

Disclaimer



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SPOTLIGHT SESSION: AI

Speaker: Oliver Bulloss



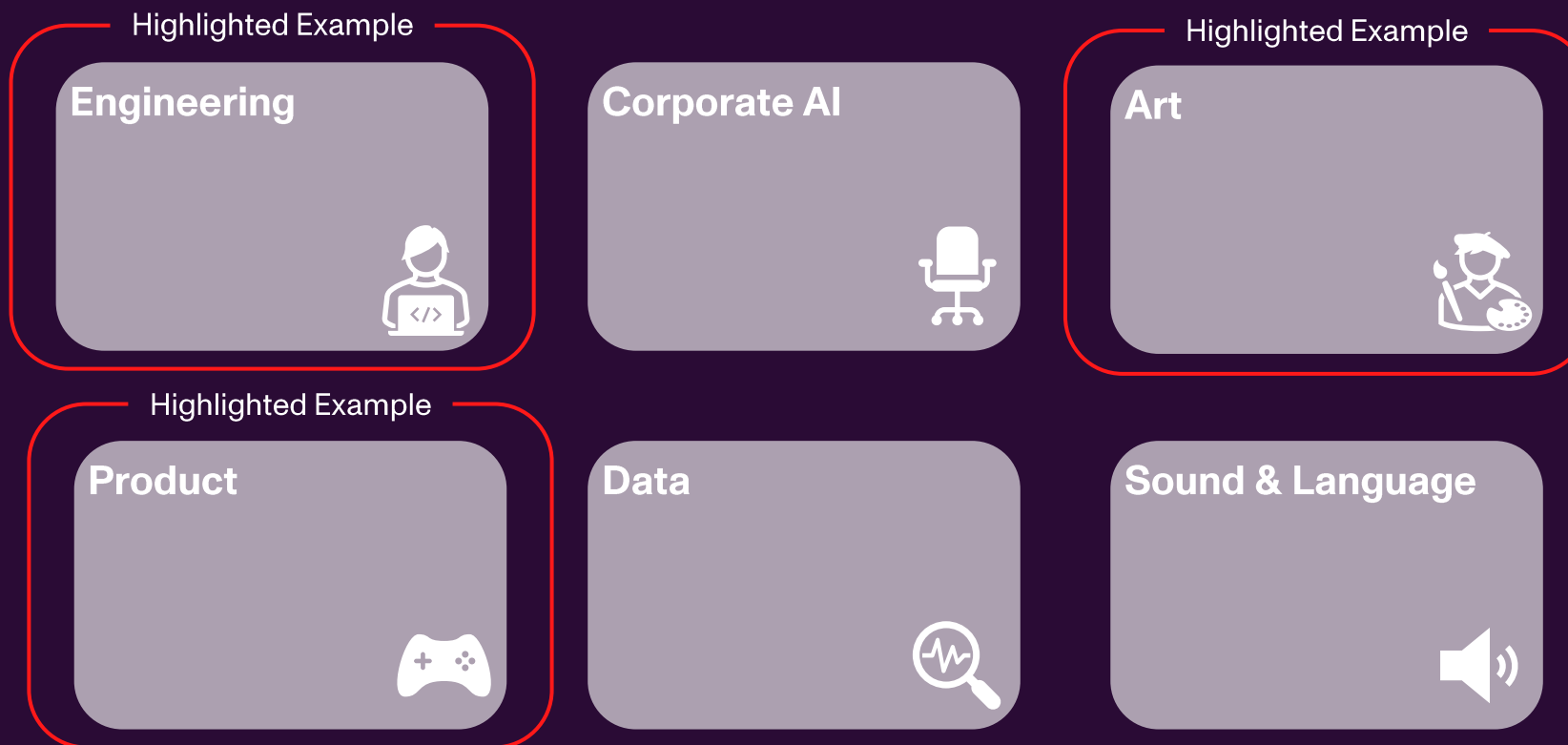
HUMANS + AI

are already outperforming human-only efforts in several areas

AI is **changing the way we think** about game development from early ideation all the way through to global live operations



Our AI focus areas



Material time reduction for art creation thanks to our AI tooling **MTG**

3D model



Artmaker AI + Final Overpaint



60 hours → 48 hours (up to 20%)¹

Note: 1) The provided time-saving percentages are approximate, apply only to this specific case, and should not be considered representative of all similar cases. The estimated time indicated is the total for the entire task, including sketch search, approvals, and preparation of various formats.

AI Art Tooling forms part of a workflow chain that allows artists to retain creative control while **improving speed**



Handcrafted sketch



Artmaker (AI)



Final overpaint



30 hours → 15 hours (up to 50%)¹

Note: 1) The provided time-saving percentages are approximate, apply only to this specific case, and should not be considered representative of all similar cases. The estimated time indicated is the total for the entire task, including sketch search, approvals, and preparation of various formats.

Early ideation of new game environments sped up by
generative art allowing **rapid new idea exploration**



Code Assistant AI **deployed across studios** and delivering



- Code writing speed increased by **+10%¹**
- Documentation creation is **4–5× faster¹**
- Complex PR reviews take about **20% less time¹**

4-8 hours saved by engineer & week¹

Note: 1) Data for Plarium only. Time saving dependent on the specific task
Sources: Company data



Agentic coding is allowing people to create in-game systems to **increase content** for our players **MTG**



Next steps



- **Company wide plug and play AI tools**
- **AI Mentors in-game**
- **Using AI to look across big data**
- **We will remain on the cutting edge of AI**