

# Using AI, HOLYWATER produces content 10 times faster

*At HOLYWATER, we've found a way to speed up content production by 10 times using AI, cutting the scriptwriting process from a month to just 10 days. This doesn't just help us move faster. It lets us focus more on creativity while AI handles the routine stuff.*

Temps de lecture : minute

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## How AI works in content creation

We've integrated AI at every stage of production. From script development to post-production, AI takes on many repetitive tasks, making our workflow faster and more efficient. The result? We can focus on the creative side while AI handles the heavy lifting.

For example, a typical script for a TV series would take around a month to finalise. With AI, we now do this in just 10 days. But AI isn't just about saving time. It's also a tool for creativity, enabling us to experiment with ideas, produce content in multiple languages, and manage complex visual effects without breaking the bank.



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## Market review: AI in content production

According to Research and Markets, the AI market in media and entertainment is growing rapidly, with a projected CAGR (compound annual growth rate) of 30% by 2026. This growth is driven by the increasing demand for automation, content personalisation, and improved production efficiency.

### Notable Statistics

- A study by PwC found that up to 50% of tasks in content creation can be automated through AI.
- McKinsey states that companies using AI in their marketing strategies can expect a 10-15% increase in revenue by optimising customer engagement and personalisation
- According to a survey by Deloitte, over 60% of media executives believe that AI will play a crucial role in improving operational efficiency within the next few years

## AI-Powered scriptwriting

One of the reasons we're so fast is our ability to convert raw stories into scripts using AI. The AI tools we use are specially trained for different tasks. One analyses genres and tropes, another creates scene drafts, and a third fine-tunes dialogue and character arcs. What used to require countless hours is now largely automated.

The process is simple. AI breaks down a novel into key events, generates a synopsis, and builds it into a ready-to-use script. We even use AI for scene planning, integrating complex character interactions and emotional beats.

## Fast and accurate localisation

Translating a TV series into 20-30 languages usually takes weeks. With AI, we get it done in hours. AI handles most of the work, while human editors ensure the translation feels natural and accurate.

## Real-Time visual effects

Another area where AI shines is in creating visual effects. Imagine creating a complex scene like a burning house or turning a still image into a moving background — tasks that usually take hours for VFX artists. With AI, we can generate these effects in a matter of minutes.

We simply feed the AI a static image, and it animates the entire scene. Whether it's adding smoke to a car crash or building a stormy sky, we can do this in real time.

## AI as a partner, not a replacement

We see AI as a creative helper, not a replacement for people. AI helps structure stories, but our writers bring the heart and soul to them. This

balance allows us to produce high-quality content, fast.

## Trends in AI usage in content production

1. **Interactive content creation:** A recent survey by the Content Marketing Institute reveals that 80% of marketers consider interactive content crucial for audience engagement. AI tools are increasingly being used to develop interactive formats, such as quizzes, polls, and personalised storytelling experiences
2. **Enhanced personalisation:** A study by Evergage found that 88% of marketers see personalisation as a top priority. AI helps analyse user behaviour and preferences, allowing content creators like HOLYWATER to better customise their content for specific audience segments.
3. **Data-Driven Decision Making:** According to a report by Gartner, 75% of organisations are planning to invest in AI-driven analytics to inform content strategy.

## What's next for AI in content

Our next goal is to make AI even more of a co-creator. Together with my cofounder and CTO, Anatolii Kasianov, we're testing ways for AI to adjust content based on real-time viewer feedback and help create storyboards. We're excited about the future where AI helps create entire TV series — from script to localisation — in just a few weeks.

By blending AI with human creativity, HOLYWATER is shaping a new way to create, localise, and deliver stories globally.

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