

# CineMods:

## Envisioning a Future of AI-Driven Film Personalization

Christoph J. Weber



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**Christoph Weber** is a PhD candidate in AI & Film at HFF & LMU Munich. With a background in Computational Linguistics and Computer Science (LMU).,

He explores human-centered generative AI systems that support psychological ownership, authorship, control, and collaboration in creative media production.

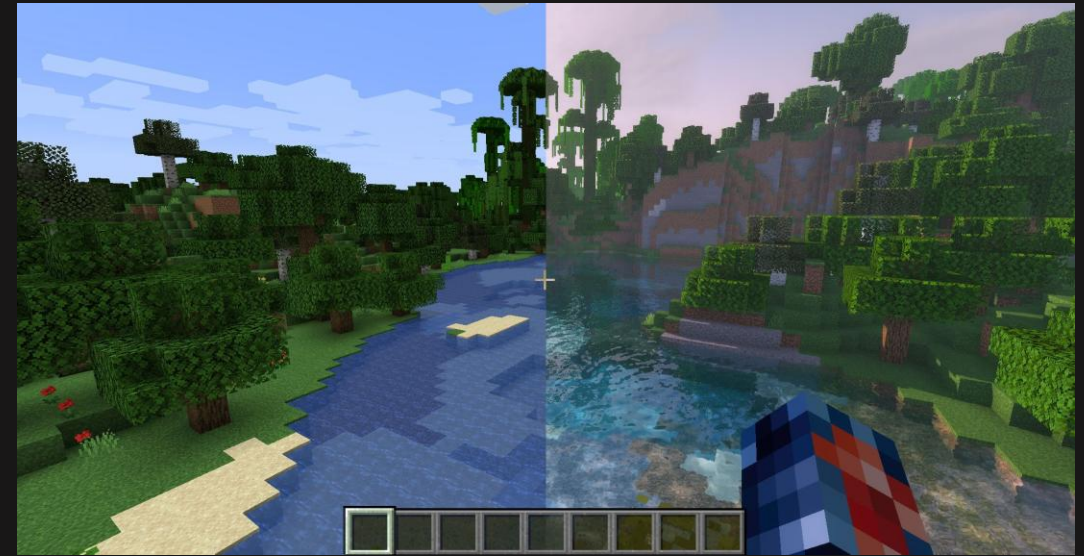
# Game Mods

## Game Mods

- Community-Created Content
- Visual Enhancements (e.g., shaders, models)
- Quality-of-Life Improvements
- New or Expanded Storylines

## Economic Effects

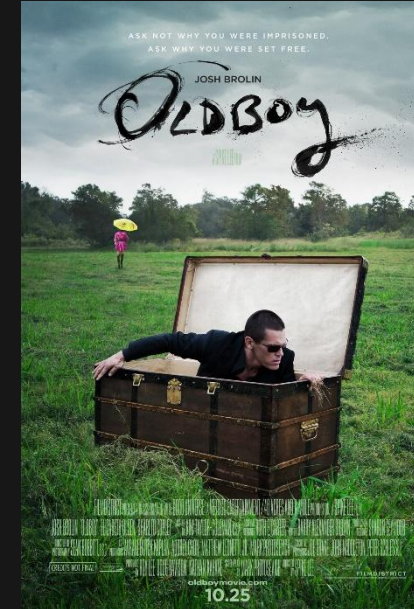
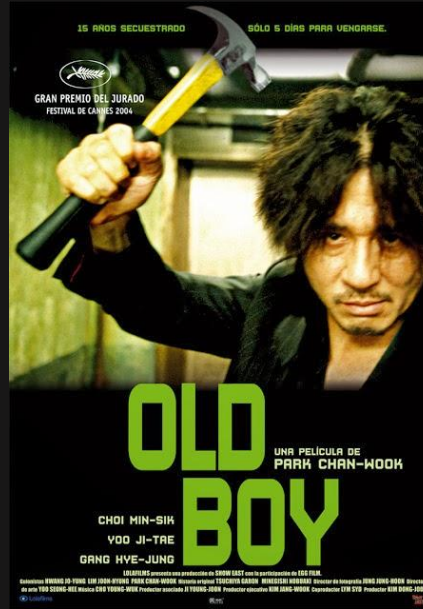
- Profit opportunities for mod creators (e.g., marketplaces, donations)
  - Revenue extension for studios (e.g., official mod platforms)
- Revitalizes older games
- Increases replay value and extends a game's lifecycle



