

# AI has the potential to transform the future of our industry

Perspective on AI  
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# AI at Keywords Studios

We believe AI is a creative collaborator and performance enhancer that has the potential to transform the future of our industry.

With a team of over 12,000 talented individuals and existing AI products, we are continually exploring and assessing the emerging practical applications of AI that can enhance workflows for our clients and our teams. Our approach, however, is grounded in ensuring the safe and responsible use of AI over speed. We understand the importance of going at a pace that suits our customers. We maintain strict guardrails to maintain openness, transparency, and security ensuring at all times the protection of intellectual property and confidential information.

Keywords' diverse pool of more than 4,000 dedicated engineers and technical experts have a strong track record of unlocking and harnessing multiple generations of new technologies and supporting the entertainment industry's "race to the top" to create the most engaging content. The rapid evolution of AI signifies that we are just at the beginning of a long-term transformation, and we are fully prepared to support our clients throughout this journey.

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# Safe and Responsible AI

We understand that each of our valued customers has their own unique approach when it comes to embracing new technology.

At Keywords, we prioritise our clients' needs and concerns, and we respect those who prefer not to utilise Generative AI in their production processes. Rest assured, protecting our customers' Intellectual Property (IP) is our utmost priority, and we handle it with the highest level of responsibility. When it does come to implementing AI, we adhere to our best practices in Information Security and Data Privacy.

As our colleagues learn more and train on this cutting-edge technology, they do not use any project or client data and we protect their user identities. We want to be ethical and open on both the strengths and limitation of AI, the data sources being incorporated, and always seek to offer *'explainability'* of the outputs and potential for bias. We are also mindful of the sustainability challenges of the increased power consumption required from AI.



# Owning and Leveraging Technology

We believe that AI will offer exciting capabilities across games, media & entertainment to further enhance our creativity, quality and scale of output.

Leveraging AI correctly will likely be a superpower for our talented professionals and optimise our internal workflows, helping to increase efficiency and reduce our cost to serve, all the while enhancing the overall customer and end consumer experience. We are already equipped with a suite of proprietary AI-enabled products such as KantanAI, Mighty Games, and Helpshift, and have partnered with an AI moderation tool, to help keep online communities safe.

We are ready to address our clients' production and post-production needs and will use technology to scale our platform and best support clients, by embracing automation and empowering our teams with AI expertise.

As an example of what we are doing, we conducted an extensive evaluation and mapping of the 280+ different generative-AI tools, to understand their potential to augment our technical artists' capabilities. From this, it is clear that there is potential to boost asset throughput per person, but no single tool provides a magic bullet, and you need to have familiarity with a wide range of specific tools to achieve the required quality.

Leveraging our global expertise across various genres, platforms, and clients, as well as our extensive metadata on quality standards, we aim to provide valuable insights to our customers. These insights will help speed up the development cycles, protect intellectual property, manage the cost of processing, storage and get the most out of data.

While we may not have all the answers today, we are uniquely positioned to be a true partner to our customers. Together, we can imagine more possibilities to engage with players, subscribers and fans, building the experiences they want and unlocking new realms of potential in the ever-evolving landscape of our industry.

# Our Current AI Product Suite

We already have three world-class AI products, supported by over 150 product engineers, with each integrating Large Language Model (LLM) use cases and we continuously assess third-party tools for their enterprise maturity, quality, and throughput efficiencies.

Our Translation Management platform, **KantanAI**, enables faster delivery of multilingual games. As an illustration, it successfully translated over 30 million words in 35 languages. This high throughput capability allowed for the completion of 3,000 projects per week, making it the preferred choice for one of the biggest game producers in the industry.

Our Game Development and Testing platform, **Mighty Build & Test**, leverages the power of automation to increase code quality and efficiency by automatically testing and identifying defects, allowing issues to be resolved faster. Utilised as a DevOps tool early in the development cycle, to enhance the FQA experience or to simplify LQA testing with visual maps of all in-game text.



Our Player Support platform, Helpshift, uses intelligent bots integrated in mobile apps and consoles, so players do not wait hours or even days for resolution. We target automation of more than 50% of tickets in real-time while giving a highly personalised experience.

Each of our business Service Lines constantly assess market solutions for **Generative AI**. In a recent study of our ten art service categories, we ranked the solutions based on scale and quality. We believe certain solutions could lead to considerable time per asset savings across a number of the art disciplines.

All our solutions are backed by experienced professionals, combining human creativity and technological innovation to consistently deliver successful client and player outcomes.

# How Keywords Studios Can Help

We understand the importance of going at a pace that suits our customers.

Though it is likely that the true benefits to be gained from AI are to come in the years ahead, as we see the technology mature and the cost of compute power becoming even more accessible, we believe Keywords' engineers are best placed as prompt specialists to get the most from the new generative-AI tools in a safe and cost-conscious mindset. We are also exploring the potential of a triangulated AI architecture that segregates and protects client data while gaining the benefits of large language models and natural language outputs. This requires investment, scale and expertise in the industry.

We are engaging with our clients on the potential for AI and how best to navigate this transformative journey together, to build the more immersive experiences and Imagine More for players and fans world-wide.

