International Journal of Education and Social Development
ISSN: 3078-9931 (Print), ISSN: 3078-2287 (Online) | Vol. 2, No. 3, 2025

Artificial Intelligence in Television Series Creation

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Abstract: With the rapid development of artificial intelligence (AI) technology, its application in various fields is becoming more and more extensive, and TV drama creation is no exception. This paper firstly introduces the application of AI in script creation, character assignment and casting, filming process, publicity and promotion, viewing experience optimisation, etc., and analyses the significance of AI technology in improving the efficiency of TV drama creation, optimising the quality of creation, and broadening the creative ideas. Then, this paper discusses the ethical and legal issues that may be caused by AI in the creation of TV dramas, such as the definition of the right to create, privacy protection, and the application of norms and regulation. Then, through the application examples of AI in TV drama creation at home and abroad, the impact and inspiration of AI technology on the TV drama industry are analysed. Finally, this paper puts forward the application prospect and development strategy of AI in TV drama creation, in order to provide reference for the innovative development of China's TV drama industry.

Keywords: Artificial intelligence; TV drama creation; Script creation; Character assignment; Shooting process; Publicity and promotion; Viewing experience optimisation.

1. Introduction

With the continuous development of science and technology, artificial intelligence has gradually become an auxiliary tool in various fields, especially in the cultural and creative industries, and its application is becoming more and more widespread. As an important part of China's culture, the combination of the creation process of TV dramas with AI technology is of great significance. This paper conducts an in-depth study on the application of artificial intelligence in the creation of TV drama, aiming to explore how intelligent technology can optimise the script creation, character allocation, shooting process, publicity and promotion, and viewing experience of TV drama, in order to provide useful inspiration and reference for the development of China's TV drama industry.

2. Application of Artificial Intelligence in Script Creation

2.1. Automated Generation of Character and Plot

First of all, AI can learn and master the characteristics and shaping methods of different character personalities by analysing a large amount of script data. By mining and analysing these data, AI can automatically generate character personalities that meet the needs of the plot and improve the efficiency of scriptwriting. Secondly, AI can also automatically generate dialogues and scene descriptions based on character personalities and plot development. By learning from a large number of scripts, AI can understand and master the expression of the script language, automatically generate dialogue and scene descriptions in line with the character's personality and the development of the plot, and reduce the burden of screenwriters. In addition, AI can automatically generate plot twists and conflicts according to character and plot development. Through learning the structure of a large number of scripts, AI can understand and master the law of plot development, automatically generate plot twists and conflicts in line with the character and plot development, and enhance the attractiveness and tension of the script.

2.2. Optimisation Suggestions for Script Structure and Plot

The application of artificial intelligence in the optimisation suggestions of script structure and plot is mainly reflected in the following aspects:

First of all, AI can summarise the basic rules of script structure and common patterns of plot development by analysing a large amount of TV drama script data. On this basis, AI can provide optimisation suggestions for screenwriters to help them create a more rigorous and reasonable script structure. For example, AI can suggest screenwriters to set up reasonable conflicts and climaxes in the plot to increase the audience's interest in watching [1]. Secondly, AI can intelligently recommend suitable actors according to the character traits of the characters and the development of the plot. This intelligent recommendation can not only improve the efficiency of casting, but also improve the accuracy of characterisation. Again, AI can assist screenwriters in plot prediction and optimisation. By analysing the existing plot data, AI can predict the development trend of the future plot and provide optimisation suggestions for the scriptwriters. This can avoid raw plot twists and logical errors and make the plot more natural and reasonable. In addition, AI can assist screenwriters in revising and embellishing their scripts. By analysing the content of the script, AI can suggest improvements and help the screenwriter improve the quality of the script.

