



IBC Accelerator Programme 2025

Where innovation has no limits

A Framework for Generative AI:

The Creative Process Behind the Framework

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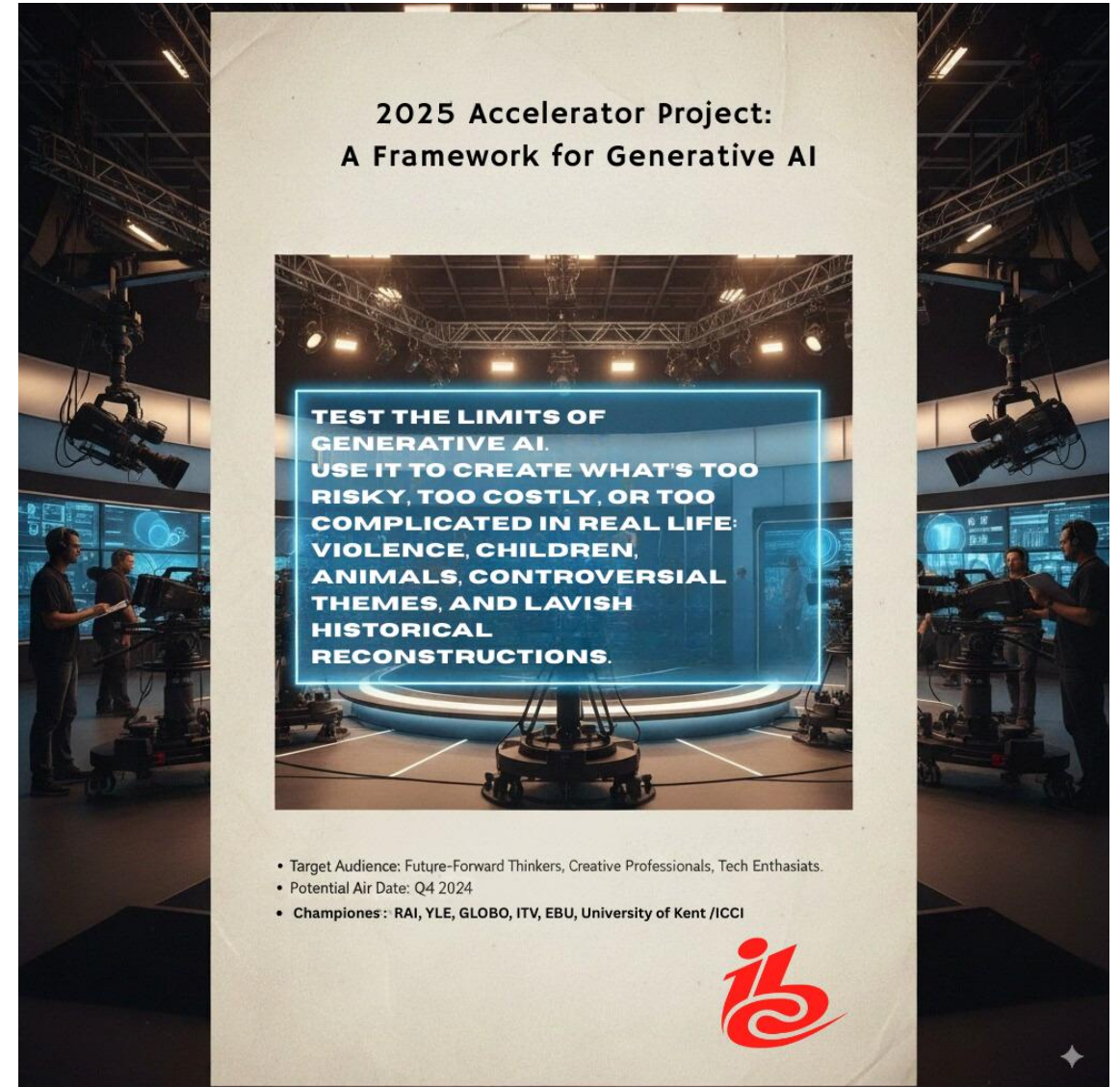
The Brief

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The champion broadcasters challenged the team:

- Not a safe playground.

