

ITTV to Host Two Industry Conversations on the Future of Intellectual Property at the Venice International Film Festival

*How Hybrid AI, the Creator Economy and Hollywood Are Redefining the Journey from Idea to Global Screen
ITTV Brings the Conversation to the Venice Film Festival*

LOS ANGELES, CA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- The entertainment industry is entering a new era of intellectual property.

For decades, great stories followed a familiar path: a book became a screenplay, a screenplay became a film, and studios controlled much of the creative and commercial journey. Today, that model is rapidly evolving. Artificial intelligence, creators, online communities, and new technologies are changing not only how stories are produced, but also where intellectual property originates, how it grows, and who ultimately brings it to audiences.

Against this backdrop, ITTV International will bring two timely conversations to the Venice International Film Festival, examining the entire lifecycle of tomorrow's intellectual property: from the emergence of Hybrid AI and creator-driven ecosystems to the adaptation of successful literary IP into globally distributed film and television.

Held on September 4 and 5 at the Veneto Region Pavilion – Veneto Film Commission at the Hotel Excelsior, the discussions will bring together executives from Amazon MGM Studios, leading producers, technology entrepreneurs, and legal experts to explore one of the industry's defining questions:

How will the next generation of intellectual property be created and how will it become the next global success?

Among the featured speakers are Nicole Morganti, Head of Originals, Southern Europe at Amazon MGM Studios; Raffaella Leone, Co-CEO of Leone Film Group; Paola Lucisano, Managing



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Director of Lucisano Media Group; the founders of Synthetic Frame; and Leonardo Paulillo, intellectual property attorney and Secretary General of Audiovisivo Italiae.

"The future of entertainment isn't about artificial intelligence replacing creativity, it's about Hybrid AI empowering creators and opening new opportunities for ideas to emerge, evolve, and ultimately reach audiences worldwide," said Valentina Martelli, Founder & CEO of ITTV International and Co-Founder & CEO of Synthetic Frame. "For the first time, intellectual property can originate simultaneously

from creators, communities, technology, and traditional publishing. The real challenge is building an ecosystem where these worlds work together, where Hybrid AI amplifies human talent, creator-driven innovation connects with established production and distribution, and great

stories can become the next global franchises. That's the conversation we're bringing to Venice."

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Valentina Martelli - Founder and CEO of ITTV International

Now in its eighth edition, ITTV International has become a platform where Hollywood executives, international producers, technology innovators, investors, creators, and policymakers come together to discuss the future of storytelling.

Founded by Valentina Martelli and Cristina Scognamillo, ITTV connects entertainment, technology, and business through curated conversations, executive networking, and initiatives focused on intellectual property, emerging

technologies, and international collaboration.

Earlier this month, ITTV International was honored with an official Proclamation from the City of Los Angeles recognizing its contribution to promoting intercultural dialogue through audiovisual storytelling. The honor was presented during the Italian Ferragosto celebration—created and produced by ITTV International in partnership with Little Italy of Los Angeles—which brought together civic leaders, entertainment executives, filmmakers, and the Italian-American community for a celebration of Italian culture and cinema, culminating in a public screening of Disney and Pixar's Luca in San Pedro. The recognition further underscores ITTV's growing role as



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a bridge between Hollywood and the international entertainment industry.

Conversation One

Creators, Communities & Intellectual Property in the Age of Hybrid AI
Can Hybrid AI Unlock the Creator Economy?

Artificial intelligence is reshaping the economics of creativity. But rather than replacing storytellers, a new generation of Hybrid AI tools aims to empower creators, enabling independent talent, online communities, and emerging intellectual property to connect with the traditional entertainment ecosystem.

The conversation will explore how Hybrid AI can accelerate creativity while protecting authorship, strengthen the creator economy, and create new pathways between emerging IP and established production, financing, distribution, and rights management.



Conversation Two

From Book to Screen: The Prime Video Model

How Great Intellectual Property Becomes Global Entertainment

As Prime Video celebrates ten years in Italy, executives behind some of its original productions will discuss how literary works become internationally successful films and television series. Using Love Me Love Me and Non è un Paese per Single as case studies, the conversation will examine the editorial choices, creative partnerships, and production strategies that transform compelling intellectual property into stories capable of reaching audiences around the world.

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