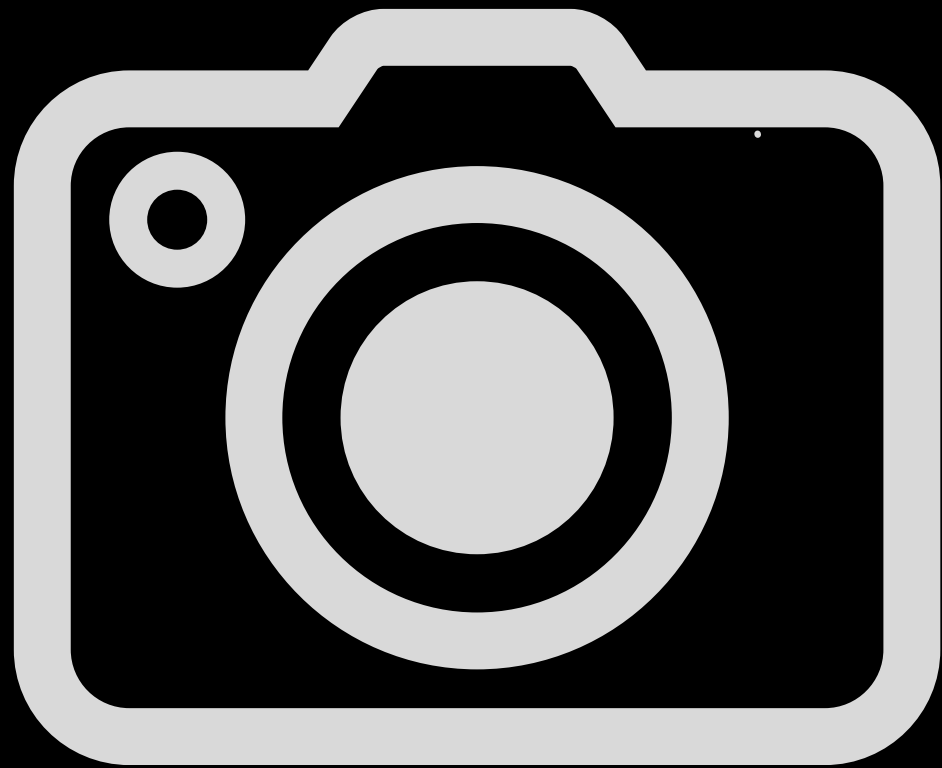


AI IN CONSUMER CONTENT CREATION

From Ideas to Viral Content in Seconds...

A NEW REALITY FOR CREATORS



Meet Shaurya, a college creator who dreams of going viral but can't afford fancy gear or editing software.

One day, she types "**Make me a cinematic Goa vlog,**" and boom AI turns her idea into a shareworthy reel in seconds.

No camera crew. No stress.
Just **creativity on command.**

MARKET SIZE & EXPLOSIVE GROWTH

\$14.8 B

Generative AI for content
creation market in 2024

\$80.1 B

Generative AI for content
creation market in 2030

32.5%

CAGR (Compound Annual
Growth Rate)

