Concerns

1

Transparency

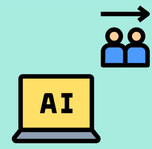
Use of creatives' own work in AI training, and detecting use of AI in content generation, software and businesses.

2

Power dynamics

Coercion in gathering data and/or in contractual agreements.

3



Job displacement

Generative AI replicating voices, generating faces, and composing music to replace workers in key industries.

4

Big business and profit motives

Feeling that the government favours interests of large corporations over freelance workers.

5

Bias

Lack of diverse voices and cultural references in language models could narrow content and reinforce representation issues.

6

IP impacts

Unauthorized use of creatives' intellectual property and copyright a critical unresolved issue.

7

Oversaturation

Oversaturation of the market, especially with low quality pieces, leading to a race to the bottom for content.

8

Career development and skills gaps

Uncertainty about how new AI tools will impact career and skills development and how social and material aspects of creative work might shift.

9

Broader societal impact

Worry that AI could impact how art fosters recognition, connections and social bonds beyond financial concerns.

Opportunities

Supporting parts of the creative process

- AI as a new creative tool for live performance or other kinds of artistic production.

Automating mundane or time-intensive tasks

- AI making people more efficient, freeing up time for more creative tasks.
  - TV producers encouraged by big broadcasters to use AI to save time.
  - Writers using AI to assist with labour intensive task of typing.
  - Creatives able to earn more by speeding up their productivity.

Increasing accessibility

- GenAI lowering cost and level of skills needed to mixing and master music tracks, or create and edit films and other forms of content.
- Live transcription and translation or preparing responses for emails supporting access for deaf and neurodivergent people to creative careers.

New work opportunities

- AI-enhanced support roles.
- Expanded production functions.
- Marketing and promotion.
- Workflow innovation in creative services.

Supporting parts of the creative process

- Helping with writers' block.
- Fixing mistakes in video shooting, images, or sound either in production or on-the-go.
- Increasing efficiency for actors' preparation and research
- As a rhyming tool.

Change

Concerns about the uncertain future shaped by generative AI

Future uncertainties

Fear of AI

Fear about what a future with AI will look like.

Mental Health Impacts

Concerns about AI's future uses are affecting mental health, with reduced energy and motivation for creative work.

Changes in how creative professionals, or creativity, are valued

Changes in Value

Shifting Values

Concern over how creative professionals and creativity are valued due to generative AI.

Increased Productivity Expectations

Growing emphasis on productivity driven by generative AI.

Efficiency Over Quality

Efficiency is being prioritized at the expense of creative quality.

The nature of creatives' work is also seen to be changing

Changing roles

Role Transformation

Creative roles, like art directors, are shifting to overseeing AI rather than creating from scratch.

Process Automation

Generative AI is speeding up processes, such as editing, but reducing paid opportunities for professionals.

Focus on AI Oversight

Editors are increasingly overseeing and refining AI-generated outputs rather than doing traditional tasks.

Task Replacement

Tasks like transcription are now handled by generative AI, cutting into paid work for professionals.

Rapid pace of change driven by generative AI

Pace of change

Impact of speed

Sense that changes are happening too fast, skills are being lost and wanting to slow down change.

Increasing expectation for creating more from less

More from less

Team Downsizing

Teams are shrinking as generative AI is seen as a tool to boost efficiency.

Workload Intensification

Workloads are growing heavier, with rising productivity demands.

Stress and Mental Health

Intensified work environments lead to increased stress and poorer working conditions.

Increased Expectations

Creative professionals are expected to produce more work in less time for lower pay.

Reorganisation of workplace relationships and changing dynamics within teams

Workplace dynamics

Workplace Reorganisation

Changes driven by generative AI are reorganising workplace relationships and team dynamics.

Loss of Collaboration

There is a risk of losing the collaborative process of team-based work.

Consistencies

The use of generative AI accelerates a long-standing deterioration in working conditions and paid opportunities.

Long-term decline

Historical Exploitation

Generative AI is viewed as part of a broader, long-term decline in working conditions. Contracts dating back to the early 2000s often included clauses allowing recordings to be reused, repurposed, or reshared without additional compensation.

Accelerated Deterioration

With generative AI, this decline is accelerating as fewer opportunities for paid work remain available to creative professionals.

Contracts increasingly exploit creatives by retaining their data for generative AI model training.

Contractual challenges

Retention of Creatives' Data

Increasingly exploitative contractual processes where clauses now retain creatives' data—such as voice recordings, likeness, writing, or images—for training generative AI models.

