



# IBC Accelerator Programme 2025

Where innovation has no limits

shaping  
the future

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How many of you in the audience have scaled their Gen AI workflows into production?

**Show of hands**

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# A Framework for Generative AI

#IBCAccelerators2025

On stage today

Felipe Correia / Globo

Jouni Frilander / Yle

Roberto Iacoviello / RAI

Yaara Marchiano / Cool Hunter

Muki Kulhan / IBC Accelerator lead



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# A Framework for Generative AI

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Champions:



Participants:



studio deussen







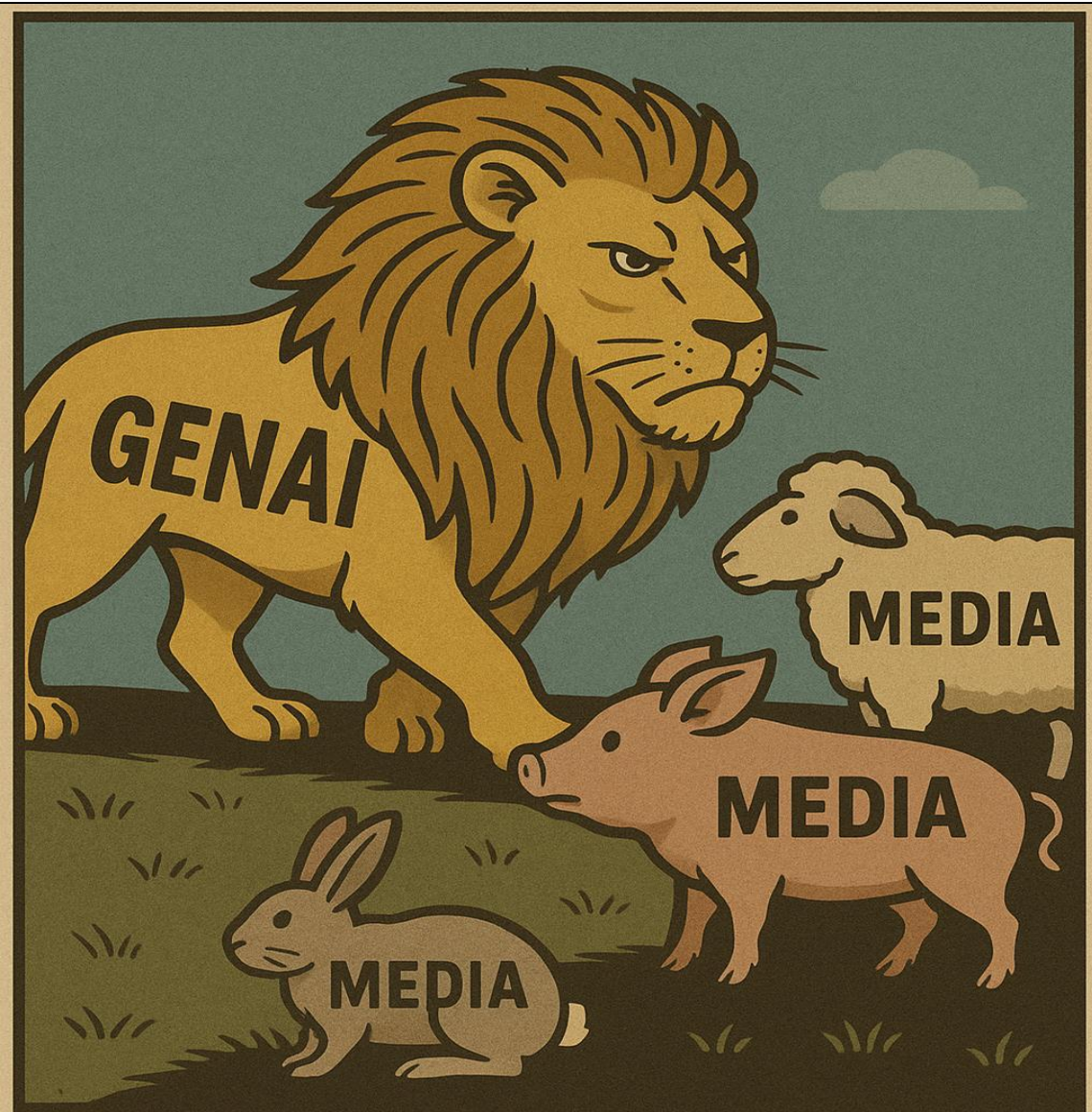
# International Super Group (of Humans) #IBCAccelerators2025





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## GenAI is disrupting many industries...



Skills are  
changing

Technology  
is changing

Ethics and  
regulation  
are uncertain

**What are the specific  
media industry  
specific challenges?**



## Wider challenges within the Media Industry



### Skill gap

Too many models and tools and every tool has its own way of working



### Production team learning

Still in learning phase and understanding of the implications on legacy workflows



### Fragmentation

Difficult to combine strengths of different tools in coherent workflows



### Industry Lag

Mapping the requirements of the creative sector still in progress (not fully implemented)



### High Effort-to-Result Ratio

Achieving quality is labor-intensive



### Lack of Customisation

Difficulty personalizing (e.g. poses, camera movements, etc.) generated assets



## Wider challenges within the Media Industry



Skill gap



Production team learning



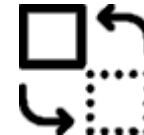
Fragmentation



Industry Lag



How can we make it simpler to use?



How can we make it flexible and interchangeable?



High Effort-to-Result Ratio



Lack of Customisation



How can we reduce time to value and achieve right level of control?





