



AI: STOP THE *THEFT*

CREATIVE AND MEDIA WORKFORCE SPEAKS UP

○ **The tech industry likes to talk up the opportunities of Artificial Intelligence while brushing aside the legitimate concerns of creators and audiences about the rollout of this technology.**

For creative and media workers – and the audiences they serve – the challenges of AI include the theft of original ideas, the undermining of the credibility and authenticity of artistic and media content, along with the loss of jobs and the degradation of conditions in creative and journalistic work.

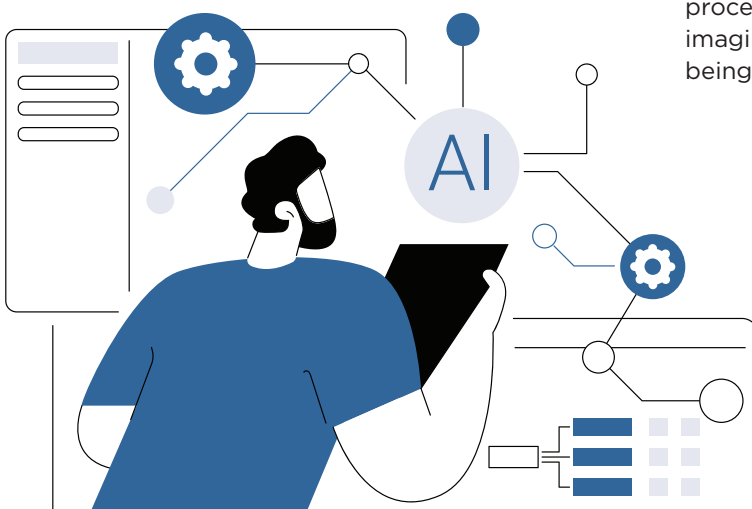
While still in its formative stages, AI has already been the subject of allegations of copyright theft by Australian artists and writers, along with revelations that AI websites are plagiarising the work of journalists.

Australia's storytellers, artists, actors, dancers, and musicians form the heart of our country's unique culture; they are respected worldwide for their creativity, talent, and imagination.

Meanwhile, the health of our democracy and civil society is reliant on the commitment and tenacity of our journalists who deliver public interest journalism that informs and holds the powerful to account.

Since the beginning of human history, technological change has influenced how we engage in artistic and cultural expression and how we tell stories.

However, we must not forget that these creative processes have always derived from the imagination and technical skill of the human being at their centre.



EXECUTIVE SUMMARY

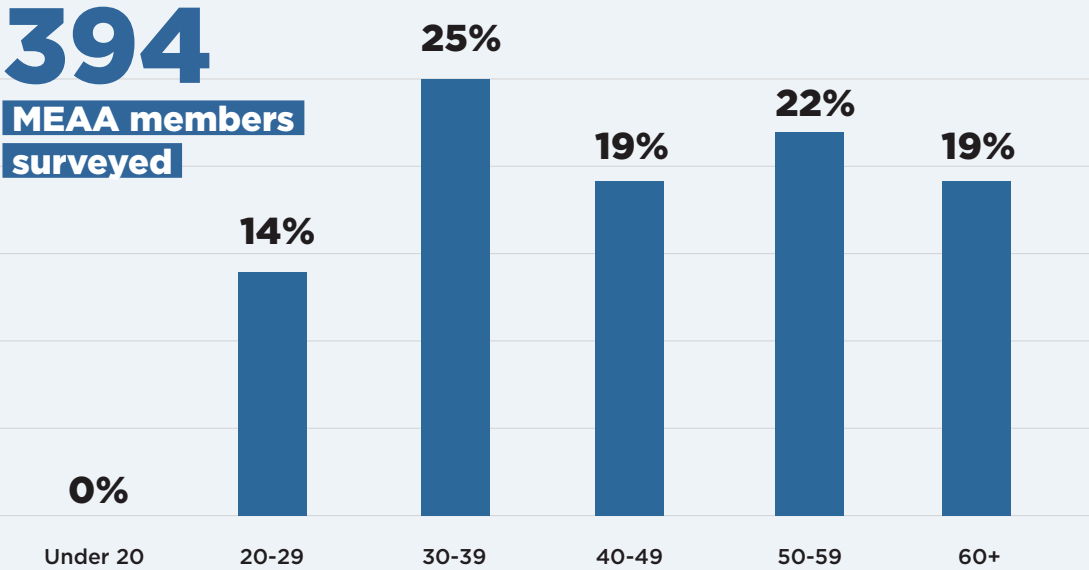
This report explores how Media, Entertainment & Arts Alliance members working in the creative and media industries view AI.

