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Influence of Artificial Intelligence-Generated Films on Nollywood's Creative Industry among Practitioners in Asaba, Delta State

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Abstract

This study examines the influence of AI-generated film on Nollywood's creative industry among practitioners in Asaba, Delta State. The study investigates the current level of AI adoption, the perceived benefits of AI integration, and its influence on creativity and employment within the Nigerian film industry. A survey research design was adopted, using a structured questionnaire as the sole instrument for data collection. The population of the study comprised 2,850 Nollywood practitioners, from which a sample size of 339 was selected using Cochran's formula and stratified random sampling technique. A total of 27 copies of the questionnaire were lost during data collection, leaving valid responses for analysis. Data were analysed using descriptive statistics such as frequencies, percentages, and mean scores, with a decision threshold of 3.0. Findings reveal that AI-generated film is still at an early and experimental stage in Nollywood, with partial awareness and limited integration among practitioners. Respondents agreed that AI is mainly beneficial in reducing production costs, improving production speed, and enhancing overall productivity. However, they were less convinced about its impact on creativity and visual quality. The study also found that AI is reshaping production methods and job roles, though it has not significantly replaced traditional creative functions. Theoretically, the findings align with the Technology Acceptance Model and technological determinism theory, showing that adoption is influenced by perceived usefulness while technological change is gradually reshaping industry structures. The study concludes that AI presents both opportunities and challenges for Nollywood, with implications for training, policy development, and sustainable industry growth.

Keywords: Artificial intelligence, AI-generated film, creative industry, film practitioners, Nollywood.



Introduction

In recent years, digital technology has grown very fast and has changed many parts of our lives. Things that once seemed like science fiction, such as artificial intelligence (AI), are now real and already being used in different industries. One of these areas is filmmaking. Today, AI can help create scripts, edit videos, design characters, and even produce full films. Because of this, the way films are made is changing quickly. People are no longer just using technology; they are also shaping the future with it. In the creative industry, AI has made work faster and easier, while also opening new ways to tell stories. It is important to note that AI is part of the knowledge economy and is changing how businesses, governments, and societies operate, with effects on national growth and development (Anho & Ekhatu, 2024). This shows that AI is not just a tool but something that is influencing how the world works today.

At the same time, the global film industry is going through major changes. Filmmakers now use digital tools and AI to improve how films are written, produced, and shared. Tools like ChatGPT, Runway ML, Synthesia, and DeepBrain AI can help create content quickly and with less cost. Because of this, film production has become more flexible and creative. Also, AI-generated films are becoming more accepted around the world. For example, the Academy of Motion Picture Arts and Sciences now allows films made with the help of AI to be considered for Oscar awards (Joe & Ibrionke, 2026). However, even with these benefits, there are still concerns. Some people worry about originality and whether AI might reduce human creativity. Still, experts believe that AI can improve productivity and innovation if used properly (Schwab, 2017; Manyika et al., 2017).

In Nigeria, Nollywood has also started to feel the impact of these changes. Nollywood has grown very quickly since the 1990s and is now one of the largest film industries in the world (UNESCO, 2021. Ogunbola, 2024). It moved from simple video production to digital filmmaking, and now it is entering the stage of AI use. AI can help Nollywood filmmakers reduce costs, save time, and improve the quality of their films, which is important in such a fast-moving industry (Ugbodaga, 2025). However, not everyone feels comfortable with this change. The idea of “apprehension of novelty” explains why some people feel unsure or afraid of new technology (Obi, 2022). While younger filmmakers are more open to using AI, older and more experienced ones worry about job loss, loss of culture, and whether films will still feel real and authentic. This shows that AI brings both opportunities and challenges to Nollywood.

Because of this, it is important to study how AI is affecting Nollywood, especially in terms of creativity and jobs. AI-generated films can change how stories are created and who is involved in making them. While some people believe AI will support filmmakers, others fear it may replace human workers (Ford, 2019; Webb, 2019). There are also concerns about whether AI-made content can truly reflect Nigerian culture and traditions. Asaba, a major film production centre in Delta State, is a good place to study these issues because many filmmakers and industry workers operate there. Despite the rapid adoption of artificial intelligence (AI) in global film production, its impact on Nollywood remains unclear and underexplored. While AI-generated tools are increasingly being used to support scriptwriting, editing, visual effects, and even full film creation, there is limited understanding of how these changes are affecting the creative industry in Nigeria.