Lack of Substantial Change

These challenges are not entirely new but represent a continuation of earlier exploitative practices, further deteriorating the conditions for creative professionals.

Generative AI exacerbates pre-existing exploitative practices, reducing fair opportunities for creative work.

Exploitative practices

Worsened Working Conditions

Generative AI is aggravating pre-existing exploitative practices in the creative industries. For example, some orchestras have adopted pre-recorded backing tracks alongside live musicians, reducing opportunities for paid work.

AI Replacing Paid Work

Concerns that AI-generated content will further reduce paid opportunities for professionals, that this is likely to accelerate and nothing will change this cycle.

Creatives are forced to compete with algorithm-driven, less skill-based content that prioritizes quantity over quality.

Content competition

Prioritization of Quantity Over Quality

Creative professionals expected to produce larger volumes of work in shorter timeframes.

Reduced Recognition for Talent

Viral or algorithm-driven content overshadowing work that requires significant creative skill and effort, forcing creatives to compete in an uneven environment.

Creative professionals face fewer commissioned opportunities and declining paid work across industries.

Commissioning crises

Decline in Commissioned Work

Wider digital changes and the rise of social media are reducing opportunities for creatives, with paid commissions for new work already in decline and this being exacerbated by generative AI tools.

⚠️ Limitations

Devaluing human creativity and capabilities

- AI risks reducing reader interest in comics, undermining their cultural and financial value.
- Easy to tell when something was written with AI, which might change how the reader reacts to the writing.
- AI lacks skills and understanding of the craft compared to human animators.
- GenAI produces nonsensical content without human connection.
- Inability of AI to build relationships.

Replication of the past instead of production of the new

- AI used to represent past structures is only replicating those structures.
- AI used replicate/imitate/replace someone with an existing skill.
- Gen AI creating versions of creative expression that mimic the past and hold audiences back from embracing the new.

Not fit for purpose

- AI tools not being good at the tasks they offer.
- Poor quality outcomes, for example AI translation missing the meaning.
- Scepticism AI can replace human mastery of tasks developed over a lifetime.

IP Protection

Strengthen Copyright Laws

Participants stressed the urgency of developing strong IP protections and systems of compensation to uphold the rights of creators.

Compensation for Training Data

Compensation is needed for creatives whose work has already been used to train models.

Future Safeguards

As well as having mechanisms in place to compensate those whose work may be used in the future.

Transparency in AI Use

Transparent systems allow creators to see how their works are used in training AI models and ensure proper compensation mechanisms.

Moral Rights

New Moral Rights for Creatives

New moral rights should be introduced to protect creatives' work being used in ways they would object to

Preservation of Artistic Intent

Protecting work from being used in objectionable ways inherently preserves the original intent of the creator.

Right to Decline Use

Protect talent from their work being used in things they don't agree with.

Public Awareness Campaigns

Awareness campaigns can help ensure wider understanding of why moral rights are necessary and how they protect creative industries.

Freelancer Protections

Tighten Contracts

Ensuring contracts are tight in future so people don't fall through any loopholes... especially when it comes to AI.

Choice and Consent

It is vital that freelancers have a meaningful choice over the way their work or their data are used without fear of losing work.

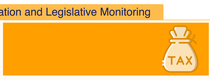
AI Exploitation Safeguards

Developing protections and safeguards for freelancers most at risk from the increasing use of generative AI.

Equal Employment Rights

Greater employment rights for freelancers and addressing their vulnerability in the creative ecosystem.

Taxation and Legislative Monitoring



AI Taxation Fund

New taxation on industries using AI to pay for a fund to support creatives experiencing loss of work.

Continuous Evaluation

Continuous evaluation of legislation to ensure it keeps pace and is fit for purpose in the context of rapidly developing technology.

Monitoring AI Use

Monitoring helps assess whether AI technologies are being applied ethically and effectively.

Support for Upskilling

AI taxation funds could be used to help creatives adapt to changes by funding training programs.

International Collaboration

Global Policy Harmonisation

Policy and regulatory actions are needed at an international – or even global – level.

Cross-Border Union Collaboration

Participants frequently emphasised the importance of joined-up approaches across unions and creative industries.

Shared Ethical Standards

Shared standards ensure consistency in protections and ethical AI usage globally.

Data and IP Sharing Agreements

Agreements across countries can safeguard the misuse of data while ensuring fair compensation for international creatives.