



BE  
AWWE  
SOME  
BE  
MASS  
CO  
MM



VOLUME  
02

# DIGITAL REVOLUTION: AI TV PRESENTERS TRANSFORMING BROADCASTING INDUSTRY

By: Fakrulnizam Jafri

Artificial Intelligence (AI) has penetrated numerous industries, including television broadcasting. The advent of AI TV presenters, also referred to as virtual hosts or digital personalities, signifies a notable transformation in the way content is disseminated and consumed. These computer-generated characters are transforming the broadcasting industry by providing distinct benefits and possibilities.

Recently, the AI TV presenters continued to be the most innovative transformations in the media industry in countries such as China, Russia, and Abu Dhabi. The increasing demand for AI TV news anchors suggests that their presentations are more cost-effective, efficient, and accurate. In addition, the AI news anchors' gender, accent, and appearance significantly influence the viewers' experience during live news broadcasting (Lyu, X., Ramasamy, S., & Ying, F.: 2024).

AI TV presenters are developed using advanced algorithms and technology, allowing them to imitate human voice and behaviour with exceptional realism. These virtual hosts serve a wide range of audiences and content types, giving news updates and hosting entertainment shows. Due to their digital nature, these entities may be extensively customised, ranging from their physical appearance to their psychological attributes, making them very adaptable resources for broadcasters.

AI TV presenters offer significant benefits in terms of their dependability and capacity to handle increased demands. AI hosts have the advantage of being able to work continuously without getting tired or having schedule limitations. This allows for regular programming and availability. Additionally, they can be used across several channels and platforms concurrently, thereby reaching wider audiences with less exertion.

In addition, AI TV presenters provide broadcasters with increased flexibility and

cost-efficiency. They do not necessitate any salary, perks, or periods of inactivity, hence decreasing the overhead expenses linked to the administration of human talent. Moreover, AI hosts can be readily customised and upgraded to align with evolving branding specifications or programming necessities, offering broadcasters unmatched flexibility and adjustability.

Nevertheless, AI TV presenters do have certain limits. Although they are proficient at delivering written content and pre-recorded parts, artificial presenters may lack the spontaneity and emotional depth of human presenters in live or unscripted situations. Some viewers may also regard AI hosts as being impersonal or lacking genuineness in comparison to their human counterparts.

Notwithstanding these obstacles, AI TV presenters embody a promising frontier in the field of broadcasting. With the ongoing advancement of AI technology, we may anticipate virtual hosts to become increasingly sophisticated and powerful, hence blurring the distinction between reality and virtuality. AI TV presenters have the potential to revolutionise television content interaction through advancements in natural language processing, computer vision, and emotional intelligence.

To summarise, AI TV presenters are revolutionising the future of the broadcasting industry by providing broadcasters with fresh prospects for creativity and audience involvement. Although AI presenters cannot completely replace human talent, instead it enhances traditional broadcasting by providing reliability, and variety. As technology advances, AI TV presenters will likely have a more important role in presenting engaging material to global audiences.

## Reference:

Lyu, X., Ramasamy, S., & Ying, F. (2024). The Role of AI Digital Anchors in Enhancing the News Broadcasting User Experience: An Analysis of the Interaction of AI Anchors with the Audience in Live News Programs. In Proceedings of the 1st International Conference on Artificial Intelligence, Communication, IoT, Data Engineering and Security, IACIDS 2023, 23-25 November 2023, Lavasa, Pune, India.

# MOVIE MAGIC!

By: Maizura Manshor & Efina Hamdan

In our fast-paced world, finding ways to unwind from work is crucial, and movies offer one of the most enjoyable escapes. From a media behavioural perspective, watching films can significantly reduce stress and enhance our well-being by providing a temporary but effective mental getaway.

Movies are a powerful form of escapism because they transport us to different worlds and stories. Think about delving into the intense horror elements in "Pulau", exploring the vibrant romantic comedy in "La Luna", or experiencing the emotional depth of "172 Days". These experiences let us step away from our daily work routine and immerse ourselves in captivating narratives, offering a refreshing mental break.

The sensory engagement of movies plays a crucial role in their ability to help us escape. The stunning visuals, dynamic soundtracks, and compelling storylines capture our attention and divert our focus from work stress. This immersive experience engages multiple parts of our brain, creating a holistic distraction that allows us to relax and recharge.

Movies also trigger emotional responses that can positively impact our mood. Watching characters overcome challenges and triumph can inspire us, reminding us that we too can face and conquer our own work-related

obstacles. This emotional uplift can boost our motivation and resilience, making us feel more capable of handling stress.

Moreover, movies often serve as a social escape. Viewing a film with friends or family turns it into a shared experience, strengthening bonds and fostering a sense of connection. Discussing the plot, characters, and themes afterward extends the enjoyment and provides a collaborative way to decompress from work pressures.

Understanding how the media impacted us also highlights the importance of balance. While movies are a fantastic way to unwind, they should complement other healthy stress-relief activities and not replace addressing serious work issues. When used mindfully, films can be a valuable tool for maintaining mental health and well-being.

In conclusion, movies offer a delightful escape from work stress. That is why it is called 'Movie Magic!'. They transport us to new worlds, engage our senses and emotions, and

provide both individual and social relaxation. So next time, whenever work has you feeling overwhelmed, grab some popcorn and dive into a good movie. It's an enjoyable way to escape, recharge, and return to work with a fresh perspective. So what are you waiting for? Movie jom!