It provides insight into their attitudes to AI as well as AI-specific concerns, ranging from the loss of human-led creativity to job losses.

The results of this survey and other feedback from members will inform MEAA's policy advocacy on this issue.

Between March and April 2024, MEAA surveyed 394 members about their views, with survey respondents coming from all sections of the membership, including actors, voice-over artists, film and post-production crew, musicians, performers, communications professionals and journalists.

Age group of survey respondents Fig. 1



“*Production systems and a reduced care by management for quality took away sub-editors’ jobs. Now AI will take away journalists’ jobs.*”

- Journalist

SURVEY RESULTS

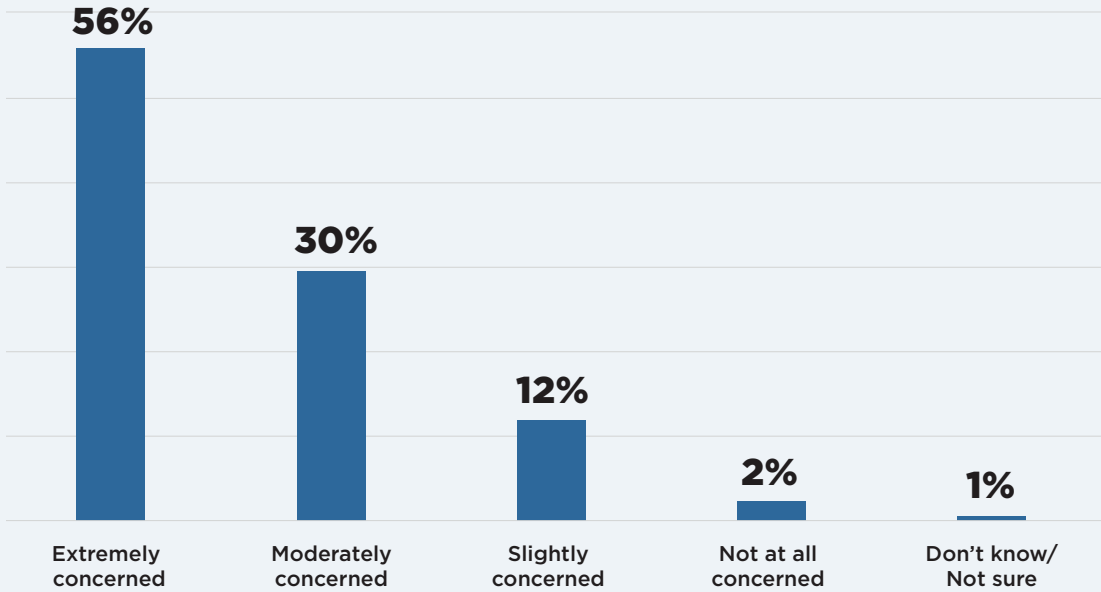
Attitudes towards AI

MEAA members have significant concerns about a range of issues related to the rise of AI.

Survey respondents report a high level of general concern about AI as well as high levels of concern about specific issues.

More than half report that they are extremely concerned about AI, while a further 30% are moderately concerned. Just 2% of members say they are not at all concerned about the rise of AI.

How concerned are you about the rise of AI? Fig. 2



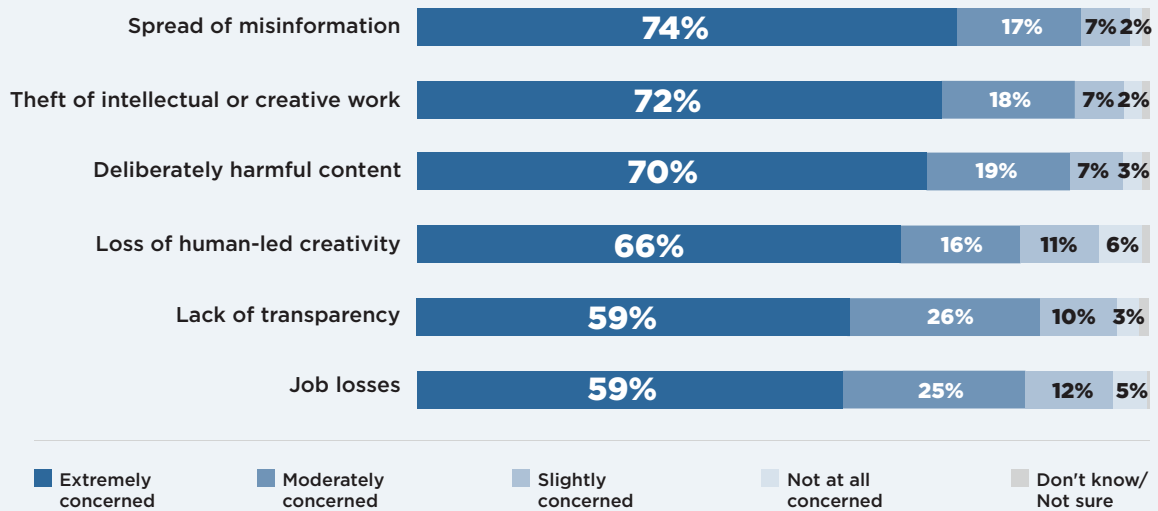
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My main concerns are regulation, copyright infringement [and] job losses in an already challenging industry that is often undervalued.