2.3. Intelligent Aids in Script Creation

First of all, AI can analyse massive script data and extract key elements, such as character personality, plot development, theme ideas, etc., so as to provide creators with useful references and inspirations. By comparing and analysing the strengths and weaknesses of different scripts, AI can also provide creators with optimisation suggestions to improve the quality of scripts. Secondly, AI can assist creators in the automated generation of character and plot. Based on big data and natural language processing technology, AI can

automatically generate character settings and plot outlines, saving creators' time and energy. At the same time, AI can also automatically recommend the corresponding dialogue and scenes according to the character character and plot development, improving the convenience of script creation [2]. In addition, AI has been applied in the structure of scripts. Through the analysis of a large number of successful scripts, AI can summarise the laws of script structure and provide suggestions for creators to optimise the structure. In the setting of plot conflicts and turning points, AI can also make reasonable suggestions to make the plot more intriguing. It is worth mentioning that intelligent aids are not only limited to text creation, but can also be combined with images, audio and other multimedia elements to provide creators with richer means of creation. For example, artificial intelligence can automatically generate images and sound effects related to the plot to enhance the expressive power of the script.

3. Application of Artificial Intelligence in Character Assignment and Casting

3.1. Role Matching and Recommendation Based on Big Data

Artificial intelligence can recommend a suitable actor for a role based on the audience's viewing history and preferences. For example, if a viewer likes an actor's performance in a previous episode, the AI system can recommend the actor for a similar role. This will not only increase audience satisfaction, but also increase the actor's audience appeal. Secondly, AI can also provide the writers with suggestions for character matching based on the plot development of the drama and the character traits of the characters. For example, at a certain plot node, the character needs to face an important choice, and AI can recommend suitable options according to the character's personality traits and audience preferences, making the plot more compelling [3]. In addition, AI can also provide recommendations on character relationships for screenwriters. In TV dramas, the relationship between characters is crucial to the advancement of the plot and the audience's attraction. Artificial intelligence can analyse the types of character relationships preferred by the audience based on the existing episode data and provide reference for the scriptwriters.

3.2. Intelligent Assessment and Guidance of Actors' Performance

In the creation of TV dramas, the quality of actors' performances directly affects the reputation and audience satisfaction of the work. With the development of artificial intelligence technology, intelligent assessment and guidance of actors' performances become possible. The intelligent assessment system can make objective and comprehensive evaluation of the actor's performance by analysing it. Firstly, the system can analyse the actor's performance from various aspects such as facial expression, body language, voice tone, etc., so as to quantitatively assess the quality of his performance. Secondly, the system can also provide targeted performance suggestions for the actors according to the plot of the drama, character characteristics and other requirements, helping them to better grasp the role and improve their performance level. In addition, the intelligent guidance system can monitor the actors' performances in real time during the filming process and provide them with instant feedback and guidance. By analysing the actor's performance data, the system can identify possible problems in the performance process, such as insufficient expression of emotions and unnatural movements, and give timely suggestions for improvement. This helps the actors to continuously adjust and optimise their performances during the shooting process, improving the overall quality of the TV series. At the same time, the intelligent evaluation and guidance system can also provide directors and producers with overall evaluation and analysis reports on actors' performances, helping them to better grasp the direction of the creation of the TV series, optimise the cast and improve the success rate of the work.

3.3. Application of virtual actors in TV drama creation

The application of virtual actors in TV drama creation is an innovative application of artificial intelligence technology. Through the use of virtual actors, the creation of TV dramas can achieve the enhancement of intelligence and automation in many aspects.

First of all, the application of virtual actors can break through the limitations of actor casting in traditional TV drama creation. In TV dramas, some characters may need special images or have extraordinary abilities, and it is difficult to find suitable actors to interpret these roles in reality. Through virtual actor technology, creators can freely design the appearance, personality and behaviour of the characters, so as to better present these special roles. Secondly, the application of virtual actors can enrich the visual effect of TV dramas. With the help of artificial intelligence technology, virtual actors can achieve realistic motion capture and expression capture, which makes the performance of characters more natural and vivid. At the same time, virtual actors can be rendered and post-produced on the computer, which makes the visual effect of the scene more realistic and shocking, and improves the audience's viewing experience [4]. In addition, the application of virtual actors can improve the efficiency of TV drama production. Compared with traditional TV drama filming, virtual actors can avoid problems such as actor schedule conflicts and venue restrictions, and reduce uncertainties in the filming process. At the same time, through artificial intelligence technology, virtual actors can achieve rapid action and expression capture, saving filming time and cost. However, the application of virtual actors also brings some challenges. Firstly, virtual actors are technically demanding, requiring powerful computing resources and the support of a professional technical team. Secondly, the performance of virtual actors may lack the sense of realism, and the audience may have a sense of distance from them. In addition, the application of virtual actors has triggered a series of discussions on issues such as employment of actors and artistic authenticity.

