

## A NOTE FROM THE FUTURE

Every laptop, probably every cellphone, can now create a song and upload it to a streaming music service. Over half a million uploads each week. Advances in digital technology ushered in lower production costs, which disrupted an entire industry while it also created a new one.

Funny thing, digital technology also brought about a revolution of UGC that changed short-form entertainment, but innovation hasn't reduced production costs in the motion picture industry. I would argue the reverse, that technology has fueled an increase in production costs for film and television.

An animated motion picture, where technology is heavily deployed, can cost a million dollars a finished minute. Live-action features may cost less but the tech is still ridiculously expensive.

Until now.

The MetaBull AI production platform dramatically (*violently?*) obliterates the cost of producing an animated motion picture. The result is a seventy to ninety percent cut in below-the-line production costs. And with that dramatic reduction in costs, a sea-change in distribution will follow. Yeah, I'd say that is *violently* disruptive.

This technology changes everything.

Look ahead one decade. The largest distributor of motion picture entertainment ten years from now is probably a company that doesn't exist today; a company that will be started in the next two years. Think of the music industry again. Spotify is a \$30 billion dollar music distributor that didn't exist twenty years ago. We are in a multi-generational sea-change, and the opportunities are enormous.

**Unquestionably, there are unique challenges in the creation of motion picture entertainment. The MetaBull teams are solving these challenges as we release v2 of our platform in the coming weeks.**

Some of these challenges are business: copyright and IP control. Some of them are creative. The MetaBull system of Guided-AI provides Creatives with control over the process. And, of course, many of the challenges being solved by MetaBull are purely technical. Beautiful, wonderfully challenging, exciting, big game-changing technology. The kind of tech that disrupts entire industries.

**This year, MetaBull will release the first, full-length animated motion picture created using the MetaBull AI platform. A movie where AI technology replaces virtually all aspects of traditional production. At the same time, this technology places control where it should be. In the hands of creatives; Artisans and Filmmakers.**

This technology will usher in a new, expanded era in motion picture production. We have not yet seen the peak in Peak TV. (If Irving T. were around today, I have no doubt he would be leading the way.)

### OUR CORE TENETS

The current state of generative AI poses significant limitations and ethical conundrums for the entertainment industry and content creators. The major AI companies have endorsed closed-black-box models that train against data scraped from the Internet and often store that data on an open, public cloud. A nightmare for insurers, 10-K disclosures, and SOX audits, not to mention issues of fairness.

**Respect for Intellectual Property.** Simply scraping the Internet for images and content to train ML systems is not ethical. I maintain, it's not sustainable. Artists must be paid for their creations. The

MetaBull AI system is a unique, proprietary system trained against licensed, user-originated assets, not data scraped from the Internet.

It is this core tenet that addresses social issues of fairness, but also critical business issues involving intellectual property ownership and control.

Our system recognizes, supports, and protects the massive investment entertainment companies and individual artisans have made in their intellectual property.

At the same time, to lock this incredible technology behind an expensive paywall, available only to a select few, would defeat one of our other core tenets: **the Democratization of Production**. Access to the amazing set of tools created by the MetaBull team will empower the next generation of Storytellers. This will require leveraging open systems for Machine Learning and broadly sharing the knowledge gained with members in our communities.

Our challenge is to find the socially responsible balance between these two seemingly competitive fundamental beliefs. We must take responsibility for the disruption.

## ROADMAP OF THE FUTURE

MetaBull is fortunate to have a talented and visionary team of scientists, engineers, designers, and filmmakers shaping the MetaBull technologies. We have embraced a strategy that provides first-mover advantage. Through MetaBull Studios we will deliver the first AI-motion picture and launch a broad slate of feature and episodic projects which both demonstrate the MetaBull AI capabilities, and generate resources needed to rapidly expand the technology. A virtuous cycle.

Over the next twelve months, as our resources expand, the global MetaBull team will grow, along with our technical infrastructure and Machine Learning systems. We will evaluate how to best leverage this expanded presence in the entertainment and advertising industries. We will fine tune our business models, including new opportunities in the emerging AI-as-a-Service industry.

Very quickly, MetaBull will establish itself as a technological and creative leader. This is just the beginning.

The first film I produced was shot with the Cannon XL-2 digital camera using primes. We created new workflows and pipelines to support on-set capture and editing. We had to create them; they didn't exist. We embraced the emerging Digital Cinema Initiative and new, radical post-production processes.

As a filmmaker, I'm excited about the expanded creative choices and opportunities the MetaBull AI platform provides. As a technologist, I understand the challenges of building and adopting on the cutting edge. As a business owner and manager, I realize there are enormous risks and responsibilities associated with disrupting entire industries.

We can't avoid it. The future is here, and everything changes.

Come join us.

*Lyle*

MetaBull AI & MetaBull Studios ... and now, MetaBull Games!

