According to the Google Cloud study, 87% of video games developers around the world are already used by agents based on artificial intelligence (AI) to automate and optimize work processes. In conditions of high competition and rapid growth in costs, the industry is increasingly introducing technologies that help reduce development time and reduce the load on the commands.

Most of the companies surveyed note that artificial intelligence takes on routine and repeated tasks, freeing specialists for more complex and creative work. Of particular interest is the possibility of accelerated analysis of texts, audio and components of the game code, which allows you to quickly make decisions and respond to changes during development.

The survey was carried out in the USA, South Korea, Norway, Finland and Sweden and covered 615 specialists participating in the creation of a video game. About 44% of them said that II-agents are used to process content and optimize data flows, including voice, video and sound effects.

Despite the active implementation of artificial intelligence, the topic causes noticeable disputes within the industry. Many developers express concern about possible reduction in jobs, a decrease in salaries and copyright issues. Last year, a wave of dismissal occurred in the gaming industry, and some of the studios were completely closed.

The authors of the study expect that in the coming years the market will rise due to the release of large game innovations and the emergence of new game consoles. At the same time, 94% of the developers are confident that the use of AI will reduce the total expenses in the long run. At the same time, about a quarter of the survey participants admit that it is still difficult to accurately evaluate the effectiveness of investments in such technologies.

Due to legal uncertainty, the issue of data ownership remains open. 63% of the respondents indicated that they are worried about who the materials created using AI will belong, since the regulatory framework in this area has not yet been formed.