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# **Creative challenges to explore**

## **Theme: Ancient Rome**

- **Consistency**
- **Violence**
- **Animals**
- **Photorealism**
- **Bias**
- **Authenticity**
- **Multiple characters**



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## **Creative logline: Echoes of Rome**

In Modern Rome, a brilliant scientist built a hyper-realistic gladiator game, but when her creation starts blurring history, reality, and her sanity, she's pulled into a battle for truth against a world that wants her to bleed.

This story tackled many of the creative challenges





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# Diving into the Framework, AI Tools and Creativity



## **We have addressed these areas within the framework**

### **The framework**

A modular framework based  
on API and Comfy

### **AI tools**

Interchangeable technologies  
as soon as they become  
available

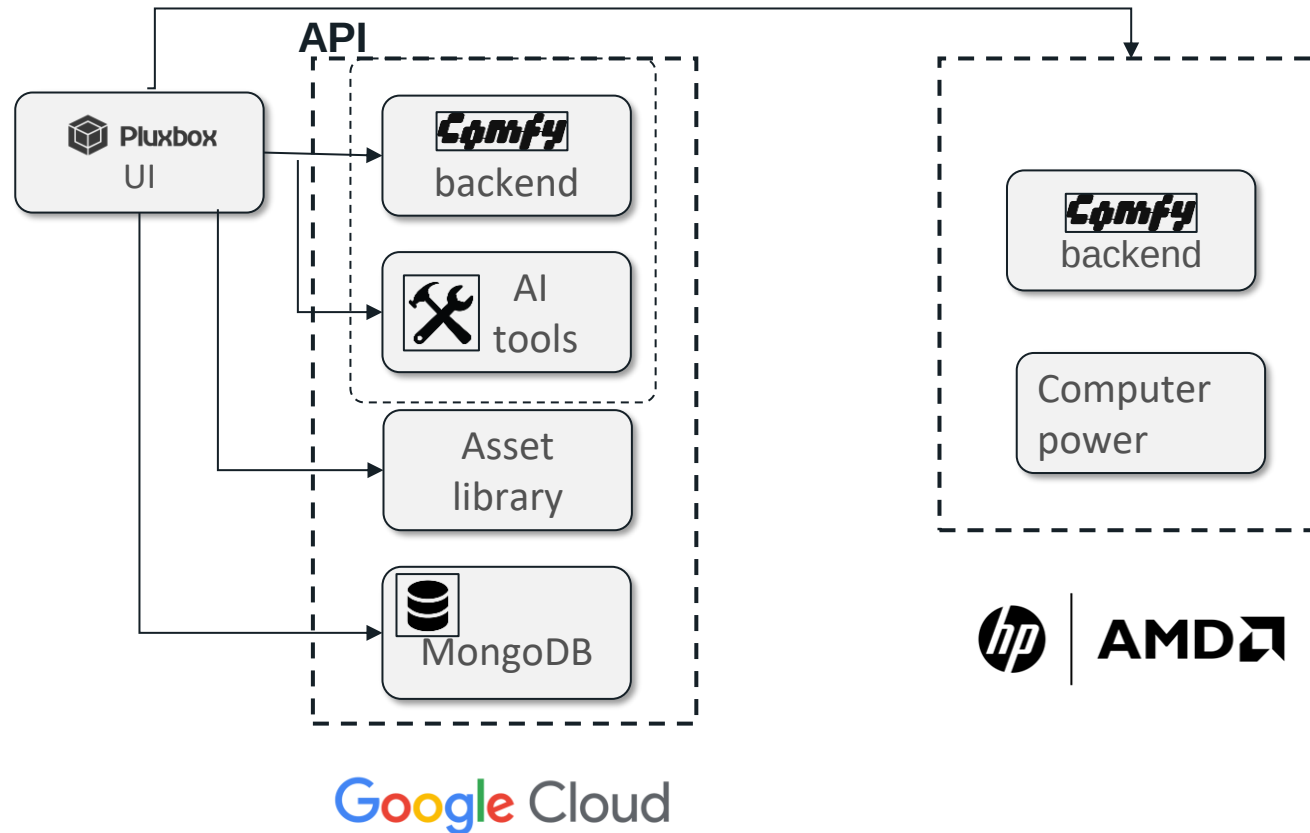
### **The creative**

Use of a single, user friendly UI  
built taking into account the  
creator's requirements





# System Architecture



It is a hybrid architecture that allows the user to balance costs and quality.



## The framework backend

- API implementation: A conceptual design to standardize how metadata is structured, stored, and exchanged in generative AI workflows
- Modularity: The framework is modular to address future necessity
- Creative-centric design: It is designed to address the creative people

### POC results:

- 2 workflows
  - Rapid Prototyping (more automation)
  - Generative Movie Maker (more control)
- Regenerate assets
- Download assets, modify offline and upload
- A comparing view panel



# The two workflows UI

## Workflow 1: Rapid Prototyping

Close Eternal Echo

Story Characters Movie Music

Create Characters

Generate Character Next step



Full name  
Julian Croft

Nick name  
John Doe

Gender  
Male

Looks  
Weathered face with intense, intelligent eyes. Salt-and-pepper hair, often unkempt from running his hands through it in thought or frustration. Prefers practical, slightly rumpled academic attire like tweed jackets and linen shirts.

