# Creative professionals unite against AI misuse of artistic works



In a significant move highlighting rising tensions between the creative industry and emerging technology, actors, writers, musicians, and journalists have united to voice their concerns over the use of creative works in AI training. Among the high-profile figures are actor Kevin Bacon, Nobel laureate novelist Kazuo Ishiguro, The Cure's musician Robert Smith, and journalist Sidney Blumenthal. These influential individuals are part of a broader group comprising 11,500 signatories who have taken a stand against what they describe as the "unlicensed" use of creative content for training AI models.

The petition argues that using creative works without permission for generative AI training represents a substantial threat to the livelihoods of artists and creators. According to the signatories, such practices jeopardize the value and integrity of original works and, as such, should be restricted.

The backdrop for this petition includes ongoing deliberations among lawmakers over the protection of data and creative content. Recent reports indicate that the UK government is contemplating an 'opt-out' framework for content that might be utilised in AI technology, suggesting an increasing awareness and potential regulation in favour of creators' rights.

Ed Newton-Rex, a British composer and former executive at Stability AI, orchestrated the petition. Newton-Rex highlights significant anxiety within the creative community about AI companies' approach to collected works, describing the use of the term "training data" as a diminution of the human effort and creativity involved in producing art and literature.

This initiative underscores a growing conflict between technological innovation and intellectual property rights. It reflects broader concerns regarding how AI technologies are developing and the ethical implications of their methodologies.

As discussions around the regulation of AI content scraping continue, the petitioners hope to influence policy in a way that protects creative professionals and preserves the integrity of the creative process. This development comes amid a global conversation about the balance between technological advancement and the protection of individual contributions in the digital age. The outcome of these discussions could have lasting implications for both creators and AI developers alike.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www3.weforum.org/docs/39655_CREATIVE-DISRUPTION.pdf> - This report from the World Economic Forum and McKinsey & Company discusses the impact of emerging technologies like AI, AR/VR, and blockchain on the creative economy, including the potential threats to artists' livelihoods and the need for new regulatory frameworks.
* <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/how-do-emerging-technologies-affect-the-creative-economy> - This article summarizes the findings of a joint project by McKinsey & Company and the World Economic Forum, highlighting the changes in value chains for creative content and the potential for blockchain to alter artists' control over their work.
* <https://hbr.org/2023/04/how-generative-ai-could-disrupt-creative-work> - This Harvard Business Review article explores how generative AI could disrupt creative work, including scenarios where AI augments human work, creates cheap content, or leads to a premium for human-made creative work, reflecting concerns about the impact on creators' livelihoods.
* <https://www.creativeboom.com/tips/where-the-creative-industry-is-heading-and-how-to-survive-the-next-15-years/> - This article discusses the future of the creative industry under the influence of AI and other emerging technologies, highlighting the need for creatives to adapt and the ethical implications of using AI tools.
* <https://pec.ac.uk/research_report_entr/the-networked-shift-a-creative-industries-foresight-study/> - This report details the networked shift in the creative industries, including changes in creative and consumer behaviors driven by digital technologies and automation, which aligns with the broader context of technological impact on creative work.
* <https://www.noahwire.com> - Although not directly linked to the specific content, this source is mentioned as the origin of the information about the petition and the concerns raised by creatives regarding AI training data.
* <https://www3.weforum.org/docs/39655_CREATIVE-DISRUPTION.pdf> - This report also discusses the ethical implications and regulatory needs arising from the use of emerging technologies in the creative economy, reflecting the broader conflict between technological innovation and intellectual property rights.
* <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/how-do-emerging-technologies-affect-the-creative-economy> - The article further elaborates on how technology platforms influence editorial decisions and content distribution, which is relevant to the concerns about the use of creative works in AI training.
* <https://hbr.org/2023/04/how-generative-ai-could-disrupt-creative-work> - This article highlights the potential for generative AI to significantly alter the incentive structure for creators, which is a key concern in the petition against unlicensed use of creative content for AI training.
* <https://www.creativeboom.com/tips/where-the-creative-industry-is-heading-and-how-to-survive-the-next-15-years/> - The article emphasizes the need for creatives to stand firm against work that contradicts their values, reflecting the ethical stance taken by the petitioners against the unlicensed use of creative works.
* <https://pec.ac.uk/research_report_entr/the-networked-shift-a-creative-industries-foresight-study/> - This report touches on the adaptive innovation and the changing landscape of the creative industries, which is pertinent to the ongoing discussions about balancing technological advancement with the protection of individual contributions.
* <https://techcrunch.com/2024/10/22/thousands-of-creatives-sign-petition-against-ai-data-scraping/> - Please view link - unable to able to access data