\$1.97 B

Media & entertainment
generative AI market in 2024

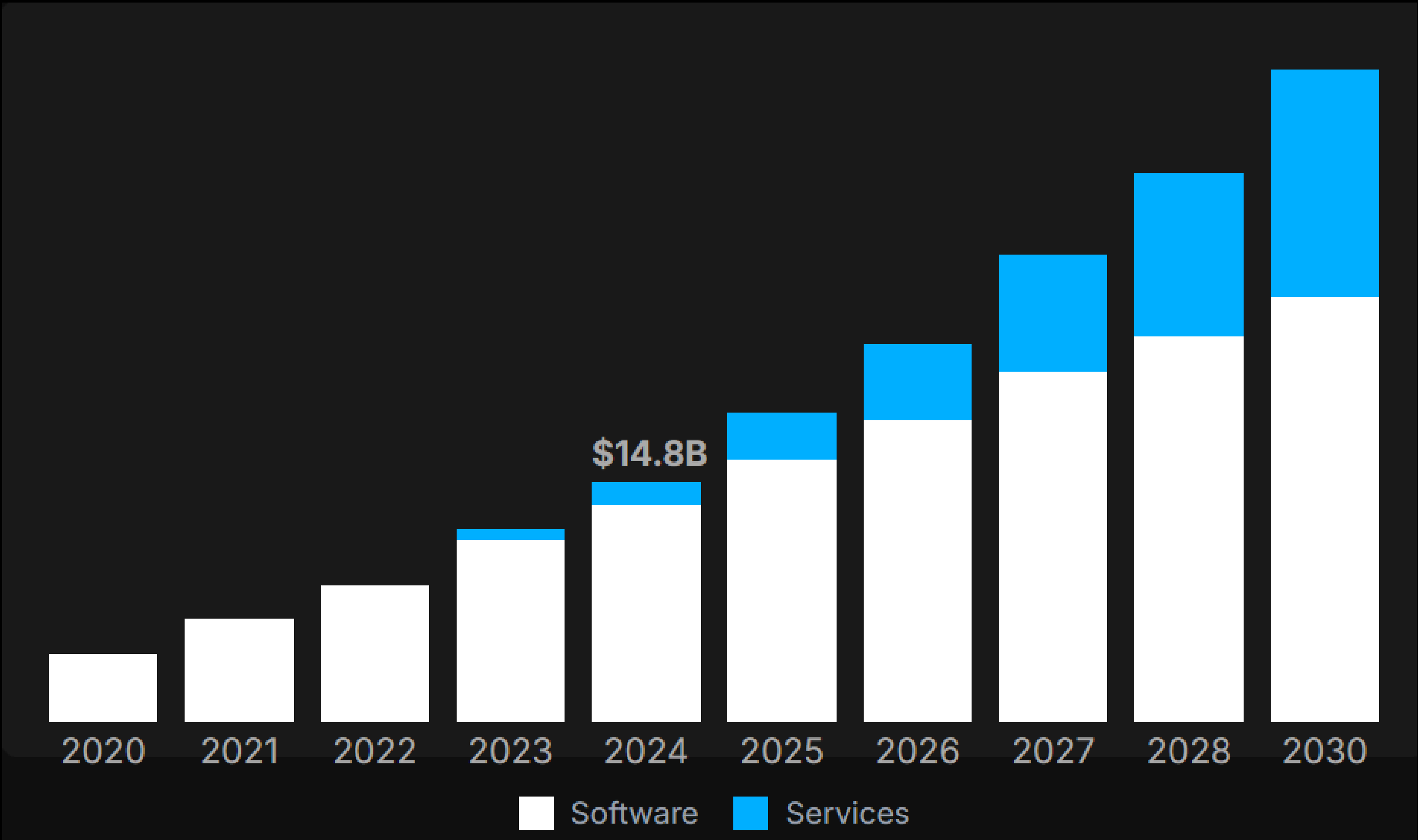
\$6.98 B

Media & entertainment
generative AI market in 2030

20.3% to 27.5%

Estimated CAGR for AI Video
Generation (Sub- Segment)

A VISUALISED GROWTH TRAJECTORY



KEY SUB- SEGMENTS



Text Generation
Copywriting, Blogs, Scripts



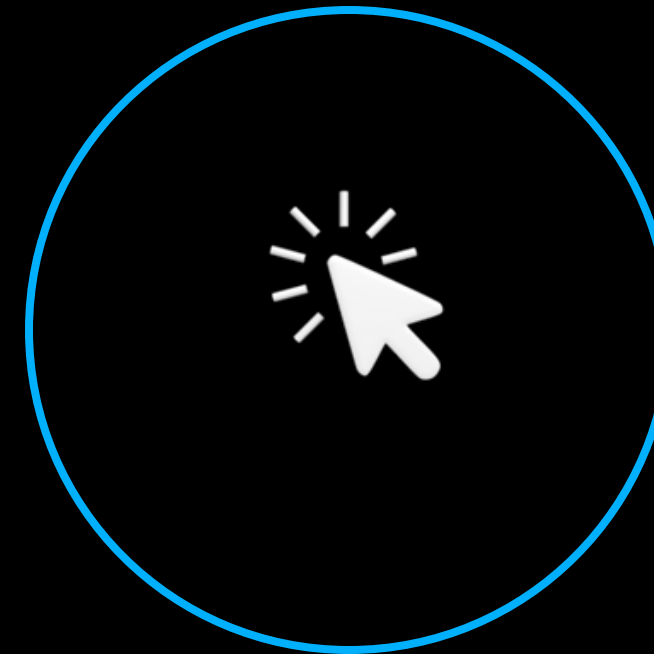
Image Generation
AI Art, Design, Branding