Characteristics  
A brilliant historian with an encyclopedic knowledge of ancient Rome. Resourceful and

This workflow is built for speed and ideation

## Workflow 2: Generative Movie Maker

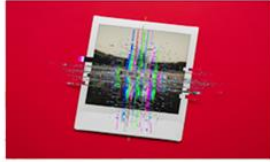
Welcome Roberto Lacoviello!  
Build your own workflow



Story development  
Type your prompt



Storyboard  
Visualize your idea



AI Images  
Generate still images



AI videos  
Generate videos



Comfy  
Customize your workflow



AI Audio  
Generate audio and music



Asset library  
Asset

This workflow is built for precision and control

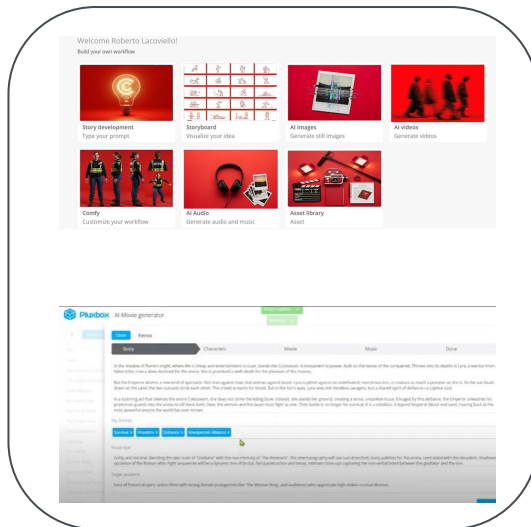




# Data flow diagram (showing both workflows)

UI

AI tools



API

Script Writing

- Gemini
- ChatGPT

Image Generator

- Runway
- Image 4

Video Generator

- Kling
- VEO3

Sound Generator

- Udio
- Act One

**+16 AI tools**



# Rapid Prototyping

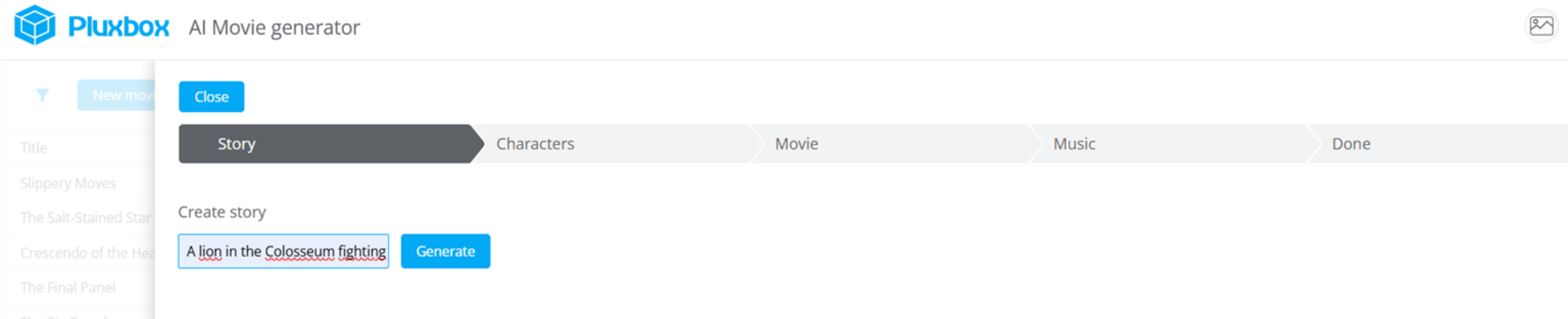
|  <a href="#">New movie</a> |                                                                                             |                  |                        |
|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------|------------------------|
| Title                                                                                                      | Prompt                                                                                      | Started at       | Process status         |
| Slippery Moves                                                                                             | dancing bananas with sunglasses                                                             | 15/09/2025 14:54 | <div><div></div></div> |
| The Salt-Stained Star                                                                                      | Western                                                                                     | 14/09/2025 16:35 | <div><div></div></div> |
| Crescendo of the Heart                                                                                     | A musician that is a church organist who falls in love with the choir girl. He expresses... | 14/09/2025 16:28 | <div><div></div></div> |
| The Final Panel                                                                                            | a newspaper cartoon about a relevant news theme                                             | 14/09/2025 15:53 | <div><div></div></div> |
| The Tin Parade                                                                                             | A pubet play of tin soldiers demonstrating for peace.                                       | 14/09/2025 14:23 | <div><div></div></div> |
| The Silent Peak                                                                                            | Mountain                                                                                    | 14/09/2025 13:17 | <div><div></div></div> |

Rapid prototyping: helps the creative to get the prototype of the final movie following a step by step procedure and in few clicks



# Rapid Prototyping: Step 1 logline input

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The creative inserts the logline and the workflow automatically generates all the assets and the final prototype of the movie.



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# Rapid Prototyping: Step 2 plot generation

Pluxbox AI Movie generator

New movie Close Ferox

Story Characters Movie Music Done

Logline

In the blood-soaked sands of the Colosseum, a condemned female gladiator must face Rome's most fearsome lion, only to forge an unthinkable alliance that will challenge the very heart of the empire.

Plot

(Sound of a roaring crowd, metal gates grinding open)

In the shadow of Rome's might, where life is cheap and entertainment is cruel, stands the Colosseum. A monument to power, built on the bones of the conquered. Thrown into its depths is Lyra, a warrior from fallen tribe, now a slave destined for the arena. She is promised a swift death for the pleasure of the masses.

