

LIGHTS, CAMERA, DATA SCIENCE!

DSA Cast as Data Storyteller at
Infinity Festival Hollywood 2022

By

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DATA SCIENCE ALLIANCE

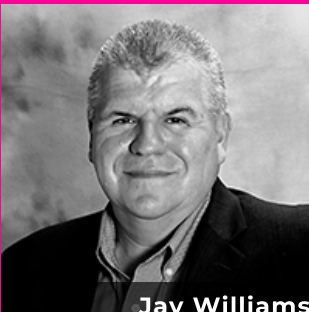




Mark Lieber



Lori H. Schwartz



Jay Williams

A new stage. A new audience. A new occasion to champion Responsible Data Science (RDS) in the Media & Entertainment industry.

For two days in November, in a converted soundstage at Goya Studios, DSA took on a unique challenge as a first time exhibitor at [Infinity Festival Hollywood 2022](#).

What is the Infinity Festival?

Infinity Festival Hollywood (IFH) resides at the intersection of storytelling and tech, “where Hollywood meets Silicon Valley”. In its fifth year, the annual event is the space where innovators (like HP, Nvidia, and XLA) showcase their cutting-edge technology and creators feature their implementation. Organized by [Mark Lieber](#) (Founder and CEO), [Lori H. Schwartz](#) (Chief Curator and Chief Strategy Officer), and [Jay Williams](#) (Head of Production), IFH is where the course of Media & Entertainment is being charted.

So how does DSA fit in this world? Among all the wheeling and dealing, DSA was chosen as exhibitors at IFH to be the conscience amidst the creative chaos. Data Science drives much of the innovation that arises in the tech world, making an indelible impact on storytelling through its offerings of authenticity, connection, and acceleration. From this progress can sprout boundless imagination and financial opportunity; but there is a potential for harm when ethical considerations are not taken into account.

The Adaptation - Telling the Story of RDS for a Media & Entertainment Audience

The Media & Entertainment industry is drenched in data, from production to consumer information. Where data is abundant—Data Science thrives. In such a favorable environment, companies in the industry have been increasingly relying on data-driven solutions to streamline processes. For instance, Artificial Intelligence (AI) is used in operations of visual effects companies to oversee the workflow of rendering jobs, assuring that workloads are done in a predictable way.



AI also simplifies the editing process, matching dialogue spoken in dailies to the script. It allows the editor to quickly locate all shots and perspectives for a specific part of the scene.

With a wealth of consumer data available, Media & Entertainment companies also use Data Science to make business decisions. Among other functions, AI is used in predicting box office success, analyzing customer feedback to improve the user experience on streaming platforms, and developing algorithms to recommend content to users based on their viewing history. Vista Group's Movio, for example, is a marketing data analytics firm that focuses on the cinema industry. The company applies AI to analyze audience behavior and box office trends for releases.

The rapid growth of Data Science in the Media & Entertainment industry is explained by the value it brings to the companies. AI systems increase the productivity of workers and decrease the time necessary to finalize production. Moreover, when Data Science is used to predict which movies or TV shows will be successful, it helps producers and studios make more informed decisions about which projects to invest in. AI also helps in increasing engagement and boosting viewership when used in audience analysis and to personalize the entertainment experience for individual viewers.

Conversely, AI algorithms can lead to biased or unfair decisions—such as recommending content to users based on their perceived demographics or personal preferences. This can result in the exclusion of certain groups of people from accessing certain types of content, thus reinforcing harmful stereotypes or discrimination. AI can also be used to manipulate consumer behavior by targeting specific individuals with personalized advertisements and promotions. This can lead to a lack of diversity in the content that is consumed and a homogenization of entertainment options. Additionally, the use of Data Science can make it easier for companies to collect and analyze large amounts of personal data about their users, which can be used for targeted advertising or other purposes that may be invasive or unethical. This can violate users' privacy and lead to a loss of trust in the Media & Entertainment industry.





This is where DSA and the guiding principles of RDS (Fairness, Transparency, Privacy and Veracity) take the stage. Data Science, when practiced responsibly, is a major force for great transformation and creation of value for both companies and consumers. Projects grounded in the principles of Privacy and Transparency will assure customers that their data are being treated with care. With Veracity elevated, companies will be better equipped to make data driven decisions. Pursuing Fairness will prevent the reinforcement of discriminatory structures and can help society move to a more equitable position.



The Pillars of Responsible Data Science (from top left): Fairness, Transparency, Privacy, and Veracity.

