

CULTURAL AND CREATIVE INDUSTRIES AND THE IRRUPTION OF ARTIFICIAL INTELLIGENCE

Posted on 20/02/2023 by Jon Loroño

According to the report “[Creative Economy Outlook 2022](#)” published by UNCTAD (United Nations Conference on Trade and Development), the Cultural and Creative Industries (CCIs) are one of the **fastest-growing sectors** in the world. These industries are defined as those that produce goods and services based on creativity and cultural expression, including arts, film, music, literature, fashion, design, crafts, cultural heritage, gaming, and media.

CCIs are a source of income, create jobs, encourage **innovation** and contribute to the well-being of societies. Globally, exports of creative goods represented 524 million euros in 2020, while exports of creative services reached 1.1 billion euros. In addition, in 2020, creative goods and services represented 3% and 21% of total exports of goods and services, respectively.

As is happening in other fields, **Artificial Intelligence** (AI) has also broken into ICCs. Programs like GPT-3 and Dall·e have been widely discussed in the media around the world, it has even been speculated whether we would know how to differentiate between something done by a person or an AI. But beyond speculation and debate, AI can be a valuable tool for the development of the sector.

AI is transforming the way the creative industries work and create. It allows you to automate tedious and repetitive tasks, improve production efficiency and free up time to focus on more important and critical tasks, analyze data to make decisions, or customize the user experience.

These and other aspects allow CCIs to benefit from the **potential** of AI and give rise to new business models.

In addition, increasing overlap between the **digital and creative industries** is expected, and this is likely to increase with the role of AI, new approaches to visual effects (including the use game platforms in the creation of new movies and television) and production collaboration tools.

AI is also expected to have an impact on the distribution and commercialization of cultural and creative products, such as the recommendation of content based on the creation of more effective and efficient e-commerce platforms. In addition, AI can also help solve some of the challenges facing the creative industries, such as copyright protection and the fight against piracy.

However, it is important **to address the privacy and ethical challenges** that arise from the use of AI and ensure that it is used responsibly to maximize its positive impact and minimize its negative impact on ICCs.

AI is having a significant impact on CCIs, both in terms of challenges and **opportunities**. It is important that professionals in these industries adopt and take advantage of AI technology to improve their processes and stay ahead in an increasingly competitive market with great projection.