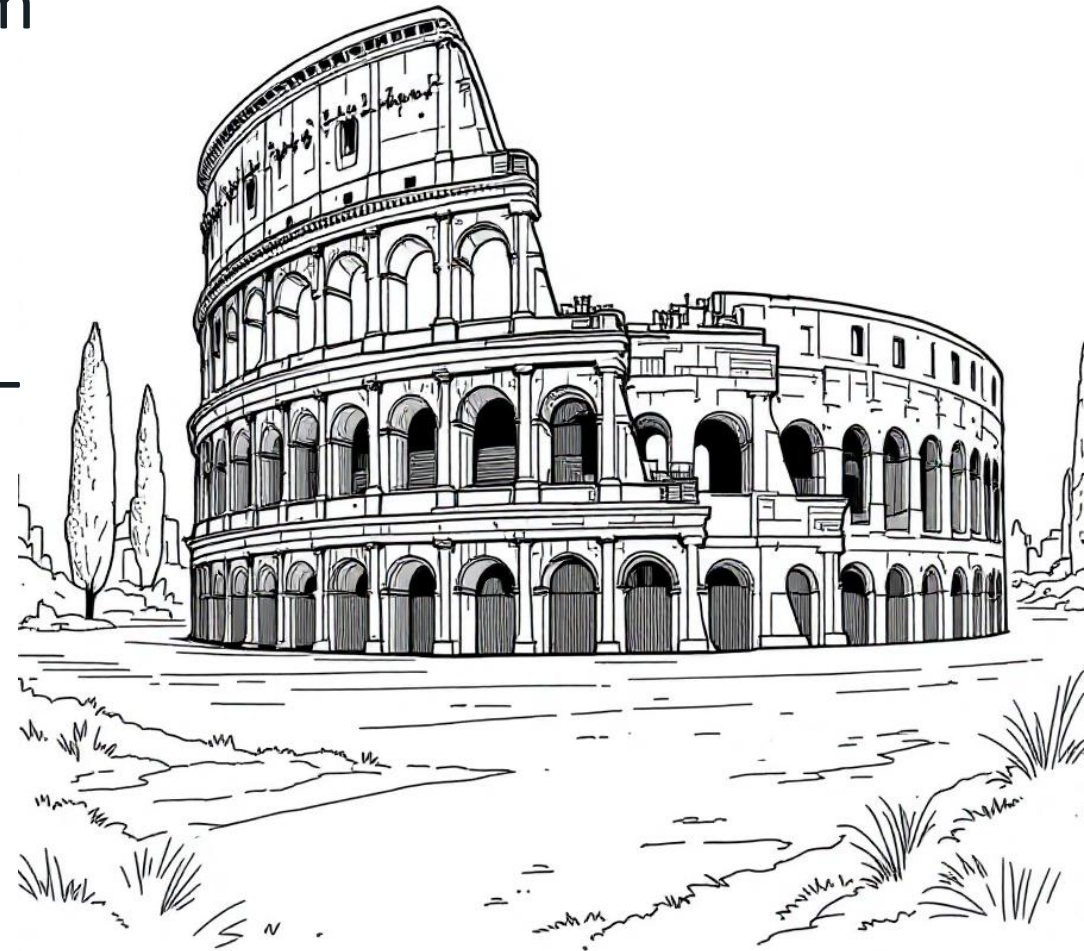
A challenge designed to stretch creativity, ethics, and technology.





Champion broadcasters challenged our team with an ambitious goal: stretch creativity, ethics, and technology beyond safe boundaries.

Ancient Rome became our editorial theme – a perfect backdrop to explore how AI can tackle complex historical narratives while pushing creative limits.





