# Fable Studio Introduces Showrunner: An AI-Generated Streaming Service for Animated TV Shows



**Showrunner Launches AI-Generated Streaming Service for Animated Content**

**New York, NY – May 31, 2024:** Fable Studio has unveiled a new AI-powered streaming service named Showrunner. This platform allows users to generate animated TV shows and episodes using brief text prompts.

The service, currently in its initial phase, is focused exclusively on animated content. Users can create their own shows or episodes by providing prompts as short as two words. Among the debut line-up are "Exit Valley," a satire blending elements of "South Park" and "Silicon Valley"; "Ikiru Shinu," a dark horror anime; "Pixels," featuring anthropomorphic tech devices reminiscent of Pixar films; and "The Prize," a reimagining of "Star Trek."

Edward Saatchi, CEO of Fable Studio, likens Showrunner to "the Netflix of AI," enabling viewers to generate new episodes of their favorite series at will. This capability has already drawn considerable interest from Hollywood, although it could also provoke legal challenges, particularly if users incorporate characters from existing popular shows.

Showrunner previously garnered attention for releasing an AI-generated episode of "South Park" during last summer's Hollywood workers' strike, a move that was met with mixed reactions. Despite potential legal and industry concerns, the service aims to revolutionize the consumption and creation of animated content.