4. Application of Artificial Intelligence in the Filming Process

4.1. Intelligent design of shooting scenes and shots

The application of artificial intelligence is becoming more and more widespread in the shooting process of TV dramas, in which the intelligent design of shooting scenes and lenses has become a major highlight. Through AI technology, the

automated planning and optimisation of shooting scenes and shots can be realised, thus improving the shooting efficiency and quality of works.

Artificial intelligence can intelligently recommend suitable shooting scenes according to the content of the script, character characteristics and the director's intention. By learning and analysing a large amount of historical data, AI can understand the correlation between the scene and the plot, and provide reasonable suggestions for the shooting team. In addition, AI can also automatically adjust the lighting, climate and other conditions of the scene according to the shooting needs to achieve the best shooting effect. Secondly, the application of AI in lens design is also of great significance. Through the learning of classic lens language, AI can understand the visual effects produced by different lens techniques and provide the director with suitable lens design solutions based on plot development, character psychology and other factors. In addition, AI can automatically adjust the lens parameters according to the actual conditions of the shooting scene, such as the position of the actors, equipment limitations, etc., to ensure the smoothness of the shooting process [5]. In addition, AI technology can also achieve automated scheduling and optimisation in the filming process. Through real-time monitoring of the shooting progress, resource allocation and other aspects, AI can find potential problems and adjust the shooting plan in a timely manner. For example, during the filming process, AI can adjust the filming sequence and rest time according to the fatigue level of the actors to ensure the filming effect and the health of the actors.

4.2. Automated Scheduling and Optimisation in the Shooting Process

In the process of shooting TV dramas, the application of artificial intelligence is mainly reflected in the automated scheduling and optimisation. First of all, AI can automatically generate a shooting plan according to the needs of the script and the actors' schedules, and provide a detailed shooting schedule for the crew. By analysing the scenes, characters and plots in the script, AI can reasonably allocate shooting resources and improve shooting efficiency. Secondly, AI can provide shooting suggestions to the director by analysing the actual situation on the shooting site. For example, during the shooting process, AI can provide the director with the best shooting angles, lenses and picture effects based on factors such as light, weather and scene environment. In addition, AI can provide guidance and advice to actors by analysing their performances, thus improving the quality of their performances. In addition, the automated scheduling and optimisation of AI in the filming process also includes the control of camera equipment. Through AI technology, the automated operation of camera equipment can be realised, such as automatically adjusting the lens focal length, aperture size and shooting speed. This not only reduces the work intensity of the photographer, but also improves the quality of shooting. In addition, artificial intelligence can also achieve real-time monitoring and adjustment during the shooting process. By analysing the shooting images and sound effects, AI can identify and solve problems in shooting in a timely manner, such as image shaking, overexposure and sound noise. This helps to ensure the smoothness of the shooting process and improve the overall quality of the TV series.

4.3. Artificial Intelligence-based Post-Production and Special Effects Synthesis

AI-based post-production and special effects synthesis is an indispensable part of TV drama creation. In traditional TV drama production, post-production and special effects synthesis often require a lot of manpower and time, and the effect is affected by the technical level and experience of the production staff. However, with the development of artificial intelligence technology, this status quo has been greatly improved [6].

