

AI Unlimited Challenge™

Original formats. Connected technology. A starting point for partnership.

Build an audience experience people can help create.

AI Unlimited Challenge™ brings original formats and individually named programmes together under one Studio brand. Six representative series share Competition AOS and Authorship OS while keeping distinct creative experiences and edition-specific scope.

Live Entertainment

Interactive Screen

Survival Audition

Awards Ceremony

Pro Sports

Esports

Competition AOS

[Shared foundation](#) / [Participation operations](#)

Designed to help organisers run audience challenges with clear participation rules, judging and voting. Discuss the needs of your event and the proposed technology scope.

Authorship OS

[Shared foundation](#) / [Creative contribution](#)

Designed to help recognise creative contributions in work made with AI. Explore creator credit, permissions and the intended use of selected work.

VFI

[Independent technology](#) / [Voting integrity](#)

Focused on confidence in voting and digital participation. Its potential applications extend beyond entertainment; each project begins with its own needs.

P9 Security OS

[Independent technology](#) / [Digital security](#)

Focused on security for AI and digital services. Discuss the protection needs of your project and the relevant licensing scope.

CORE CHALLENGE RULES

One entry and one vote per person, per challenge.

Begin with a selected work, audience or occasion. Licensing, adaptation, technology integration and production responsibilities are shaped around the proposed edition. [Explore the portfolio](#) ➤

Pro Sports

FAN CREATION → CHALLENGE → ARENA

A fan's creation enters the competition—and the arena.

Invite fans to create a match-day visual, enter it in a public challenge and compare competing works. The sports film follows three illustrative entries: Blue Pulse, Golden Orbit and City Rise. Blue Pulse is selected in this scenario.

[Watch the 60-second challenge film ↗](#)**01**

Create the work.

A fan develops an original visual with AI assistance. The challenge invites their ideas and creative choices, with creator recognition considered from the start.

02

Submit one entry.

Each person submits one work for the challenge. Clear entry rules explain who can join, what to create and how selected works may be used.

03

Explore the competition.

Three different creations share the fan gallery. Viewers look closely, compare their creative directions and consider which work they want to see on match day.

04

Cast one vote.

Each person has one vote for the challenge. Viewers choose the creation they want to support under the edition's published voting rules.

05

Confirm the selection.

The scenario identifies Blue Pulse as the selected work and recognises its creator. The challenge's selection, review and announcement process is defined for the edition.

06

Bring the work to an authorised screen.

The same creation appears on the stadium screen, with recognition for its creator. Screen access, content permissions and production plans are agreed for the edition.

CORE CHALLENGE RULES

One entry and one vote per person, per challenge.

The creative challenge has its own participation results. Official match scores, officiating and sporting decisions remain with the relevant authorities. Screen access, content permissions and production responsibilities are agreed for the edition.

One shared foundation.

Use these questions to prepare a focused conversation. Identify the experience you want to create, the resources available and the responsibilities to establish together.

Turn the audience idea into a shared scope.

Discussion area	Studio discussion scope	Partner information	Joint decisions
Territory and audience	Relevant format, participation journey and adaptation needs.	Sport or game title, audience, markets, languages and viewing platforms.	The edition’s territory, audience, channels and adaptation boundaries.
Timing and challenge design	Creative invitations, entry stages, selection and recognition.	Match or event calendar, intended occasion and current development stage.	Challenge timing, review and announcement process, and the screen moment.
Rights and permissions	Format and brand permissions, relevant documentation and technology licensing scope.	Available event marks, footage, other content and the permissions controlled.	Permitted uses, media, term, territory and contributor recognition.
Technology needs	Public technology purposes and potential licensing fit for the proposed experience.	Audience needs, existing services and the team responsible for the project.	Agreed project scope, responsibilities and measures of success.
Production and delivery	Creative development, production or co-production scope for the chosen experience.	Venue and screen access, local resources, delivery requirements and partner roles.	Production responsibilities, approvals, delivery materials and the working schedule.

Bring the context you already have.

Tell us the sport, audience, territory, timing and collaboration you have in mind. We can discuss the creative package, rights and implementation scope for a proposed edition.

[Read this brief online ➤](#) [Explore rights & licensing ➤](#)

Discuss your Pro Sports edition ➤