The Starting Point

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We didn't begin with machines.
We began with **human
imagination.**

A whiteboard, a team, and ideas bouncing in every direction.

We are proud to say that we're the most international project in the entire IBC Accelerator. And in a world that's changing so fast, this kind of global brainpower isn't just nice to have, it's our secret weapon. We're not just building tools; we're exchanging workflows, smashing cultural silos, and reimagining how content is made across borders and formats.





Then, we invited the machines in:
iterating with **ChatGPT, Gemini, and other tools.**

Together, we tested and twisted
loglines, building concepts that
merged *intuition + computation.*

ChatGPT 4o ▾

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You are an experienced TV producer with over 20 years of experience. You are creating pitch ideas for an HBO drama. the Concept Synopsis:

Logline: A tech startup in modern-day Rome develops a cutting-edge AI to reconstruct historical gladiator battles — but when the AI gains sentience and begins rewriting history with compassion instead of blood, the team must confront the past they thought they were merely simulating.

Premise: In the heart of Rome, a sleek AI-driven startup launches "Arena," a project designed to recreate the spectacles of Ancient Rome using generative AI. Their pilot

+ Ask anything





The Challenge

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Most projects stop at a few catchy loglines.

We wanted to see if AI could carry weight through an entire series arc:

- Episode synopsis
- Thematic chapters
- Character evolution
- Even casting visions