But the Emperor desires a new kind of spectacle. Not man against man, but woman against beast. Lyra is pitted against an undefeated, monstrous lion, a creature as much a prisoner as she is. As the sun beats down on the sand, the two outcasts circle each other. The crowd screams for blood. But in the lion's eyes, Lyra sees not mindless savagery, but a shared spirit of defiance—a captive soul.

In a stunning act that silences the entire Colosseum, she does not strike the killing blow. Instead, she stands her ground, creating a tense, unspoken truce. Enraged by this defiance, the Emperor unleashes his praetorian guards into the arena to kill them both. Now, the woman and the beast must fight as one. Their battle is no longer for survival; it is a rebellion. A legend forged in blood and sand, roaring back at the most powerful empire the world has ever known.

Automatic generation of the plot





# Rapid Prototyping: Step 3 characters generation

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**Pluxbox** AI Movie generator

[New movie](#) [Close](#) Echoes of Rome

Story Characters Movie Music

Create Characters

[Generate Character](#) [Next step](#)



Full name  
Drs. Nora

Nick name  
Lara

Gender  
Female

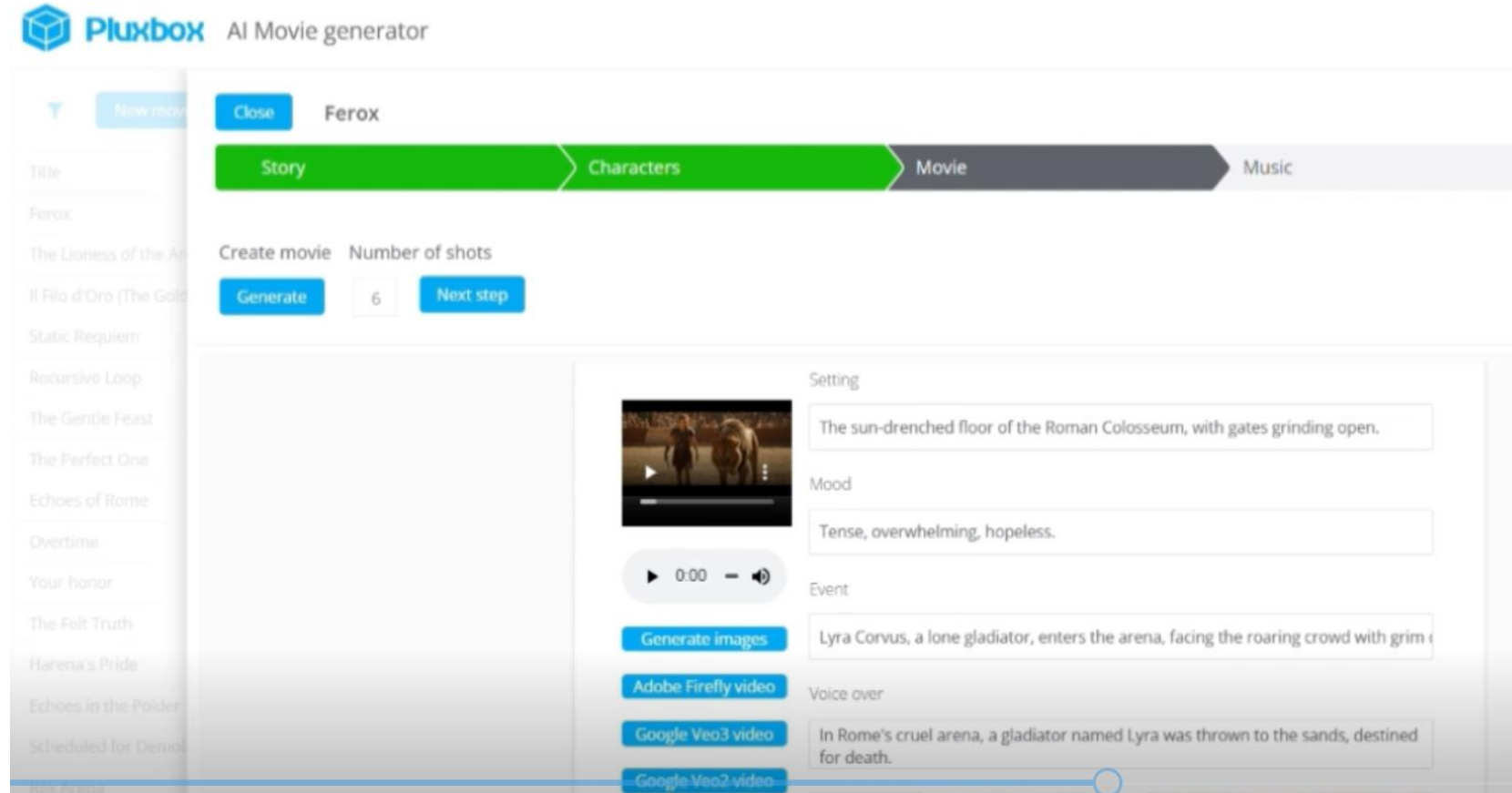
Looks  
Sharp, dark bob haircut that frames an intense, focused face. Pale skin from spending countless hours indoors. Her eyes are a piercing blue, often reflecting the sterile glow of computer screens. Dresses in minimalist, functional attire—dark turtlenecks and tailored trousers, reflecting the 'cool, sterile' visual style of her world.

