

Four tech leaders recommend Katzenberg’s AI-and-creativity essay

Recommended Reading from Tech Founders

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Jeffrey Katzenberg’s essay links AI’s creative potential to the terms on which artists participate; Martin Casado, Aaron Levie, Elon Musk, and Chamath Palihapitiya all endorsed it.

Strongest recommendation

The World is Changing: AI For Creativity — essay by Jeffrey Katzenberg. [1]

Four tech leaders pointed readers to it: Martin Casado called it “Amazing” and said “Please read”; Aaron Levie praised its vision for AI and the creative industries; Elon Musk called it a thoughtful piece; Chamath Palihapitiya said it was worth reading. [2, 3, 4, 5] Levie identifies the central upside: Katzenberg expects lower barriers and costs to produce more films, more studio risk-taking, and new forms of storytelling, while creative skill and taste remain important. [3]

Katzenberg’s case is not simply that technology grows the medium. He notes that earlier film transitions displaced workers, and recounts that DreamWorks’ move from hand-drawn to computer animation cost some people their place in the industry. [1] His prescription is to build with storytellers, with credit, consent, and compensation, then debate what fairness requires rather than frame the issue as tools versus no tools. [1]

Why it matters: For anyone assessing AI in media, the essay pairs its forecast of more films and new storytelling forms with the concrete question of who sets the terms and whether artists’ work is credited, used with consent, and compensated. [1]

Sources

1. X post by @jeffreykWNDR
2. X post by @martin_casado
3. X post by @levie
4. X post by @elonmusk
5. X post by @chamath