Nollywood, known for its human-centred storytelling and fast-paced production system, is now facing a shift that may reshape traditional filmmaking practices (Nwaoboli et al., 2021). Although AI offers benefits such as reduced production costs, faster output, and improved technical quality, it also raises serious concerns about job displacement, loss of creative originality, and cultural authenticity. Many filmmakers and stakeholders are uncertain about how to adapt to these changes, leading to what has been described as an apprehension of novelty (Obi, 2022). At the same time, there is little empirical evidence on how AI is influencing employment patterns, creative roles, and production processes within



Nollywood. Existing studies tend to focus on global film industries, leaving a gap in localised research that reflects Nigeria's unique cultural and industrial context. Therefore, this study addresses the lack of clear understanding of how AI-generated film is shaping Nollywood's creative industry and job market, as well as how industry stakeholders perceive and respond to this emerging technology. This study, consequently, looks at how AI-generated films are being used in Nollywood and how people in the industry feel about it. It also examines the possible effects on jobs and the future of filmmaking in Nigeria.

Theoretical Framework

The theory used in this study is the Technology Acceptance Model (TAM). It was developed by Fred Davis in 1989, with further contributions by Bagozzi and Warshaw (1992) as cited in Olise (2013). The theory explains how and why people accept or reject new technologies. It focuses on two main ideas: perceived usefulness and perceived ease of use. These two factors shape a person's attitude towards using a new technology and influence whether they decide to adopt it or not. In simple terms, TAM suggests that people will use a technology if they believe it is helpful and easy to use.

The main tenets of TAM are perceived usefulness (PU) and perceived ease of use (PEOU). Perceived usefulness refers to the degree to which a person believes that using a technology will improve their performance or make their work easier. Perceived ease of use refers to how simple the technology is to understand and operate. According to Davis (1993) as cited in Shittu (2013), these two factors directly affect a user's intention to adopt a technology. If a system is seen as useful and easy to use, people are more likely to accept it. However, if it is seen as difficult or complicated, adoption becomes less likely. The model also explains that people's attitudes towards technology are shaped by their beliefs about its benefits and ease of use.

In the context of this study, TAM is used to explain how Nollywood filmmakers and industry stakeholders respond to AI-generated film technologies. Many practitioners decide whether to use AI tools based on how useful they believe the technology is for improving film production. For example, AI may help reduce production costs, improve visual quality, speed up editing, and support storytelling processes (Lawal, 2022). At the same time, ease of use is also important. If filmmakers find AI tools difficult to understand or not suitable for their normal way of working, they may avoid using them. This is especially important in Nollywood, where many production processes are still informal and based on practical experience rather than advanced technical systems (Akinwale, 2023).

Therefore, TAM helps to explain the level of acceptance of AI-generated films in Nollywood. When filmmakers see AI as useful and easy to use, they are more likely to accept it. However, when AI is seen as complex, unfamiliar, or not compatible with local filmmaking practices, there is often resistance or what is described in this study as apprehension of novelty. This shows that adoption is not only about access to technology but also about how users perceive it based on their experiences, skills, and working environment. In this way, TAM provides a clear framework for understanding the relationship between technology, perception, and adoption in the Nigerian film industry.

Method

This study adopted a survey research design. The survey method was chosen because it allowed the researchers to collect standardised data from a large group of film practitioners and to measure their attitudes, perceptions, and experiences in a systematic way. The study focused on Nollywood practitioners in Asaba, Delta State, which is one of the major film production hubs in Nigeria. The population consisted of producers, directors, scriptwriters, editors, cinematographers, actors, marketers, distributors, and other industry workers, with an estimated total of 2,850 based on membership records from recognised professional bodies such as the Directors Guild of Nigeria, Association of Movie



Producers, Actors Guild of Nigeria, Motion Picture Practitioners Association of Nigeria, and film marketers' associations operating in Delta State in 2025. A sample size of 339 respondents was selected using Cochran's formula, and stratified random sampling was used to ensure fair representation across different professional groups. Data were collected using a structured questionnaire administered face-to-face with the help of research assistants to ensure clarity and improve response rate.

During the fieldwork, a total of 339 copies of questionnaire were distributed to respondents. However, after collection, 27 copies were lost, and only the valid responses were used for analysis. The validity of the instrument was ensured through expert review by film studies scholars and the researcher's supervisor, while reliability was tested through a pilot study using the test-retest method in a similar but different location which showed a Cronbach alpha result of 0.78. The data were collected through face-to-face distribution for a period of one week. The collected data were analysed using frequencies, percentages and means with an acceptance threshold of 2.5.

