**TV Content Creators Announce Investments In AI**

Banijay, the television company behind "Big Brother" and "Master Chef," has revealed plans for a creative fund that will support the development of TV formats that leverage and focus on AI. The announcement follows news that Fremantle parent RTL Group is also boosting investments in AI to increase efficiency and generate content.

***The Hollywood Reporter 8/23/23***

[*https://www.hollywoodreporter.com/business/business-news/big-brother-survivor-producer-banijay-ai-fund-tv-shows-1235572834/*](https://www.hollywoodreporter.com/business/business-news/big-brother-survivor-producer-banijay-ai-fund-tv-shows-1235572834/)

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[*https://www.allperfectstories.com/wp-content/uploads/2018/10/TV-show.jpg*](https://www.allperfectstories.com/wp-content/uploads/2018/10/TV-show.jpg)