

Artificial intelligence represents a qualitative transformation in the drama production industry, as it provides applications and technologies that have contributed to developing the various stages of television series production and improving their artistic and technical aspects. The study recommended expanding the use of artificial intelligence technologies in production institutions, including their applications in academic curricula, and establishing legal and ethical controls to regulate their use in a way that contributes to the development of the television drama industry. The research falls within the framework of descriptive analytical research, and adopted the survey approach using the method of medium survey, and was based on content analysis as the main tool for collecting data, supported by direct scientific observation and interviews with a number of specialists, and was applied to the research community represented by local, Arab and foreign series that employ artificial intelligence in production, with data processing using appropriate statistical methods. This study started from a problem represented in revealing the nature of employing artificial intelligence technologies in the production of television series, their most prominent applications, the level of their use in the production stages, and the similarities and differences in their employment between local, Arab and foreign series, as well as explaining their impact on developing the artistic and technical aspects, image quality, visual effects and television directing. The study concluded that artificial intelligence technologies have become an effective element in developing the production of television series, and have contributed to improving image quality and visual effects and expanding artistic and directing capabilities, while remaining a supporting tool for human creativity. The study aimed to identify the most prominent applications of artificial intelligence used in the production of television series, monitor the stages of their employment, reveal the nature of their use, and demonstrate the extent of their contribution to developing the quality of the drama product. The study showed that all the works in the research sample employed artificial intelligence techniques to varying degrees, and deepfake technology topped the techniques used, followed by visual effects generation techniques, then sound reproduction and automated character generation.