Initial Reviews of DSA's Performance at IFH

The Goya soundstage proved to be the perfect backdrop for an RDS experience narrated by DSA. Juxtaposed against exhibitions of holoportation and interactive 3D rendering, IFH provided the context for an argument about the ethical usage of personal data. As festival attendees saw themselves seamlessly transformed into their digital avatars, our booth stood out as a beacon of temperance—a realization of the costs that arise when we casually exchange our personal data for entertainment value.

The DSA booth attracted an eclectic audience. We spoke to film students, directors, composers, social media influencers, digital artists, producers, engineers, and even a few data scientists. Some arrived as blank slates on RDS. Quite a few had something to get off their chests. Regardless of background, we listened. We made our case. And by the end of our exchanges, our guests had a greater understanding of their role in the RDS storyline—to be advocates and guardians.

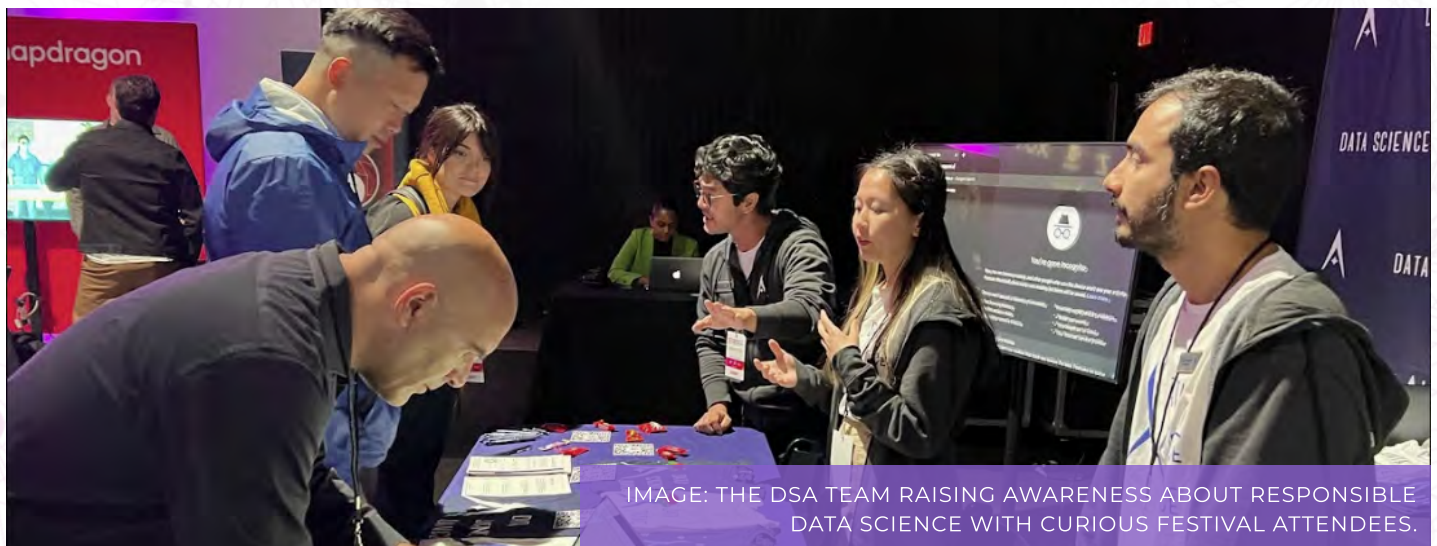


IMAGE: THE DSA TEAM RAISING AWARENESS ABOUT RESPONSIBLE DATA SCIENCE WITH CURIOUS FESTIVAL ATTENDEES.



The takeaway? Fifty-four attendees signed our [Pledge for Responsible Data Science](#)! It was evident: members of the Media & Entertainment industry are ready to be a part of the RDS movement. Over time, we look forward to watching the seeds we have sown at IFH bear fruit. Could we have inspired the next RDS celebrity?

Is There a Sequel?

After a successful exhibition, DSA is empowered by the support we amassed at our IFH debut. We accept the challenge of entering new theaters of RDS discourse, knowing that the ethical use of personal data is important to a wider audience and applicable across a multitude of industries. If DSA can make it in Hollywood, we can make it anywhere!

So is there a sequel in the cards? Good question; only time will tell. There are already rumblings of IFH expanding to new territories. But know this:

**DSA IS
READY
FOR ITS
CLOSE-UP.**



50 +

**Infinity
Festival
Attendees
Pledge
Signatures**

Have you signed the Pledge? If not visit our page below:

**[CLICK HERE TO SIGN
THE PLEDGE](#)**



Citations

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