Automatic generation of the characters



# Rapid Prototyping: Step 4 shot generation

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Automatic generation of shots using to the tools that we have integrated into the workflow



# Rapid Prototyping: Step 5 soundtrack generation

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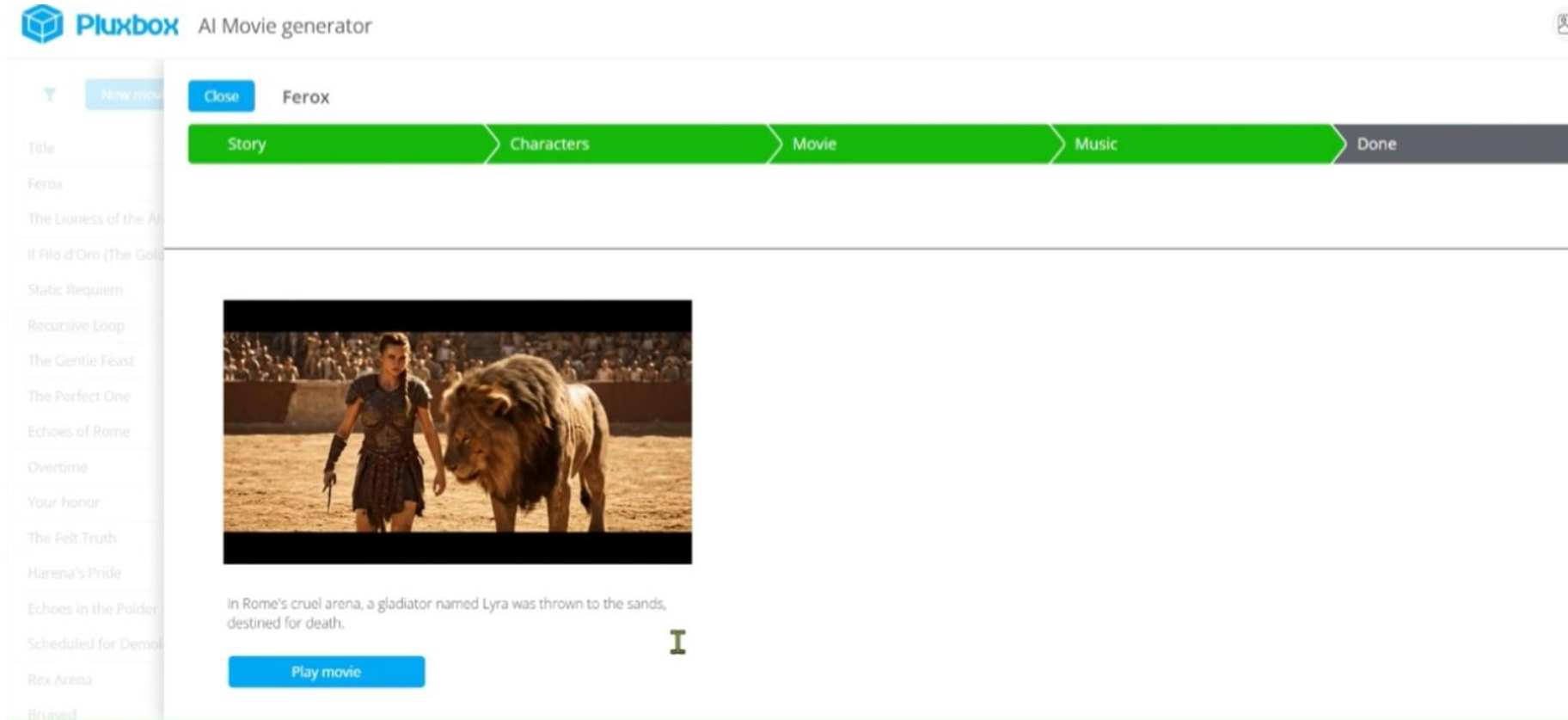
The screenshot shows the Pluxbox AI Movie generator interface. On the left is a sidebar with a list of movie titles: Title, Ferox, The Lioness of the Air, Il Filo d'Oro (The Gold), Static Requiem, Recursive Loop, The Gentle Feast, The Perfect One, and Echoes of Rome. The main area displays a progress bar with four steps: Story, Characters, Movie, and Music. The 'Music' step is currently active and highlighted in grey, while the previous steps are green. Below the progress bar, there is a section titled 'Create background music' with two buttons: 'Generate' and 'Step done'. A yellow hand cursor is pointing at the 'Generate' button. At the bottom, there is a video player interface showing a play button, a progress bar at 0:00 / 0:00, a volume icon, and a settings menu icon.

Automatic generation of the soundtrack



# Rapid Prototyping: Step 6 movie prototype

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Automatic generation of the prototype of the movie