First of all, the application of artificial intelligence in post-production is mainly reflected in the automated editing, colour grading, audio processing and other aspects. Through deep learning algorithms, AI can quickly identify and process key frames in the video, automatically edit and adjust, greatly improving the efficiency of post-production. At the same time, AI can also intelligently tone the colour of the video according to the needs of the plot, making the picture more beautiful and realistic. In addition, AI can also automatically perform audio processing, including noise reduction, mixing, sound effect generation, etc., making the audio effect more professional and three-dimensional.Secondly, the application of artificial intelligence in special effects synthesis is mainly reflected in the generation and rendering of virtual characters and scenes, as well as the automated production of special effects. Through artificial intelligence technology, high-quality 3D character and scene modelling, as well as realistic rendering effects can be achieved. At the same time, AI can also automatically generate a variety of special effects, such as explosions, weather changes, light and shadow effects, etc., so that the picture of the TV series is more exciting and shocking. Finally, the application of AI in post-production and special effects synthesis can not only improve production efficiency and quality, but also achieve personalised and customised production. Through big data analysis and user behaviour analysis, AI can understand the audience's preferences and needs, provide intelligent suggestions for TV drama production, and make TV dramas more in line with the audience's tastes.

5. Application of Artificial Intelligence in TV Drama Publicity and Promotion

5.1. Audience behaviour analysis and prediction based on big data

Audience behaviour analysis and prediction based on big data is one of the important applications of AI in TV drama publicity and promotion. Through the mining and analysis of massive audience data, AI can gain a deep understanding of the audience's preferences, needs and behavioural characteristics, so as to provide powerful support for the promotion of TV dramas.

First of all, AI can mine viewers' preferences for different types of TV dramas by analysing their viewing history, comment feedback and rating behaviour. These data help producers and distributors to formulate personalised promotion strategies for different audience groups during the promotion of TV dramas and improve the promotional effect. Secondly, AI can provide reference for the distribution and scheduling of TV series by predicting the viewing behaviour of the audience. By analysing historical data, AI can predict the number of viewers and the heat of a certain TV series in a

specific time period, thus helping producers and TV stations to reasonably arrange the broadcasting time and improve the ratings [7]. In addition, AI can also analyse viewers' comments and word-of-mouth with the help of natural language processing and text analysis technology, and monitor the word-of-mouth changes of TV dramas in real time. Through the mining of word-of-mouth data, the producer can keep abreast of the audience's evaluation of the TV series, find and solve problems, and optimise the communication effect of the TV series.

5.2. Intelligent publicity strategy and marketing means

In the creation of TV dramas, the application of artificial intelligence is not only limited to the creation and production process, but also extended to the publicity and marketing process. The application of intelligent publicity strategy and marketing means not only improves the efficiency of publicity, but also achieves accurate positioning and personalised promotion.

Firstly, audience behaviour analysis and prediction based on big data has become possible. By analysing viewers‘ viewing habits, preferences and comments, AI can predict viewers’ interest in and feedback on TV dramas. This enables producers to formulate promotional strategies for potential viewers at the early stage of promotion, improving the targeting and effectiveness of promotion. Secondly, intelligent means of publicity are becoming increasingly abundant. For example, attractive promotional posters and trailers can be created using images and videos generated by AI. In addition, AI can automatically generate articles and reports related to TV dramas through natural language processing technology, increasing the exposure of TV dramas. Further, personalised promotion is also an important application of AI in TV drama promotion. Based on viewers' preferences and historical behavioural data, AI can recommend relevant TV series content or customise personalised promotional messages for viewers. This kind of personalised promotion can not only increase the audience's willingness to watch, but also promote the word-of-mouth spread of the TV series. Finally, the application of AI in marketing should not be ignored. By analysing consumers' purchasing behaviour and preferences, AI can help producers find the most suitable marketing channels and strategies to achieve precision marketing. For example, the use of AI algorithms to optimise advertisement placement and improve the conversion rate and effect of advertisements [8].