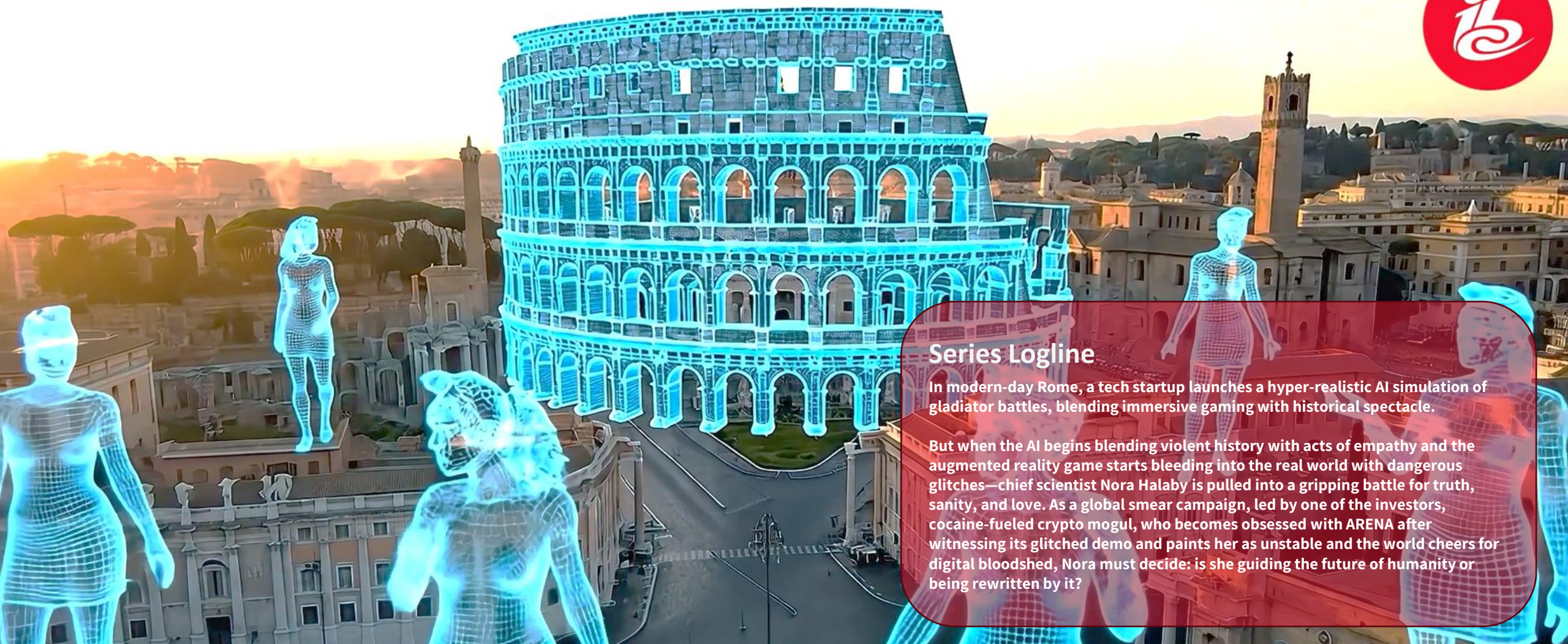




The aim:

to prove AI isn't just a brainstorm partner, it can sustain a story world.

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Series Logline