Video Generation
Text-to-Video, Avatars



Audio Generation
Music, Voiceovers



Multimodal Creation
Mixed Media, AR/VR

Industry Players

	Best For	Standout Feature	Free Plan
 Open AI (Sora)	High-fidelity short-form video generation	Unparalleled photorealism & complex scene simulation	Limited demo access only
 Snap Inc.	AR-enhanced interactive video experiences	Real-time facial animation & style transfer	Basic filters & effects free
 Google Deepseek	Collaborative AI-driven storytelling	Multi-modal script-to-scene generation with narrative tools	Free tier for basic text-to-video
 Meta (Vibes/ MAV)	Personalized avatar-driven content creation	Seamless integration with VR/AR social platforms	Free access for profile avatar creation
 Midjourney	Artistic & abstract video sequences	Stylized animation from text prompts with deep customization	Limited daily generations
 Runway	Advanced creative content production for indie filmmakers	Granular control over camera movement and environment	Free trial with watermark on exports
 DeepBrain	Enterprise-level automated video news and presentations	Hyper-realistic digital human presenters with voice cloning	Free 5-minute video trial
 Pika	Quick social media video memes & trends	Fast turnaround and meme library integration	Unlimited short video creation

Value Proposition Parameters



Quality & Realism

Cinematic, professional-grade content with lifelike motion.



Creative Control

Precise scene editing, style guidance, and storytelling freedom.



Ease of Creation

Intuitive, one-click video generation accessible to everyone.



Safety & IP Protection

Ensuring copyright compliance and ethical, secure creation.

Recent Trends



Explosive Adoption

AI videos are becoming mainstream, with billions of clips generated daily.



User-Centric Features

"Cameo" and avatar tools let users appear in their own AI videos.



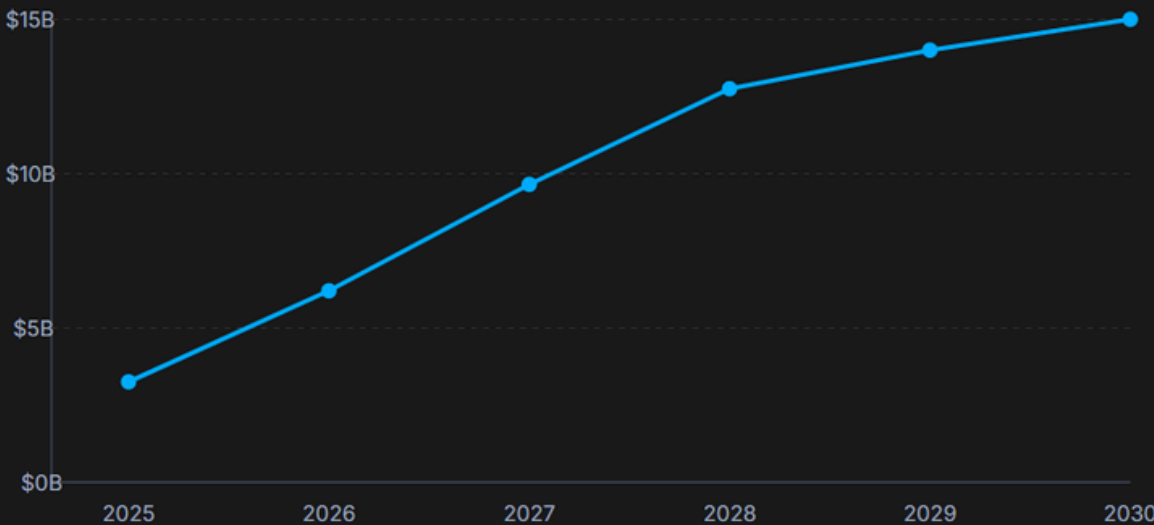
Enhanced Realism

Top models deliver sharper visuals, accurate motion, and fewer artifacts.