- Musician

65%
OF WORKERS WORRY
THAT THEIR JOB WILL
BE REPLACED BY AI

Concern about potential AI-related issues? Fig. 3



81%

OF WORKERS SAY AI RELIES ON THE THEFT OF INTELLECTUAL PROPERTY AND COPYRIGHT MATERIAL

Members also report high levels of concern regarding several AI-related issues.

The majority of members are extremely concerned about the potential spread of misinformation (74%), as well as theft of intellectual or creative work (72%).

The possible proliferation of deliberately harmful content (for example 'deep-fake' pornography but also material that seeks

to blackmail, intimate, or scam others) is an extreme concern for 70% of respondents, while two-thirds are concerned about the potential loss of human-led creativity.

Other key concerns include a lack of transparency about how AI models work (with 59% reporting extreme concern) and AI-related job losses (59%).

These concerns were interrogated further, with propositional questions put to respondents. This revealed that two-thirds of members (65%) worry that their job will be replaced by AI, and that four in five members (81%) agree that AI relies on the theft of intellectual property and copyright material.

This provides further evidence of high levels of concern across the board about the potential social and industrial consequences of AI use.

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...anything written by a computer program can be manipulated and the real danger is that news will either be inaccurate or be little more than PR propaganda or both.

- Journalist

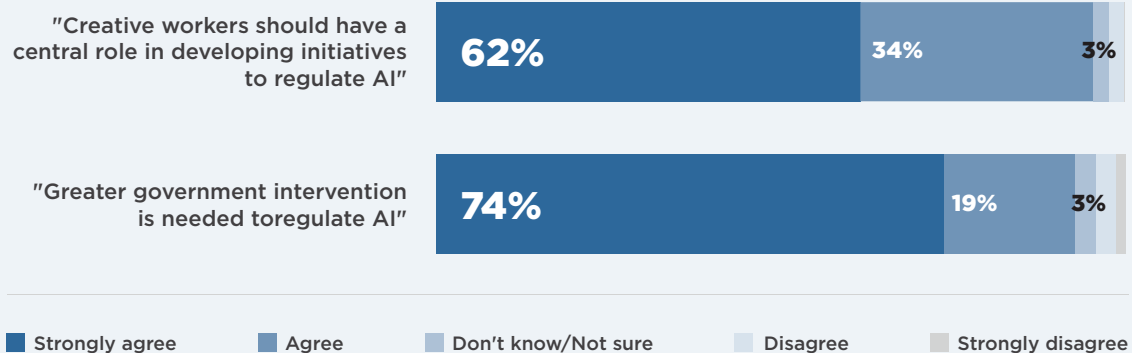
The role of government

It is clear that AI requires decisive action from policymakers, and the government's current inquiry into the opportunities and impacts for Australia arising out of the uptake of AI technologies is a necessary first step.

The survey asked members what actions they would like governments to take, revealing that there was a very high level of agreement on two proposed steps to deal with AI.

Members overwhelmingly agree that greater government intervention is needed to regulate AI (93%). A similar proportion overwhelmingly agree that creative workers should play a central role in developing initiatives to regulate AI (96%).

Views on regulation? Fig. 4



The great tragedy is that there will be fewer and fewer artists; innovation and creativity will potentially falter.

- Journalist



Identity and livelihood theft - how can this NOT be illegal? How can my government not implement laws to protect me and my fellow voice-over artists?

-Voice artist



AI 'art', AI 'news' sites, and chatbot generated articles are a scourge on the internet. As a fact-checker for an online publication I am constantly wading through AI-generated muck to find useful sources.

- Journalist