

User Experience in Media with AI

**Will An AI Movie Win An Oscar
Within 7 Years?**

Who am I?



Soumyadeep Mukherjee

Co-founder and CTO at  **Dashtoon**

1x Failed Founder

Previously built,

- Warehouse robotics and cloud infrastructure at **udaan**
- Cancer diagnosis AI + hardware at **morphle labs**
- Data Infra at **Appdynamics**



udaan

morphle
digital pathology



Where do you consume Content today?



2700 mn
MAU



238 mn
MAU



180 mn
MAU



200 mn
MAU



2000 mn
MAU



100 mn
MAU

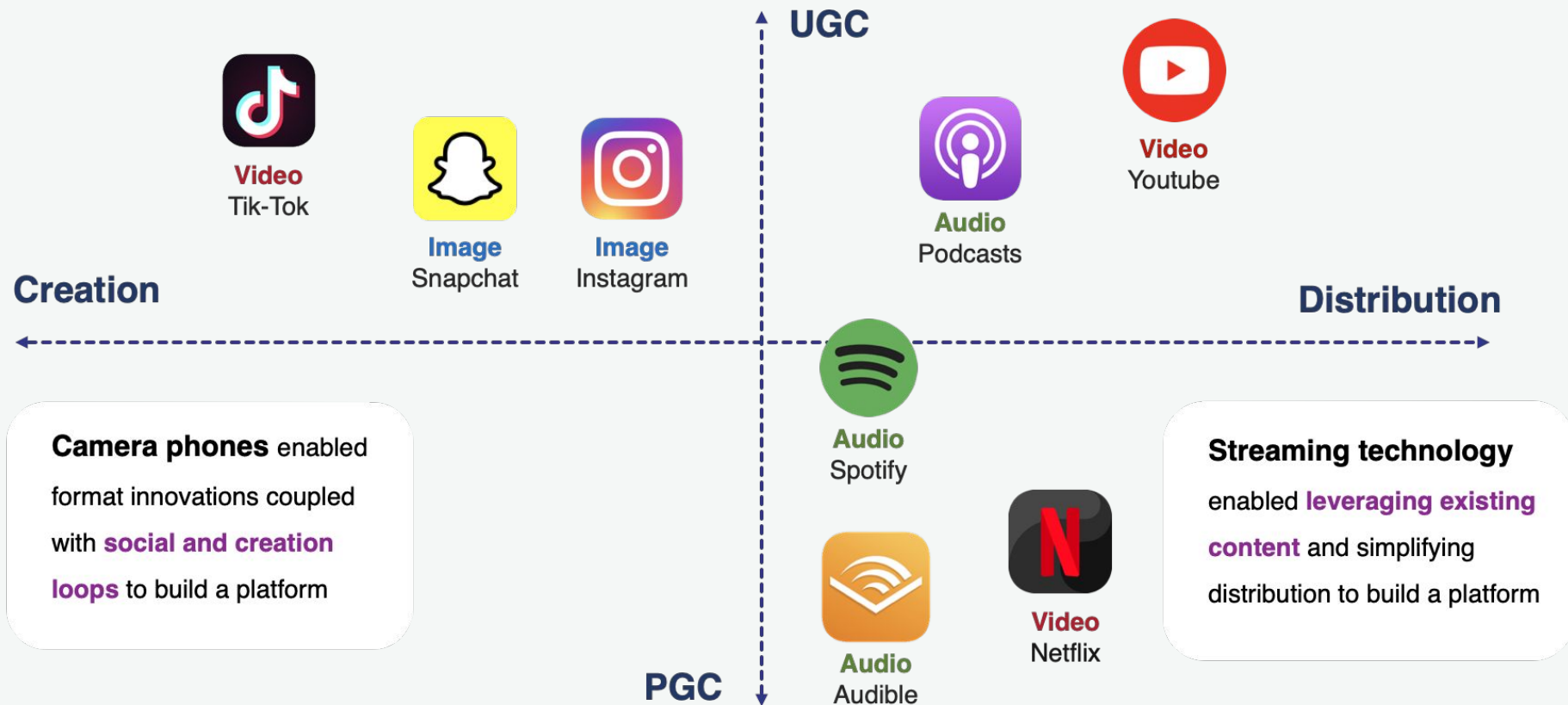


550 mn
MAU



146 mn
MAU

Media Consumption Platforms by Creation



Is there a Content Scarcity?

