

facial
composite by
a neural
network

_interactive branded content
_Fisher series promo
_more.tv



Mass media
industry is full of

useless content



from AI

But AI's visual processing and image generation capabilities can benefit humans and society — in forensic science, for example.

70%

of crimes in Moscow are solved with the use of smart video surveillance.

4240

criminals have been identified using cameras.



99%

accuracy level of a system that identifies suspects based on their gestures.

In the crime drama series *Fisher* from more.tv based on true events that took place in the Odintsovo District near Moscow, the investigator has to work with just one clue — a vague drawing of the boy-witness.



what if
a neural net
entered
the case?

Профессор зла

Мужчина в годах, аристократ. Очень тощ и высок. Лицо бледное, сухое, кажется еще более болезненным из-за глубоко запавших глаз. Уравновешен и чрезвычайно спокоен, чем внушает страх и тревогу окружающим.


В прошлом профессор математики. Был главой лондонской криминальной сети. Погиб, сорвавшись с обрыва.

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To promote *Fisher* — a crime drama series made for more.tv — we created a special interactive feature where any user could try his/her skills as a detective.



neural
network **VS**
forensic
artist

We invited a forensic artist specifically for the project

and asked him to make a few sketches based on our descriptions.

At the same time, we used the same descriptions to generate sketches using AI.

As a result, we created five pairs of sketches of iconic literary villains.



Middle-aged male, aristocrat. Very skinny and tall. Face pale, dry, looks even more wan because of deep sunken eyes. Self-contained and extremely calm, which inspires fear and anxiety.



Young man with dark eyes. Thin and pale yellow face, dark blond hair, above average height, thin and slim. Badly dressed, his suit and his hat are in such a dire state that even a poor man would refrain from wearing them.



Users could not only compare images, but also try to guess the famous villains from the world bestsellers.

Have you guessed who they are yet?

Вас охраняет нейросеть: как искусственный интеллект помогает искать преступников

In a longread, based on the example of a real crime used as a story basis in the *Fisher* series, we explained what technology could have been useful to criminal investigators of the Perestroika era.



results

1 times

higher than benchmark was conversion to a brand website.

59%

longer user engagement with the project compared to benchmark.

+ 1

useful and entertaining AI-based project in the industry.