

Astra Studios and Verse Innovation Launch the Astra-Spark Alliance at Mipcom, Opening an Ai-Native Co-Production Model to Global Studios, Streamers and Brands



Mipcom Cannes, 14 Oct 2026: Astra Studios, backed by India ' s leading production house Homble Group, and VerSe Innovation today joined forces to form the Astra-Spark Alliance. The announcement coincides with Astra Studios' launch of AstraLabs, its technology IP arm. The two companies will co-develop and take to market an AI-native production architecture built on SparkStation, VerSe's AI Content Operating System, which is a unified creative workflow platform that orchestrates the entire content creation journey from ideation and scripting through storyboarding, asset generation including casting, locations, costumes, multi-angle shots, music and dialogue, editing, captioning, rendering, ad formats and distribution live in one continuous pipeline. The alliance combines Astra's cinematic craft and production expertise with SparkStation's continuity AI engine and end-to-end pipeline. The aim is high-quality professional-grade film, series, animation and brand content at a speed and cost the industry has not seen before.

The problem it solves: AI can produce compelling images, but it has not reliably carried a filmmaker's vision through an entire project. Continuity of faces, wardrobe, locations and performance across shots and sequences is the main reason AI video has not entered professional workflows. Production cost has long limited which stories get made. AstraSpark addresses both: it moves AI from compelling images to coherent storytelling, with artists and production teams directing every stage.

At the heart of Astra-Spark is a slate of original properties designed to prove that AI can move beyond striking images to deliver coherent, cinematic storytelling at scale. The alliance combines Spark Station's cinematic continuity AI engine with AstraLabs' story telling and production craft, creating a new production architecture for filmmakers, streamers, broadcasters, advertisers and immersive creators - while powering Astra's own VFX and animation slate. The ambition is simple: preserve creative intent from the first frame to the final cut, while radically expanding what can be imagined and produced.

What each partner brings

ASTRALABS BY ASTRA STUDIOS

The craft: what makes AI output cinema

Cinematic craft and production discipline across animation, VFX, games art, immersive and branded content.

AstraLabs, Astra's new technology IP arm, builds real production needs into the workflows, from story development and shot construction to final refinement.

Via the Astra-Spark Alliance, an original slate built on the architecture and its proving ground.

A live client base: VFX and animation work with leading film and ad houses, the first route to market.

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