Findings

Table 1: Current State of Adoption of AI-Generated Film in Nollywood

Adoption of AI-generated film in Nollywood	SA (4)	A (3)	D (2)	SD (1)	Total	Mean	Decision
AI-generated film tools are already being used in Nollywood production processes.	120	110	70	39	339	3.0	Accepted
Many filmmakers in Nollywood are aware of AI tools used in filmmaking.	130	120	55	34	339	3.1	Accepted
AI-generated film technology is fully integrated into Nollywood production.	80	95	95	69	339	2.5	Accepted
Most Nollywood practitioners are actively using AI tools in daily production.	100	105	85	49	339	2.4	Rejected
AI adoption in Nollywood is still at an early and experimental stage.	140	125	45	29	339	3.2	Accepted

Table 1 indicates that AI adoption in Nollywood is gradually emerging but not yet fully established. Respondents show strong awareness and acknowledge some level of AI usage in production processes. However, the rejection of daily usage suggests that adoption is not yet widespread among practitioners. The acceptance of AI being in an early stage further confirms that the industry is still experimenting with the technology. Overall, AI presence is growing but remains uneven and not fully integrated.



Table 2: Benefits of AI Adoption in Nollywood

Benefits of AI adoption	SA (4)	A (3)	D (2)	SD (1)	Total	Mean	Decision
AI reduces production cost in Nollywood filmmaking.	150	110	50	29	339	3.1	Accepted
AI improves the speed of film production.	140	115	55	29	339	3.0	Accepted
AI enhances visual and sound quality in films.	110	105	80	44	339	2.4	Rejected
AI supports creativity in storytelling and script development.	100	110	85	44	339	2.3	Rejected
AI improves overall productivity in film production.	135	120	55	29	339	3.1	Accepted

Table 2 shows that AI is mainly valued for improving efficiency in Nollywood filmmaking. Respondents strongly agree that it reduces production costs and speeds up film production. However, they do not believe AI significantly enhances creativity or improves visual and sound quality. This suggests a cautious attitude toward AI's creative capabilities. Overall, AI is seen more as a technical support tool than a creative driver.

Table 3: Influence of AI-Generated Film on Nollywood's Creative Industry

Impact of AI on creative industry	SA (4)	A (3)	D (2)	SD (1)	Total	Mean	Decision
AI is changing traditional film production methods in Nollywood.	160	110	45	24	339	3.2	Accepted
AI affects creativity and originality in Nollywood films.	110	105	75	49	339	2.4	Rejected
AI is reshaping job roles in the Nollywood industry.	145	120	50	24	339	3.1	Accepted
AI creates both opportunities and challenges for filmmakers.	170	110	35	24	339	3.3	Accepted
AI may reduce the need for some traditional film roles.	100	110	85	44	339	2.4	Rejected

Table 3 reveals that AI is significantly influencing structural aspects of Nollywood. Respondents agree that it is changing production methods and reshaping job roles in the industry. They also recognize that AI brings both opportunities and challenges. However, there is disagreement that AI negatively affects creativity or replaces human roles. This indicates that AI is seen as supportive rather than disruptive to core creative functions.



Discussion

The findings of this study show that AI-generated film is already present in Nollywood, but its adoption is still at an early and uneven stage. Respondents agreed that some filmmakers are aware of and using AI tools, especially for basic production tasks, but they rejected the idea that AI is fully integrated into the industry. This means that AI has not yet become a standard part of Nollywood production practices. The result supports earlier views that digital technologies often spread gradually in creative industries, especially where traditional working methods are still strong (Asemah et al., 2017). It also reflects the idea that technology adoption is shaped by how users perceive its usefulness and compatibility with existing systems (Davis, 1989 as cited in Olise, 2013). In line with technological determinism theory, the findings suggest that technology is beginning to reshape Nollywood production structures, even though human control and decision-making still remain very strong in the industry (Asemah&Omosotomhe, 2016).