<https://www.makeuseof.com/how-to-install-shaders-minecraft-java/>

# Background

- Remakes
- Fan Fiction
- Interactive Movies
- Visual Adjustments  
(Deepfakes, Filters)



Disney / Jonty Pressinger



# Cinematic Modifications

- Visuals
- Audio
- Characters / Actors
- Voices
- Story:
  - Add, restructure
- Genre

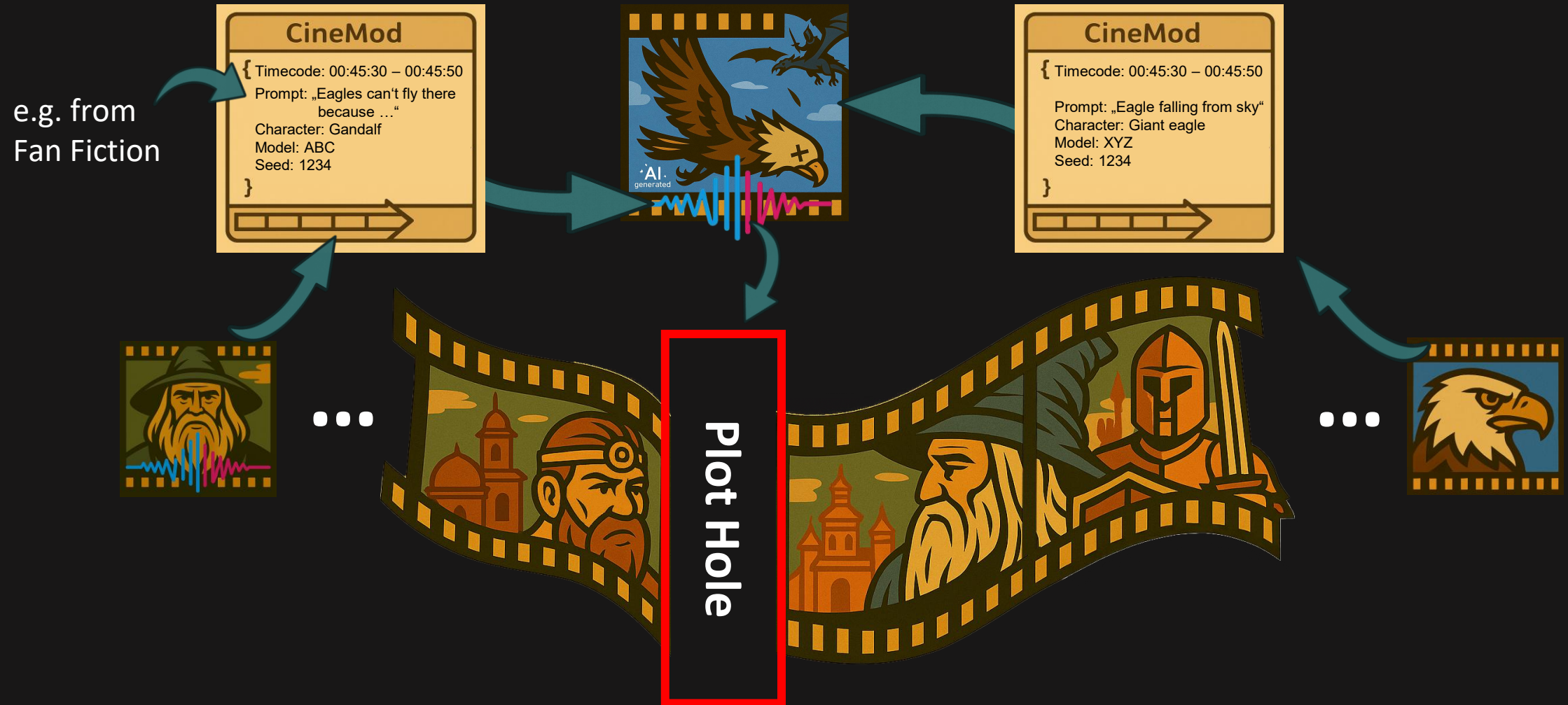


# CineMods

## Plot Hole



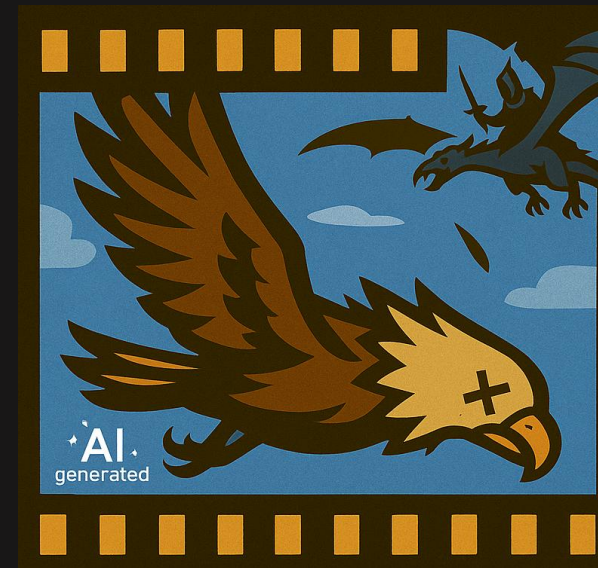
# CineMods



# Distribution: CineMods vs. Generated Scenes



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✓ Can be easily shared  
by fans (text-only)

✗ Cannot be redistributed  
due to legal issues



# Motivations for CineMods



## Creative Control & Enhancement

- Adapt content to user preferences (style, tone, character dynamics)
- Fix narrative gaps or time constraints (e.g., plot holes, rushed endings)



## Commercial Value

- Extend lifecycle of IPs
- Shared monetization for creators and studios



## Inclusivity & Accessibility

- Cultural representation through adapted visual identity (e.g., ethnicity, clothing, names, cultural context)
- Accessibility features like audio descriptions, sign language overlays, simplified visuals



## Education & Learning

- Age-/context-appropriate variants
- Enhanced engagement for diverse learners

# Feedback (only from personal conversations)

- Cinephiles: disliked the idea
  - Mainstream Viewers: could imagine it
  - Studio Professional: liked the idea for its market potential
- 
- No feedback from filmmakers or actors yet






Stanley Kubrick

# Future Work: Foundations for CineMods

## Goal:

Enable structured, consistent, and ethically sound modification of film content

