

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](#)

Connect eligibility, evaluation, voting, rules and production timing with governance, execution and audit. Participating systems retain their own responsibilities and authority.

Authorship OS / B-axis

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

Connect creation evidence, human–AI contribution and proof confidence with attribution and allocation decisions. Relevant results can inform content eligibility within a challenge.

VFI

[Independent voting and verification system](#)

Bring voting integrity and independent human–AI verification into the relevant participation process, while retaining a wider role beyond any one format.

P9 Security OS

[Independent security and evidence system](#)

Connect trust conditions, controlled operations and security evidence. Its operational security role remains distinct from Authorship OS contribution and rights decisions.

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.

01 Create the work.

A fan develops an original visual with AI assistance. Creative choices, revisions and contribution evidence stay connected through the Authorship OS design.

04 Cast one vote.

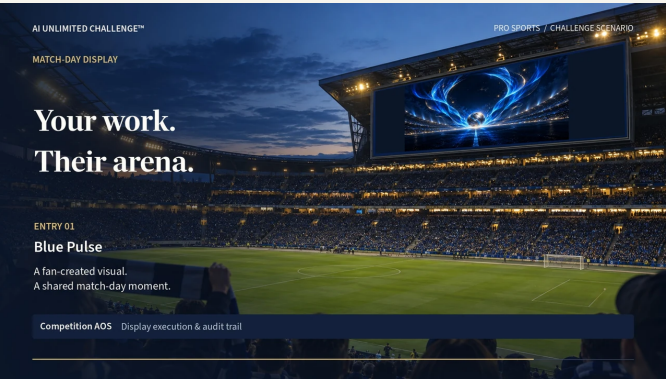
Each person has one vote for the challenge. VFI supports independent verification of the voting process; P9 supports the relevant security and evidence.

02 Submit one entry.

Each person submits one work for the challenge. The entry keeps its identity as it moves from creation into eligibility review and participation.

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.



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

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.

06 Bring the work to an authorised screen.

The same creation appears on the stadium screen. Competition AOS connects display execution with audit, while P9 supports the evidence behind the operation.

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.
Systems and evidence	AOS workflow, Authorship OS records and relevant independent VFI/P9 roles.	Existing participation systems, available records and technical integration contacts.	Integration responsibilities, validation needs, decision authority and evidence handling.
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 ➤