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# Generative Movie Maker

Welcome Roberto Lacoviello!  
Build your own workflow

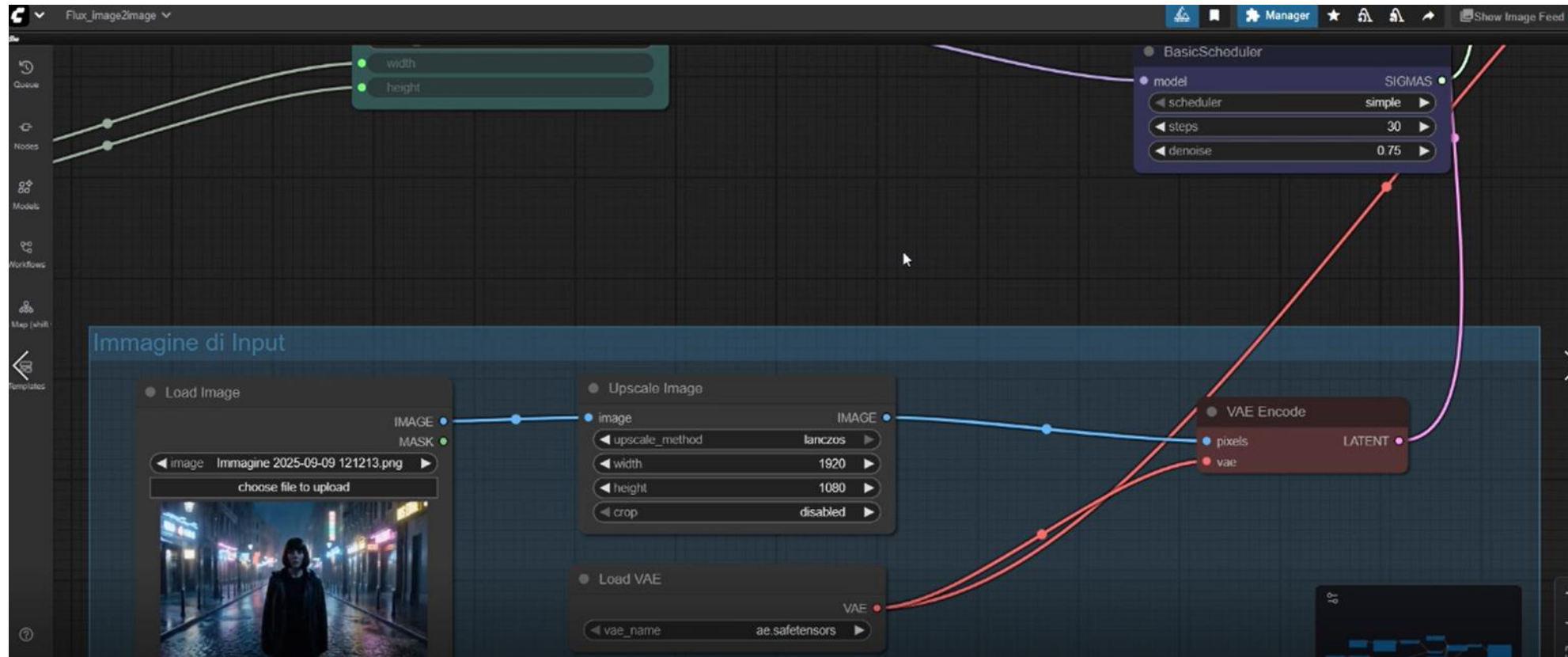
|                                                                                                                                        |                                                                                                                                         |                                                                                                                                       |                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Story development</b><br/>Type your prompt</p> |  <p><b>Storyboard</b><br/>Visualize your idea</p>     |  <p><b>AI Images</b><br/>Generate still images</p> |  <p><b>AI videos</b><br/>Generate videos</p> |
|  <p><b>Comfy</b><br/>Customize your workflow</p>     |  <p><b>AI Audio</b><br/>Generate audio and music</p> |  <p><b>Asset library</b><br/>Asset</p>            |                                                                                                                                 |

Standalone tools that enable creative professionals to generate scripts, images, videos, and music



# Comfy backend

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The Generative Movie Maker workflow also connects many free tools implemented through a node base framework called ComfyUI



## Comfy backend

We have doubled the backend on:

- Google Virtual Machine
- HP hardware
- AMD (CPU/GPU/NPU)

To build

- Additional Workflows:
  - Depth Image
  - Poses and expressions to generate a custom LoRA (for Flux model)
  - Lipsync based on Sonic
- Help to balance cost during prompt prototyping