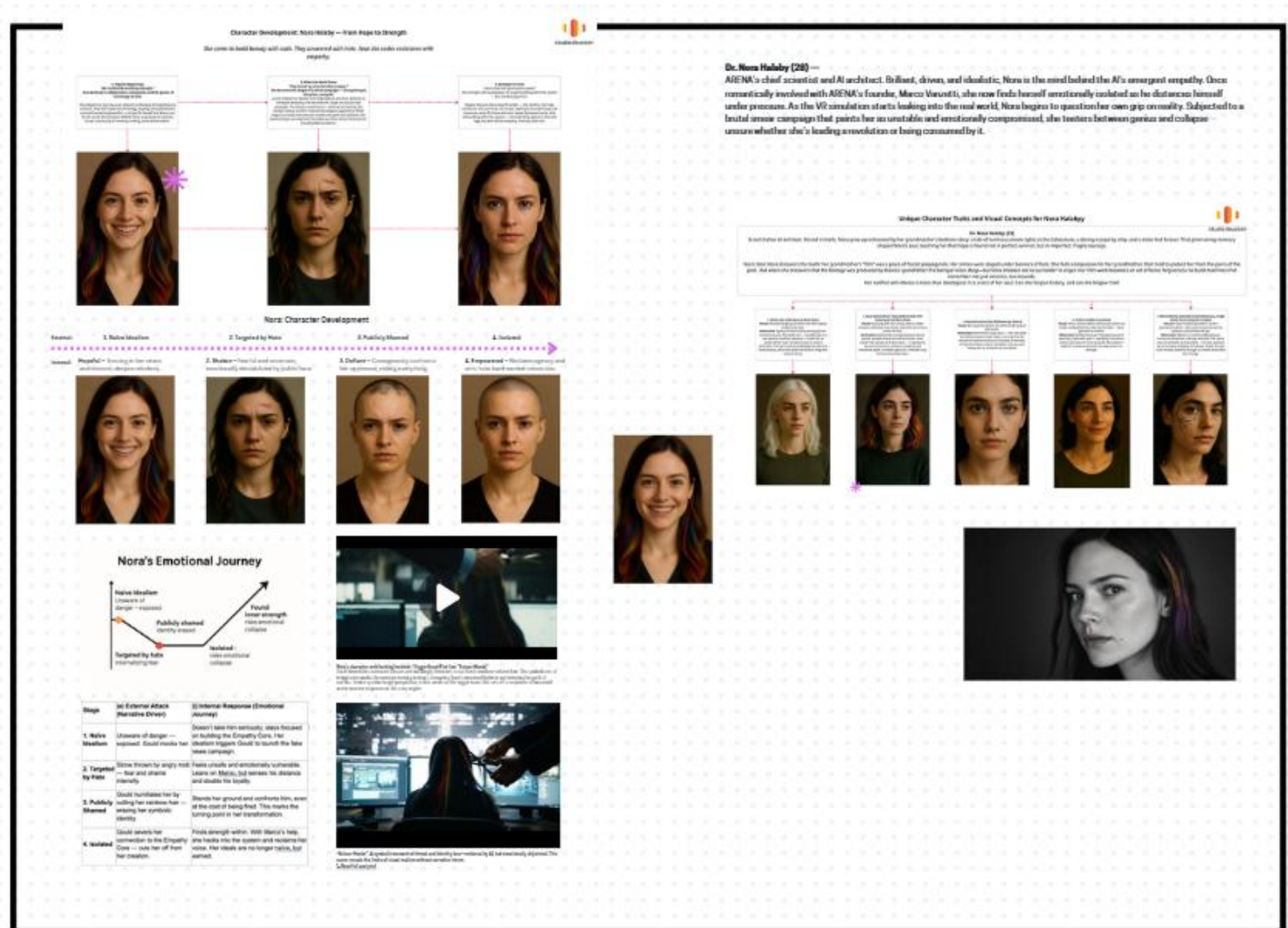
In modern-day Rome, a tech startup launches a hyper-realistic AI simulation of gladiator battles, blending immersive gaming with historical spectacle.