How many times do you open Netflix and spend a lot of time searching on what to consume? Do you look for more of the genres you really like? Sniper movies/Sports films/True Crime/Rom-coms?

How often does it happen on Youtube/Instagram? Same or different?

Why do you think so?

Now imagine, a world where there are more creators? Haven't you ever wanted to be a creator?

**Do you think AI can make you a
creator?**

**Where are we currently with AI for
creation?**

Images



Audio

**Beware of the French Men and Their
Baguettes**



Cat in the Window



Videos



T-WRECKED



**Anyone can be a
creator now!**

What is Dashtoon?

Youtube for Comics!

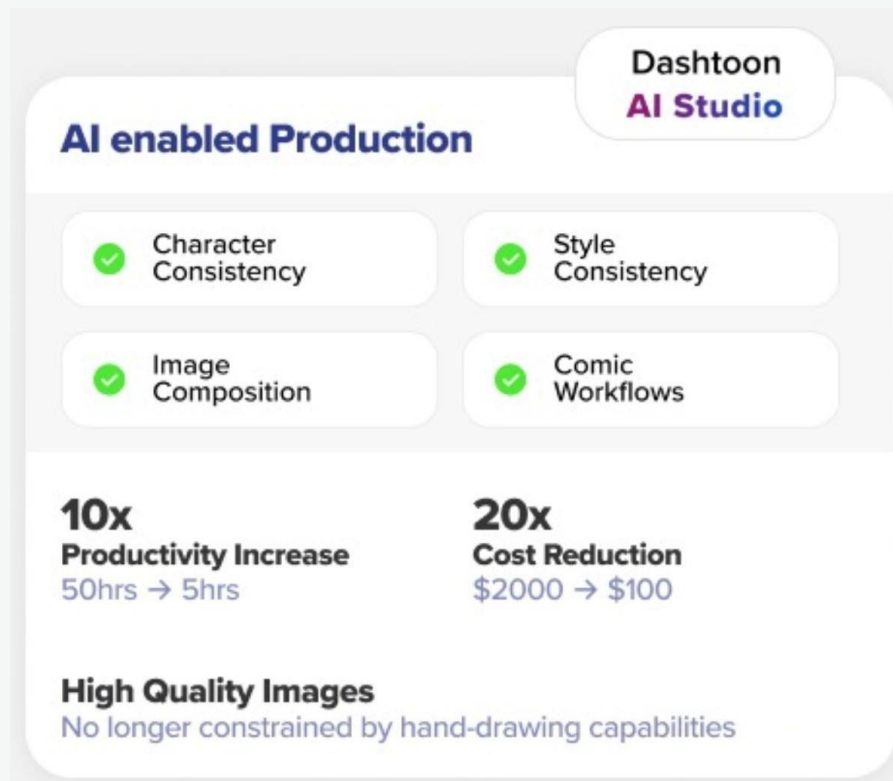
- Make on Studio
- Publish on App
- Earn by Views



PUBLISH



What did Dashtoon Solve?



Learnings at Dashtoon

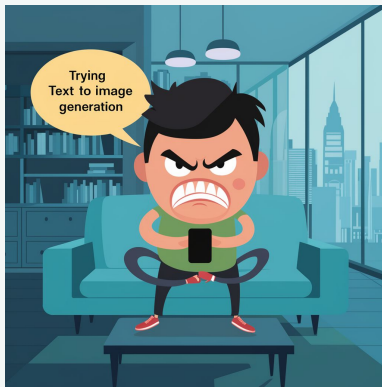
Content is Always King!

People will pay only for good content - AI or Not.



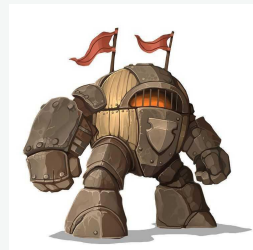
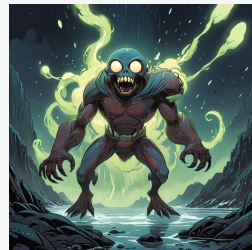
Creativity demands Controllability.

But most Generative AI today does not allow that (yet).



Unique Characterisation is hard.

Very hard!



What is the future?

The One-Human, One-Machine Movie Studio: How AI Could Change Hollywood



What else do you think?

Questions?