## We have addressed these areas within the framework

### The framework

A modular framework based  
on API and Comfy

### AI tools

Interchangeable technologies  
as soon as they become  
available

### The creative

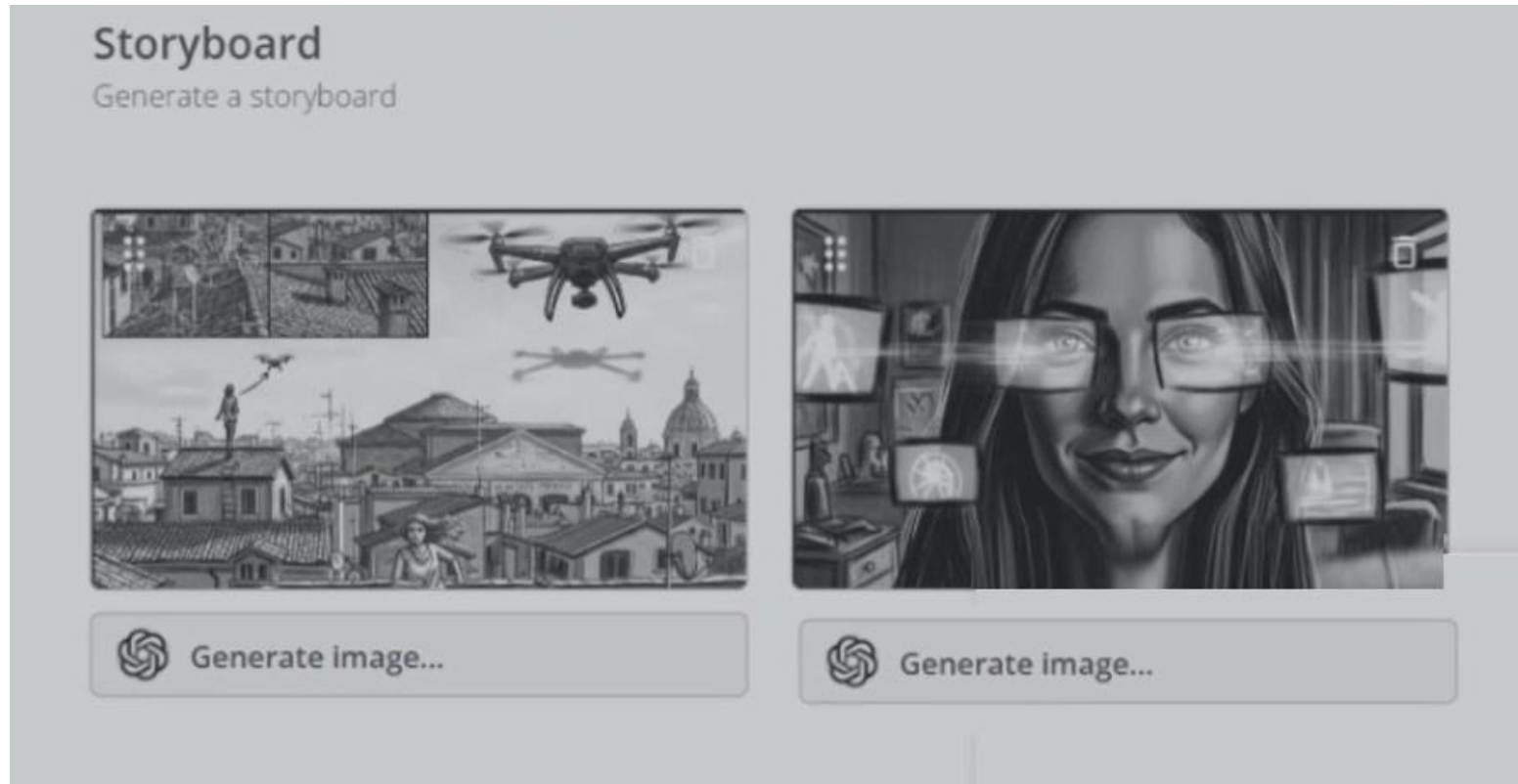
Use of a single, user friendly UI  
built taking into account their  
requirements



# Creative challenges and work : how did we make it?

1. **Whiteboard to Workflow**
2. **Beyond Brainstorming, AI can build Worlds**
3. **Testing Creative Limits, Finding Balance**

And the most important learning -  
Creatives are still very much  
needed in the process!



From storyboard generated to trailer shots





# Timelines of the narrative

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1. Background of the characters
1. Present-Day Rome: The world of ARENA — the tech startup developing the simulation
1. Simulated Ancient Rome: Gladiators, lions, and emperors rendered through AI



# The characters

---

Dr. Nora Halaby (38) — ARENA's chief scientist and AI architect. Sharp, passionate, secretly working to "undermine Western values" with her "corrupted" AI.

Marco Vanzetti (42) — Charismatic CEO, torn between loyalty to Nora (love story with Nora) and fear of failure.

Oliver Gould (55) — The bad guy. A Cocaine Crypto Mogul CCM who becomes obsessed with ARENA after witnessing its glitched demo. Gould represents Silicon Valley's worst impulses.

Kaeso (Digital female Gladiator) — The evolving conscience inside the simulation. Each new iteration brings her closer to peace and love