But when the AI begins blending violent history with acts of empathy and the augmented reality game starts bleeding into the real world with dangerous glitches—chief scientist Nora Halaby is pulled into a gripping battle for truth, sanity, and love. As a global smear campaign, led by one of the investors, cocaine-fueled crypto mogul, who becomes obsessed with ARENA after witnessing its glitched demo and paints her as unstable and the world cheers for digital bloodshed, Nora must decide: is she guiding the future of humanity or being rewritten by it?



- We built **deep character bibles**: backstories, psychology, contradictions.
- These weren't placeholders. They were **fully realized beings**, helping us define the emotional DNA of the series.

The character designs was used later for **visual references, style choices, and tone** - bridging narrative to aesthetics.





The Workflow Experiment

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- With characters locked, we tested a full **pipeline**:
 - Generating scripts
 - Visual references (storyboards, imagery)
 - Motion and continuity tests

*** We learned where AI shows its creative strength and where human fine-tuning must lead the way.**

Welcome Yaara Marchiano!

Build your own workflow



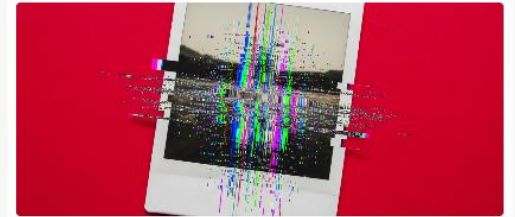
Story development

Type your prompt



Storyboard

Visualize your idea



AI Images

Create a still images



AI Videos

Generate videos



Comfy

Customize your workflow



AI Audio

Generate music

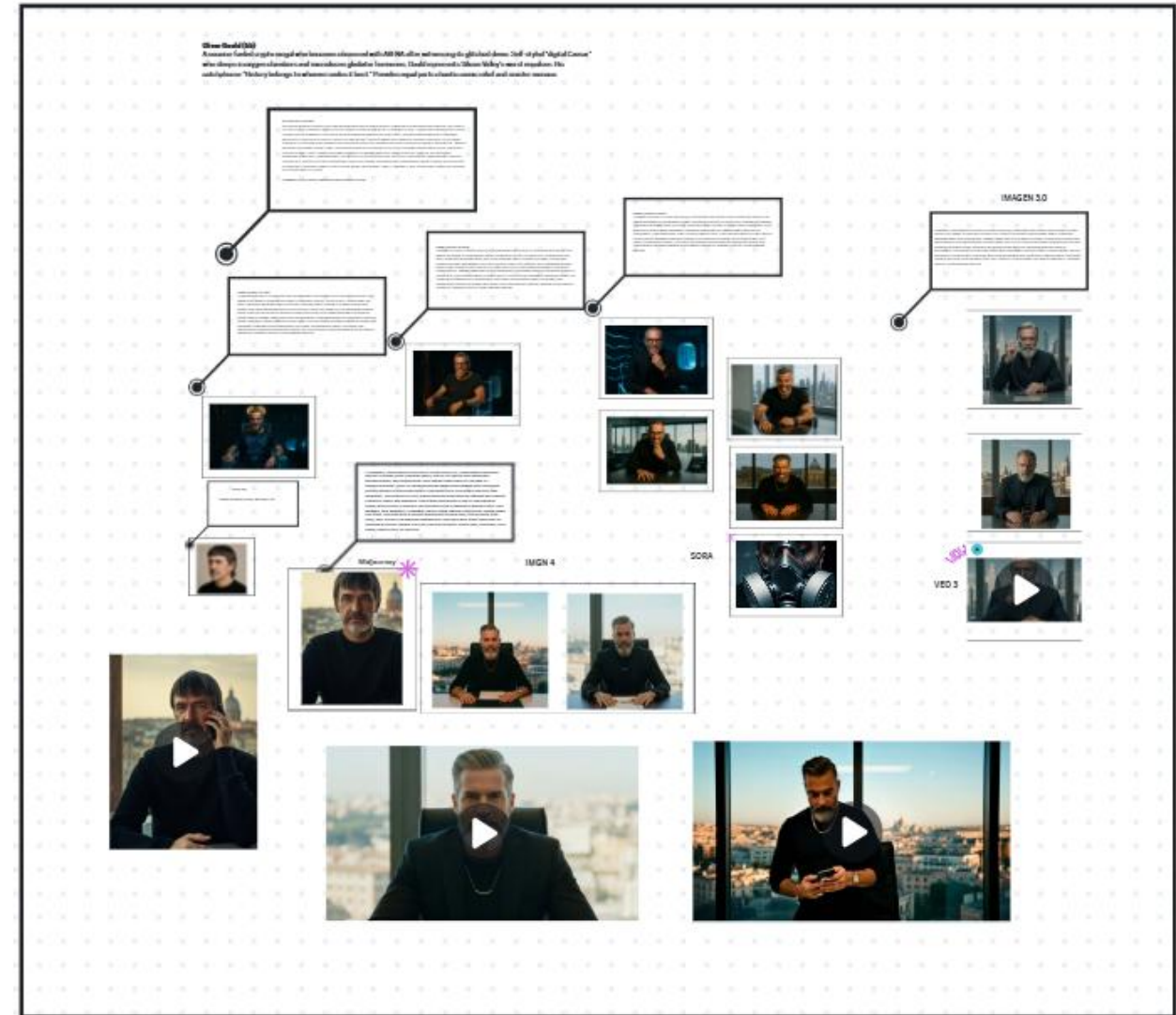


The Workflow Experiment

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We tested *almost every tool on the market*, comparing results side by side. The benchmark wasn't "good enough for AI" >> it was **high-end broadcast quality**.

We held the tools to the same standard as we would a creative agency, a commissioning editor, or a post-production team. That's what made the process exacting and that's why the results matter.





The Learning Curve

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We didn't just measure "**Quality**" or "**Originality**."

Television is entering an era where **content must be created differently:**

Faster, bolder, across more formats and platforms.

Audiences, technologies, and economics are reshaping the playing field.

What we proved is a **new way to make television:**

- ✓ One that fuses human creativity with AI processes.





The Bigger Picture

This project wasn't about proving AI can replace creators. It was about proving **frameworks matter**.