On the benefits of AI adoption, the study found that respondents strongly agreed that AI helps reduce production costs and improve the speed of filmmaking. However, they were less convinced about its impact on creativity and visual quality. This indicates that AI is currently valued more as a technical and economic tool than a creative one. This supports the view that technological innovations are often first accepted for efficiency before they are trusted for creative or cultural functions (Schwab, 2017; Manyika et al., 2017). It also aligns with Davis' Technology Acceptance Model, which explains that perceived usefulness plays a key role in adoption decisions (Davis, 1993 as cited in Shittu, 2013). From a technological determinism perspective, the findings suggest that AI is already influencing production efficiency in Nollywood, showing how technology can drive changes in how work is done, even if creative control still rests with humans.

The findings further show that AI is reshaping job roles and production structures within Nollywood, although respondents did not strongly agree that it is replacing traditional film roles. Instead, they see it as creating both opportunities and challenges. This supports earlier studies which argue that digital technologies often transform rather than completely replace human labour in creative industries (Ford, 2019; Webb, 2019). It also reflects concerns about job security and cultural authenticity raised by Obi (2022), especially in industries where human creativity is central. Technological determinism theory helps explain this result by suggesting that technology is a key driver of social and occupational change, as it gradually restructures how industries operate (Asemah, 2016). However, the findings also show that this influence is not absolute, as human creativity and decision-making still play a dominant role in Nollywood production.

Consequently, the study reveals that AI-generated film is influencing Nollywood mainly at the level of production efficiency and industry structure, rather than fully transforming creative expression. While AI is recognised as an important innovation, its adoption is still shaped by caution, limited integration, and concerns about creativity and job security. This supports earlier research that highlights both the opportunities and risks associated with digital transformation in film industries (Borz & De Francesco, 2024; Boulianne, 2023). It also agrees with Asemah-Ibrahim et al., (2022), who note that technological change often brings both progress and uncertainty in professional environments. The findings of this study align closely with the principles of the Technology Acceptance Model, which emphasises perceived usefulness and perceived ease of use as key determinants of technology adoption. In this study, AI is widely accepted for its usefulness in reducing production costs, improving speed, and enhancing productivity, which reflects a strong perception of its practical benefits among Nollywood practitioners. However, the relatively low acceptance of AI in areas such as creativity and visual quality suggests limitations in perceived usefulness within core artistic aspects of filmmaking. Additionally, the finding that AI usage is not yet widespread in daily production points to possible challenges related to ease of use, accessibility, or required technical skills. The recognition that AI adoption is still at an early and



experimental stage further supports TAM's view that acceptance evolves gradually as users gain experience and confidence in a technology.

Conclusion and Recommendations

This study set out to examine the impact of AI-generated film on Nollywood's creative industry and job market. Based on the findings, it is clear that AI adoption in Nollywood is still developing rather than fully established. While awareness of AI tools is fairly high and some practitioners are already experimenting with them, full integration into everyday film production is not yet achieved. The study also shows that AI is mainly valued for improving efficiency, reducing production costs, and speeding up filmmaking processes, rather than for replacing human creativity. Although it is beginning to reshape production methods and job roles, it has not significantly displaced traditional creative functions within Nollywood. Instead, its influence is gradual and structural, with both opportunities and concerns emerging around creativity, employment, and cultural authenticity. It is therefore recommended that:

1. The Nollywood industry should invest in regular training and capacity-building programmes to help filmmakers and industry workers develop the technical skills needed to effectively use AI tools in film production.
2. Government agencies, film associations, and stakeholders should develop clear policies and ethical guidelines to regulate the use of AI in filmmaking, ensuring that creativity, cultural values, and employment opportunities are protected.

Limitations and Implications

This study is limited in a few ways. First, it focused only on Nollywood practitioners in Asaba, Delta State, which means the findings may not fully represent the experiences of filmmakers in other parts of Nigeria. Second, the study relied on survey data alone, which captures opinions at a particular point in time but does not fully explain how attitudes may change as AI technology develops further in the industry. Third, the loss of some questionnaire copies during data collection may have slightly reduced the completeness of the dataset, even though the remaining responses were sufficient for analysis.

Despite these limitations, the study has important implications for the Nollywood industry and policy development. It shows that AI is gradually becoming part of film production, especially in improving efficiency and reducing costs, but its creative and employment effects are still uncertain. This means that filmmakers, industry regulators, and policymakers need to prepare for a gradual shift in production practices rather than a sudden transformation. The findings also suggest that proper training, clear policies, and ethical guidelines will be important in ensuring that AI supports rather than undermines creativity and employment in Nollywood.

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