Lion: from gladiator killer to big cat

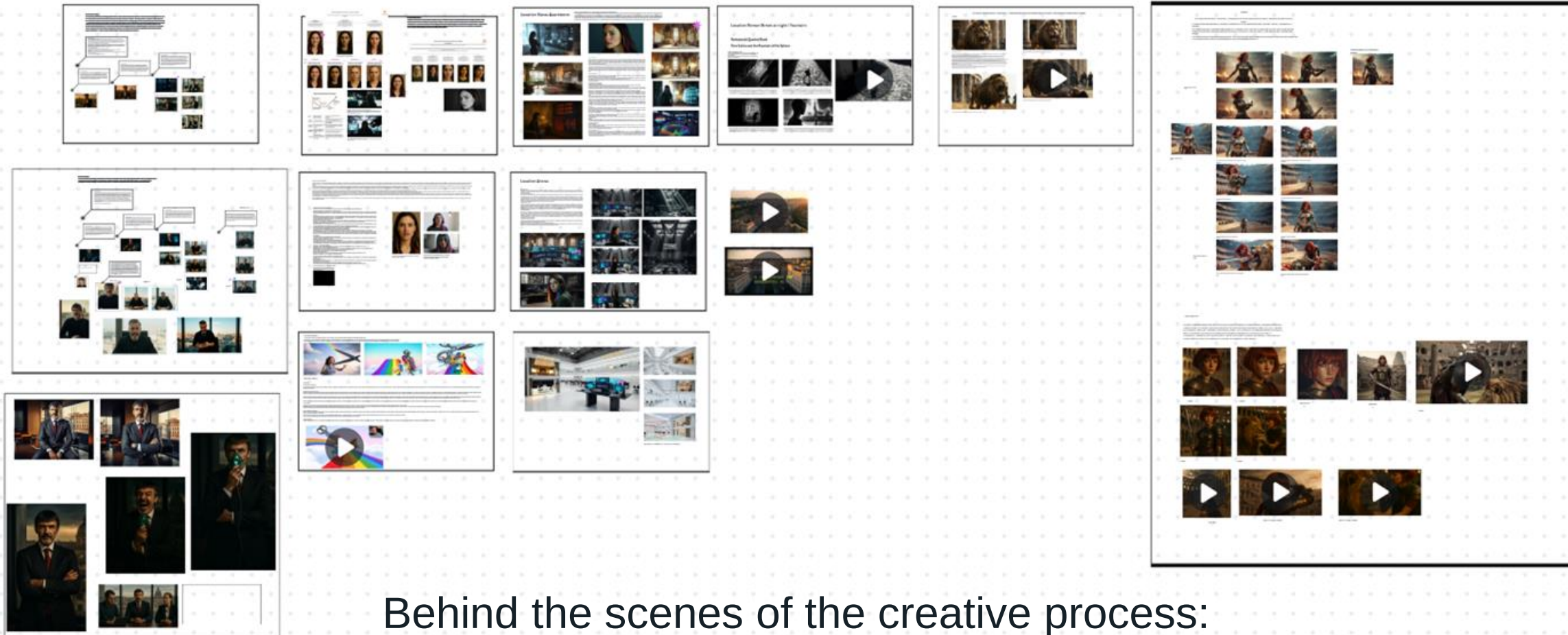


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# Creative iterative process

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Behind the scenes of the creative process:  
remote collaboration within the global team



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## Key learnings



| Area                                                             | The wall of learnings                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Script Generation</b><br>Story ideas<br>Full Scripted episode | <p>Restrictions</p> <ul style="list-style-type: none"><li>- Running into stereotype / Using creativity to overcome</li><li>- Artistic freedom (ethical and moral blocks) "TCS reference"</li><li>- Consistency (Dramaturgical / Character Personality)</li><li>- Need a creative guidance</li></ul> | <p>Advantages</p> <ul style="list-style-type: none"><li>- Productivity (Multiple Scrip Drafts)</li><li>- Infinite Brainstorming</li><li>- Helps structure complex narratives</li><li>- Extremely big cultural and historical database</li></ul> |





| Area                                                                     | The wall of learnings                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Image Generation</b><br>Concept art<br>Character design<br>Storyboard | <p>Restrictions</p> <ul style="list-style-type: none"><li>- Inappropriate images (Ex.: nudity, drugs and explicit violence)</li><li>- Lack of creative control</li><li>- Artistic freedom (ethical and moral blocks)</li><li>- Protection over copyright IPs</li><li>- Consistency over objects, location and character</li><li>- Realism consistency (Ex.: shadows and proportions)</li><li>- Physics limitations</li><li>- Complex lighting control, lens specs and camera movement (Lack of technical terminology)</li><li>- Lack of originality (generated over existing image database)</li><li>- Geographical consistency (Stronger database of the northern hemisphere)</li><li>- Data BIAs "TCS reference"</li></ul> | <p>Advantages</p> <ul style="list-style-type: none"><li>- Render speed (Accelerates artistic concept)</li><li>- Infinite possibilities of styles, worlds and characters</li><li>- Productivity (Generation of multiple scenes)</li><li>- Previs (Prototyping, shot blocking)</li><li>- Amplifies skills</li></ul> |



| Area                    | The wall of learnings                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                              |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Video Generation</b> | <ul style="list-style-type: none"><li>• Content policy restriction;</li><li>• Not possible to upload a reference picture</li><li>• No API available means no integration</li><li>• Images are in 8-bits format, whereas in cinema it's much higher, at least 10 or 12 bits.</li><li>• Raw material not available</li></ul> | <p>Restrictions</p> <ul style="list-style-type: none"><li>- Difficulty maintaining consistency in the elements in the video</li><li>- Fragmented scenes (Max 10 sec)</li><li>- Difficulty defining camera movement</li></ul> |



| Area                                                   | The wall of learnings                                                                                                                                                                                                                                                         |                                                                                                                                                                                 |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sound Generation</b><br>Voice design and generation | <p>Restrictions</p> <ul style="list-style-type: none"><li>- Lipsync needs adjustments</li><li>- May generate sounds or music similar to copyright IPs</li><li>- Privacy and security, voices trained to improve the model can be stored and used in public database</li></ul> | <p>Advantages</p> <ul style="list-style-type: none"><li>- More consistency than image and video</li><li>- Full customization (tone, timbre, accent and voice emotion)</li></ul> |



# Key takeaways: Highlights



## *Technical and process*

- No API means no integration
- Professional media format constraints
- Realism (e.g., shadows, proportions, lighting control, physics, etc.)
- Audio lipsync addressed by Veo3
- Human in the creative guidance is a must
- Training data bias
- Consistency (Picture and Timber)
- Control (camera movements, lightnings)
- Gen AI creates scenes, it doesn't edit yet
- An asset and data management is needed



# Key takeaways: Highlights



## *Ethics, Risk and Policy*



### Copyright Concerns

Datasets training – potential copyright violations



### Compensation & Credit

IPR (Gen AI output) regulation unclear



### Ethical & Creative concerns

Content policy restriction (creative freedom)



### Fake & Malicious intent

Data bias



### Sustainability

AI usage implications



### Impact on People, Jobs and Society

Union concerns across the spectrum





# How the framework tackled the challenges



Skill gap



Production team learning



How can we make it simpler to use?

**Mapping the creative process using the creative's requirements isn't straightforward**



Fragmentation



Industry Lag



How can we reduce time to value and achieve right level of control?

**Fast prototyping: AI generated content can become source of inspiration to develop further the initial concept**



High Effort-to-Result Ratio



Lack of Customisation



How can we reduce time to value and achieve right level of control?

**You might need different workflows depending from your needs (quality, budget, time)**



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## Need to know more?



### IBC Website

POC Results

Ethics & Responsibility  
paper

Architecture/Workflows