex legal landscape surrounding intellectual property. This can be especially difficult in the entertainment industry, where there are often competing claims to ownership and licensing rights. A key advantage of Generative AI is the ability to **both** own and control popular intellectual property **or** to reuse the intellectual property of others with the ability to track reuse.

By owning the IP but managing it on an advanced IP sharing platform, companies can monetize it in a variety of ways, including licensing it to other companies, creating merchandise, or developing spin-offs and sequels. This gives companies a significant source of recurring revenue, which can help to offset the high costs of content creation and distribution.

## The Core Challenge of Reuse

A key aspect of all projected uses of Generative AI in media is that Generative AI massively increases the reuse of media assets. Whether the asset is a singer’s voice, an actor’s likeness or acting traits, a characters personality and backstories, or the composition of setting, physical design, or situation, Generative AI enables a million-fold increase in reuse of the asset – any of them can be composed into millions of novel, business, or user-customized content.

This creates an unprecedented pressure on the current intellectual property and licensing protocols. Agents have traditionally been the human fusion of representing all the aspects of media asset reuse: agencies handle the complex interactions between the **transaction** or deal, the **economic** terms, the **tracking** of usage, and the definition of **appropriate use** of the asset (i.e., brand-enhancing roles for

actors, appropriate behaviors for digital characters, etc.) and federate these terms into a **contract**. The new world of Generative AI requires a new kind of intellectual property management, enforcement, and deal-making system that likewise can represent and manage the full combination of transaction, economics, tracking, and appropriate use situations of a media asset rendered into contracts.

Given the difficulty of managing and maintaining intellectual property rights and monetizing those rights via content creation, a core element of GAIA will be an advanced system for IP management utilizing blockchain technology called Thinker DAO, which provides a secure and transparent platform for managing digital assets. This system enables ownership and usage rights of IP to be recorded on a distributed ledger, which is transparent and immutable. Smart contracts can be used to enforce IP rights and ensure that only authorized parties are granted access to use the IP. This eliminates the need for a central authority to manage IP and reduces the risk of IP infringement. Additionally, blockchain technology enables secure and efficient transactions, which can help streamline the process of licensing and transferring IP rights.

The Thinker DAO protocol was originally created for the rapid evolution and reuse of technology assets in the form of inventions, business plans, and the people and organizations that contribute to them (see <https://thinkerdao.io/about-thinker-dao>, noting that document focuses on technology rather than media applications). This protocol has been successfully deployed across dozens of countries in nearly one thousand projects across nearly one hundred organizations, including Pepsi, Hyundai, NEC, Nestle, China Academy of Sciences, and the Bill and Melinda Gates Foundation. We believe the same system can be applied successfully to media assets (and data assets also, another key factor in Generative AI).

## GAIA Strategy

The impact of Generative AI on media will be legion and difficult to predict. Therefore, the best strategy is to both 1) acquire and build valuable and synergistic content and technology assets as a “virtual studio”, but also 2) build a platform that monetizes the value generated by thousands of other interactions that we will never predict nor own. The latter also gives us early insight into developments between media content and technology that can create transaction advantages.

Put another way, it is known that it is difficult to choose great media assets, and it is also known to be difficult to choose great technology assets. Therefore it is even more difficult to choose ones that are great and also synergistic. In such an environment of high risk, high churn, high innovation and experimentation, and also high reward, it is historically clear that having a platform where many experiments can be tried is very profitable, especially when most experiments are likely to fail. This is the story of Windows, Android, and iOS.

Therefore, the operating path for GAIA is to build both a platform and an applications “studio” for Generative AI content:

1. Build a fundamental IP reuse and tracking platform such as Thinker DAO.
2. Populate the platform with as many media and technology assets as possible. This allows Thinker DAO to generate interesting connections between the many relevant new media-related technologies and profiting from the successful ones without GAIA taking much risk. To use the earlier analogies, this is like Apple iOS making value from popular applications or music without taking risk on picking the successes ahead of time.

3. Cherry pick some great media and technology assets to own. This forms the core of the virtual studio that will generate fully proprietary content using Generative AI.
4. Offer the virtual studio to others on the platform, accelerating the discovery of useful and popular technology and content assets while also creating new revenue streams and an ecosystem of content reuse with economics flowing to GAIA.

## Conclusion

In conclusion, the emergence of vertically integrated virtual entertainment companies represents an exciting new frontier in the entertainment industry. By leveraging the power of generative AI and owning an intellectual property sharing and rewards platform, GAIA has the potential to revolutionize the way content is created and distributed. Given the recent emergence of generative AI, a first mover advantage exists to create an industry leader in the media and entertainment field and seize market leadership for the next era of content.

## Timeline

- 0-3 Months: Core team established, resources needs mapped, detailed business plan developed.
- 3-6 Months: Company secures funding to develop its AI capabilities and begin creating and acquiring its own intellectual property and building the Thinker DAO platform.
- 6-12 Months: Company creates and ramps up facilities for media asset and technology asset acquisition. As it evaluates media and technology assets, it can cherry pick some to acquire, and incentivize the others to be put on the Thinker DAO platform.
- 12-24 Months: The company launches its first original and shared content using generative AI, begins building its distribution channels to reach a wider audience.
- 24-36 Months: Company raises Series B to build/acquire distribution, additional IP, generate and release new content. Company's AI capabilities are used to personalize the user experience and recommend content to users.
- 36-60 Months: Company launches alternative platforms such as AR/VR according to the market interests, allowing users to experience its content in a fully immersive way. The company also begins licensing its AI technology and other tools to other studios and content creators.