5.3. Automated monitoring and management of word-of-mouth and ratings of TV dramas

The automated monitoring and management of word-of-mouth and ratings of TV dramas is one of the applications of artificial intelligence in the creation of TV dramas. Traditional TV drama word-of-mouth and rating management relies on manually collecting and analysing audience feedback, which is inefficient and the results may be subjective. The application of AI can realise real-time monitoring and automated management of TV drama word-of-mouth and ratings.

First of all, AI can automatically classify and sentiment analyse audience comments and ratings through natural language processing technology. By analysing a large number of audience comments, the overall word-of-mouth status of a TV series can be derived, such as the percentage of positive comments and keywords of negative comments. At the same time, AI can also identify the audience's preferences and dissatisfaction with the TV series, providing the TV series producer with a direction for improvement. Secondly, AI can predict the rating trend of TV series through machine learning algorithms. By analysing historical rating data, AI can build a rating prediction model to predict the distribution of viewers' ratings for TV dramas in the future [9]. Such predictions can help producers have a reasonable expectation of word-of-mouth and ratings before the release of a TV series, and adjust promotional strategies and episode content accordingly. In addition, AI can also realise the AI-based management of word-of-mouth and ratings of TV dramas. By establishing an intelligent monitoring system, it can track the changes in word-of-mouth and ratings of TV dramas in real time, and discover abnormalities and deal with them in a timely manner. For example, when the ratings of a TV drama are found to drop suddenly, the system can automatically investigate the cause, whether it is a plot problem, an actor's performance problem or a change in the audience's tastes, etc., and give appropriate suggestions.

6. Application of Artificial Intelligence in TV Series Viewing Experience Optimisation

6.1. Personalised recommendation and customised viewing

With the continuous development of artificial intelligence technology, personalised recommendation and customised viewing have become an important means of optimising the TV drama viewing experience. Personalised recommendation is to recommend TV series content that meets the interests of viewers based on their preferences and historical behavioural data. Customized viewing is to intelligently adjust the content according to the viewers' behaviour and feedback when they are watching TV dramas, in order to improve the viewing experience.

Personalized recommendation is mainly achieved in the following ways: first, based on viewers‘ historical viewing data, such as viewing duration, fast-forward and fast-rewind behaviours, etc., to analyze viewers’ preferences and habits, so as to recommend similar types of TV dramas; second, through the viewers‘ commenting and rating behaviours, to dig into their preferences, and push TV dramas in line with their expectations; and third, to combine the viewers’ social network information, such as their circle of friends and microblogging, etc., to understand the viewing habits of their The third is to combine viewers' social network information, such as friend circles and microblogs, to understand their social circle's viewing habits, so as to make more accurate recommendations. Customised viewing, on the other hand, analyses the audience's behaviour in real time through intelligent algorithms when they are watching a TV series, such as pausing, fast-forwarding, re-watching, etc., so as to judge the audience's points of interest and adjust the broadcast content accordingly. For example, when viewers pause at a certain drama segment, the intelligent system will analyse the characteristics of the segment and look for related segments to play to satisfy viewers‘ curiosity; when viewers fast-forward, the system will reduce the playback of similar content to save viewers’ time; when viewers watch back, the

system will increase the number of times that the segment is played to satisfy the viewers' needs. The application of personalised recommendation and customised viewing can greatly enhance the viewing experience of viewers and increase the viewing rate and satisfaction of TV dramas. At the same time, it also provides a new direction for the creation of TV dramas, in which creators can create and adjust their works more accurately according to the preferences and needs of the audience in order to meet the market demand. However, personalised recommendation and customised viewing also bring certain challenges, such as how to protect viewers‘ privacy, how to avoid excessive recommendation leading to viewers’ fatigue, etc., which need to be explored and solved continuously in the application process.

6.2. Realisation of Intelligent Interaction and Plot Participation

With the continuous development of science and technology, the application of artificial intelligence technology in the creation of TV dramas is becoming more and more widespread. Among them, the realisation of intelligent interaction and plot participation has become the focus of the audience's attention. Through artificial intelligence technology, the audience can interact with the characters in the TV series in real time and even influence the direction of the plot.

