

Google and Range Media Partner to Fuel AI-Driven Storytelling in Film and Television

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Google has announced a strategic collaboration with Range Media Partners to launch two innovative initiatives, “AI on Screen” and “100 Zeros,” aimed at fostering creative expression and exploring the transformative potential of technology through the art of storytelling. These ventures will fund and co-produce films and television projects that seamlessly integrate artificial intelligence into diverse narratives and critically examine technology’s evolving role in society.

Mira Lane, Google’s Vice President of Technology & Society, stated that “AI on Screen” will specifically commission films that delve into the multifaceted impacts of AI, while “100 Zeros” will serve as Google’s broader production arm, backing a wider range of tech-centric media projects.

The “AI on Screen” initiative invites filmmakers to explore the intricate relationships between humanity and artificial intelligence through the medium of short films. The program aims to nurture these initial concepts into feature-length productions, providing a platform for a diverse array of voices to spark meaningful conversations surrounding the emotional and ethical considerations of integrating intelligent machines into our daily lives.

“100 Zeros” will function as Google’s dedicated film and television production division, supporting both scripted and unscripted projects that showcase the company’s latest technological innovations. According to industry reports, these productions are strategically targeted for distribution on leading streaming platforms, signaling Google’s ambition to influence mainstream media and drive the adoption of its emerging technologies.

The inaugural projects emerging from this partnership include the films “Sweetwater,” penned by Sean Douglas and produced by Nick Gordon (known for his work on the acclaimed film “The Brutalist”), and “Lucid,” written and directed by Sammi Cohen (“You Are So Not Invited to My Bar Mitzvah”). Both films are slated for release later this year.

Google has issued an open call for creative submissions for the “AI on Screen” initiative, inviting filmmakers to connect directly with Range Media to present their emotionally-driven short film ideas across various genres, including science fiction, drama, and thrillers. The focus is on original storytelling perspectives that align with the vision of exploring the future of AI.

This collaboration underscores the growing recognition of AI as a valuable and increasingly integrated component of the entertainment industry. Beyond this partnership, prominent figures such as the Russo brothers are investing in AI-powered filmmaking tools, and James Cameron has joined the board of directors of Stability AI, indicating strong support for AI’s role in the future of cinematic creation.

AI is poised to enhance efficiency and unlock new creative avenues for filmmakers, revolutionizing both the process of storytelling and the audience experience. This partnership between Google and Range Media signifies a significant step towards shaping the future landscape of AI in Hollywood and beyond.