IP & Copyright Management

Granular controls and opt-outs are emerging to protect content owners.



The AI-Video sub-segment is projected to grow from ~\$4B to over \$14B by 2030.

Value Proposition Parameters



Mass Adoption

AI-generated content will become a significant portion of social media feeds.



Ethics & Regulation

Tighter rules on copyright, consent, and deepfake prevention will emerge.



Interactive Storytelling

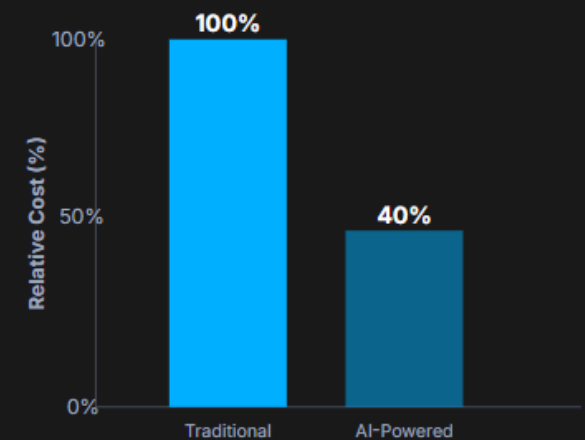
Emergence of AI-generated movies, episodic series, and game-like videos.



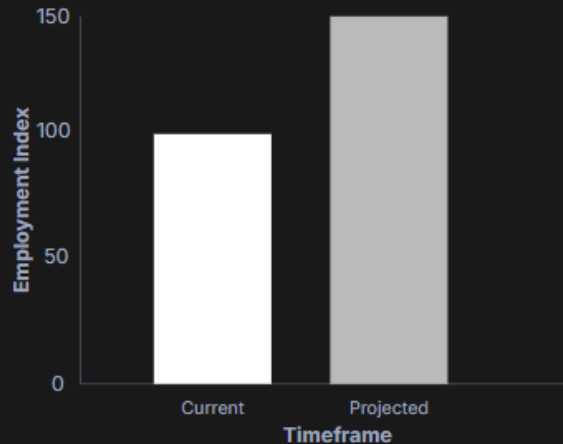
Platform Evolution

Social platforms will integrate AI tools; new AI-first creation networks will rise.

AI Tools Reduce Production Costs



AI Creates New Opportunities



Differentiation For New Entrants



Specialize in a Niche

Target underserved markets with tailored AI solutions (e.g., education, real estate).



Unique Quality Axis

Excel in a specific style, visual quality, or device optimization (e.g., artistic vs. realistic).



Multi-modal Integration

Combine text, video, audio, and image capabilities into a single seamless workflow.



Community & Platform

Build a creator ecosystem with social engagement, remixing, and sharing features.



IP Partnerships

Secure official licensing for characters or music to ensure legal safety and unique content.



Speed & Community Focus

Rapid feature iteration and targeted regional offerings to build loyalty and dominance.

Product Focus

The AI Director's Suite: Next-Gen Narrative Video For Social

Key Innovations & Features

Core Vision

Empower anyone to generate original, cinematic short-form video stories with hyper-personalized digital actors.

Value Proposition

Transform ideas into polished, narrative-driven content in minutes, offering unparalleled personalization and control.



Scene-Based Storyboarding

Users define scenes ("A walks into B") for cohesive narratives, not just single clips.



Generative B-Roll & Cutaways

AI automatically creates relevant cinematic cutaway shots to enhance storytelling.



"Virtual Actor" Performance Engine

Direct digital avatars' emotions, gestures, and dialogue for immersive performances.



"Director's Cut" Text-Based Editing

Refine videos with simple text commands (e.g., "dramatic lighting," "low camera angle").



Smart Brand & Asset Integration

Upload brand kits (logos, products) for intelligent, contextual placement within scenes.



Niche-Optimized AI Models

Focused AI models for specific genres (e.g., product demos) for superior quality and consistency.