
MARKET FACTS!

MARKET FACT #359

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20K

**FILMS and TV titles content library
from LIONSGATE will train
Runway's AI model in new AI Deal.**

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COMMENT: Those out there thinking that AI will be blocked from entering International Markets can rest assured that the penetration is already here. Lionsgate library includes popular titles like John Wick and The Hunger Games, and much more. Here: "The training process will involve analyzing visual styles, cinematography techniques, and narrative structures present in Lionsgate's productions to create a custom "cinematic video" model tailored to the studio's content" – [SOURCE: Perplexity.AI - Lionsgate's Runway AI Video Deal.](#)

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