First of all, AI technology can achieve personalised recommendation based on audience behaviour. Through big data analysis, it understands the audience's preferences, viewing habits and other information, and recommends TV dramas for the audience that meet their tastes. This personalised recommendation not only improves the audience's viewing experience, but also increases the audience stickiness of the TV series. Secondly, the realisation of intelligent interaction allows viewers to change from passively accepting the drama to actively participating in it. For example, viewers can interact with the characters in the TV series through mobile phone APP or social media platforms to express their opinions, make suggestions, and even influence the decision of the plot. Such interaction makes the TV series more interesting and participatory, and the audience seems to become part of the plot. In addition, AI technology also enables the application of virtual reality and augmented reality. Through virtual reality technology, the audience can enter the scenes in the TV series, communicate with the characters face-to-face, and even participate in the adventure of the plot. Augmented reality technology, on the other hand, can superimpose virtual elements into the real world, allowing viewers to experience the drama's plot in real life. However, the realisation of intelligent interaction and plot participation also poses some challenges. Firstly, AI technology needs to protect personal privacy when processing audience interaction data to avoid leaking audience personal information [10]. Second, over-reliance on AI technology may lead to imbalance in script creation, over-pursuing audience interaction and neglecting the quality of the plot itself.

6.3. Application of Virtual Reality and Augmented Reality Technology

The application of virtual reality and augmented reality technology in the creation of TV dramas brings a brand new viewing experience to the audience. First of all, VR technology can realise an immersive viewing experience, which makes the audience feel as if they are in the scene of the TV series. By wearing VR helmets, viewers can feel the environment in the TV series in an all-round way, enhancing the sense of immersion. In addition, VR technology can also be used for previewing and testing of TV dramas, allowing creators to better grasp the effect of the work. Secondly, the application of AR technology in the creation of TV dramas also brings more interactivity to the audience. Through devices such as smartphones or tablets, viewers can watch TV dramas while seeing additional information presented on the screen, such as character introductions and plot analysis. This approach helps viewers gain a deeper understanding of the background and details of the TV series and improves the viewing experience. In addition, virtual reality and augmented reality technologies can be used in the filming and production process of TV dramas. Creators can use VR technology to preset shooting scenes and provide actors with a realistic performance environment, thus improving performance quality. In post-production, VR and AR technologies can help the production team better adjust the shots and design the scenes to make the TV series more visually impactful. However, the application of virtual reality and augmented reality technology in the creation of TV dramas also faces some challenges. Firstly, the cost of equipment is high and its popularity is limited, which may affect the audience's viewing experience. Second, over-reliance on the technologies may lead to a weakening of the drama plot and characterisation. Therefore, when applying these technologies, creators need to weigh the pros and cons to ensure that the technology serves the plot and characters rather than overpowering them.

7. Exploring the Ethical and Legal Issues of Artificial Intelligence in TV Drama Creation

7.1. Definition of Artificial Intelligence Creation and Human Creative Rights

With the development of artificial intelligence technology, the application of artificial intelligence in the creation of TV dramas is becoming more and more widespread. However, a series of ethical and legal issues follow, the most critical of which is the definition of artificial intelligence creation and human creative rights.

From the perspective of creation, AI only creates under the rules and algorithms set by human beings, and the works it creates are not the result of autonomous thinking, but the result of processing and combining based on existing data and information. Therefore, the works created by AI do not have an independent creative spirit and cannot be regarded as true creators [11].

From the perspective of copyright, works created by AI should belong to the companies or individuals who use AI. This is because these people or companies provide the AI with the material and data necessary for creation, as well as the necessary hardware and software support for the operation of the AI. In addition, the creation of AI also requires human supervision and adjustment, so the works created by AI should also be owned by humans. However, this way of defining the problem is not a complete solution. This is because works created by AI may involve human intellectual property rights, such as music, pictures, and texts. In this case, we need to establish a complete legal system to protect the

rights and interests of all people.