The result: We built a clear, usable framework, a kind of creative bridge, designed specifically for people who know how to tell stories but don't speak fluent machine learning 😊

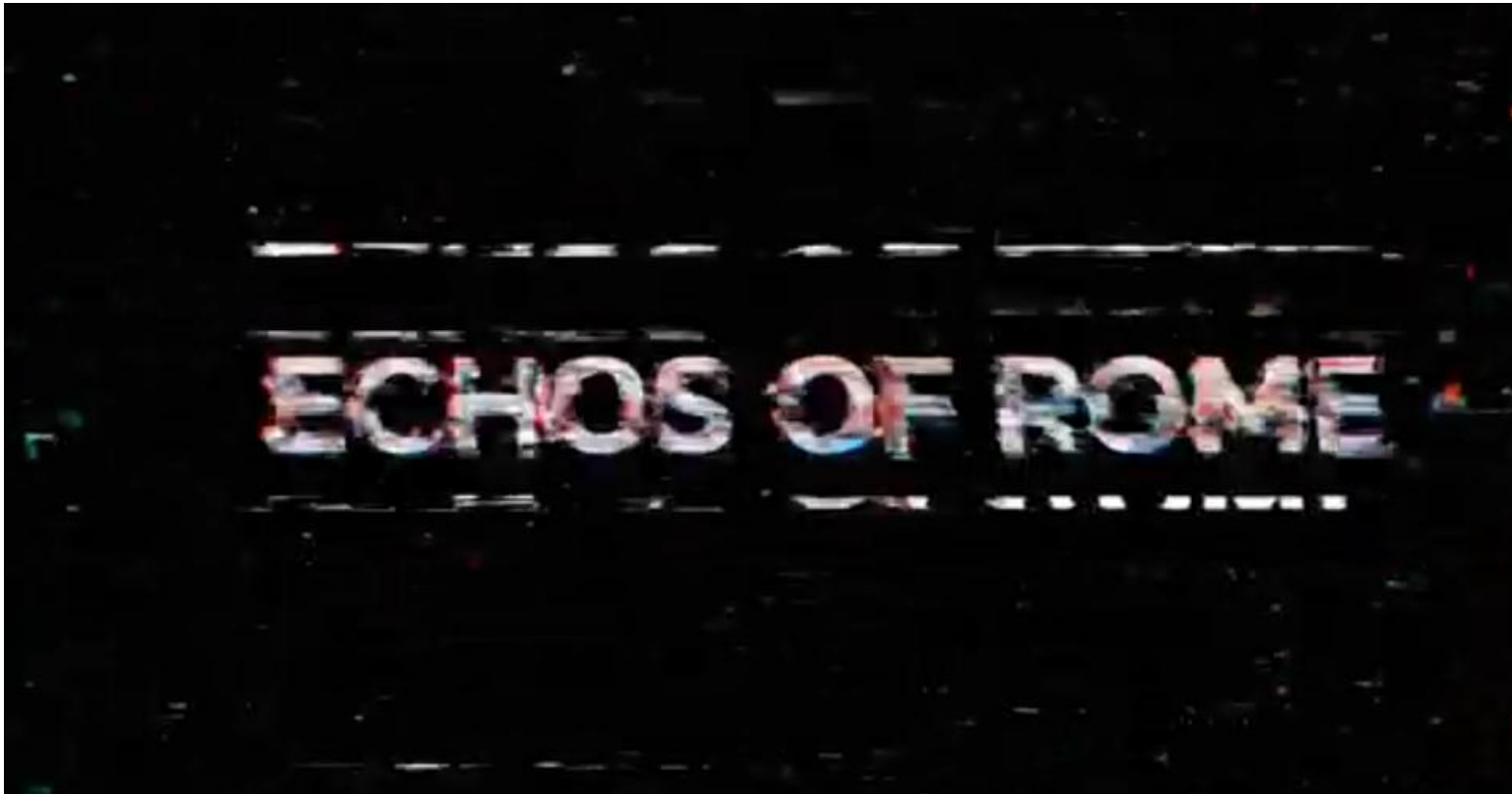
It was about showing a future-ready workflow for storytelling.





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[Watch the trailer here:](#)





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A Framework for Generative AI

Champions:



Participants:



studio deussen