## Framework Needs:

-  Legal clarity for creators & studios
-  Fair compensation models
-  Infrastructure for distribution & monetization

# Future Work: Prototype



## Core Components

- Mod Blueprint (e.g. JSON-based or node-graph)  
Defines time-stamped modifications (e.g. style, dialogue, tone)
- Consistency & Consent Engine  
Maintains stylistic coherence and tracks creator and actor approval



## Prototype Phase:

- Proof of concept using a web or smart TV interface to apply and switch CineMods
- Wizard-of-Oz setup is acceptable; real-time processing is not required
- Demonstrates emotional tone shifts, visual styles, character mods, and more



# Future Work: Planned User Study

## **User Study:**

- Audiences: General viewers, cinephiles, reviewers  
(focus: preferences, emotional engagement, perceived value)
- Professionals: Directors, actors, screenwriters  
(focus: authorship, integrity, consent)
- Industry: Studios like Sony, Leonine  
(focus: integration, monetization, concerns)

## **Core Questions:**

- Trust, control, sense of ownership, authorship, value creation
- Ecosystem readiness beyond just technological capability

# Conclusion & Outlook

## 1. CineMods as a Vision

Personalized, generative film as a creative and cultural frontier

## 2. Collaborative Refinement Needed

This is an early-stage idea paper by intention, open to critique and feedback.

## 3. Next Steps

Prototype development, user study, legal and ethical framework, and ongoing dialogue with the community



# Questions ?



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