7.2. Privacy Protection of Artificial Intelligence in Drama Creation

Privacy protection of artificial intelligence in the creation of TV dramas is an important and increasingly prominent issue. With the continuous development of AI technology, its application in the creation of TV dramas has become more and more extensive, including various aspects of script creation, character assignment, and filming process. However, AI may involve the protection of personal privacy information in the process of processing large amounts of data.

Firstly, AI may use the stories and experiences of real characters in scriptwriting, which requires consideration of the protection of personal privacy. In scriptwriting, the personal privacy of real characters should be respected to avoid disclosing their personal information and sensitive content. Second, AI may use big data to analyse actors' acting styles and audience preferences during the process of character assignment and casting. In this process, actors' personal information and performance data need to be protected to avoid leaking their personal privacy. In addition, AI may utilise devices such as drones and cameras in the filming process, which may involve the privacy of the filming locations and characters. Therefore, during the filming process, it should comply with relevant laws and regulations and respect the privacy of the filming locations and characters [12]. At the same time, AI may use big data to analyse viewers‘ viewing behaviours and preferences during the publicity and promotion of TV dramas, which requires the protection of viewers’ personal information and privacy.

7.3. Norms and Regulation of the Application of Artificial Intelligence in the Creation of TV Dramas

With the wide application of AI technology in the creation of TV dramas, how to formulate corresponding norms and regulatory measures has become an urgent problem to be solved at present.

First of all, in the definition of artificial intelligence creation and human creation rights, we need to clarify the difference between artificial intelligence works and human works, and on this basis to develop the corresponding rights and interests allocation mechanism. At present, there are no clear legal provisions for works created by artificial intelligence in China, therefore, it is recommended to learn from the relevant legislative experience of foreign countries, for example, the United States considers works created by artificial intelligence as works of non-human authors, and does not grant copyright; while the European Union believes that works created by artificial intelligence should be attributed to human authors, who should enjoy copyright. On this basis, China can combine with its own national conditions to classify and manage the works created by AI, for example, no copyright can be granted to works created entirely by AI, while human authors can be given copyright for works created with the assistance of AI. Secondly, in terms of privacy protection of AI in the creation of TV dramas, we need to clarify the legal responsibility of AI in handling personal data in the legislation. At present, China has implemented the Network Security Law and the Personal Information Protection Law, which provide a legal basis for AI's handling of personal data. However, these laws have no clear provisions for the specific application scenarios of AI in the creation of TV dramas. Therefore, we need to clarify the legal responsibility of AI's handling of personal data in the creation of TV dramas in the relevant legislation to ensure that personal privacy is not violated. Finally, in terms of the specification and regulation of the application of AI in the creation of TV dramas, we need to establish a set of perfect regulatory mechanisms to ensure the reasonable application of AI technology. Specifically, we can review the application of AI in the creation of TV dramas by setting up a special AI application review organisation and formulating review standards; we can grasp the application of AI in the creation of TV dramas by strengthening the filing and management of AI technology in order to carry out targeted supervision; we can improve the training and publicity of AI technology to enhance the relevant practitioners' legal awareness and ethical literacy to ensure the reasonable application of AI in the creation of TV dramas.

8. Conclusion

The rapid development of artificial intelligence technology is having a profound impact on TV drama creation. From the automated generation of scripts, character matching and recommendation, to the intelligent scheduling and post-production during the shooting process, the application of AI is gradually changing the mode of traditional TV drama creation, improving the efficiency and quality of creation. At the same time, AI also shows great potential and value in the promotion of TV drama publicity, optimisation of the viewing experience, and exploration of ethical and legal issues. However, the application of AI in TV drama creation also brings a series of challenges and problems. How to define the rights of AI creation and human creation, how to protect personal privacy, and how to regulate the application of AI in the creation of TV dramas are all current issues that need to be resolved. These issues require the joint participation and efforts of the government, industry and academia to promote the healthy development of AI in TV drama creation.

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