

As leaders at Disney, we are facing tough ethical questions about deepfake tech in our films and ads. It is important, and we need to think carefully about what it means for us legally, morally, and how folks see us. Let us break down these questions and really think about what is right.

When actors or their estates give the green light and are treated fairly, using deepfakes in movies can open new avenues for creativity and storytelling. But there are important ethical issues to think about concerning consent, portrayal, and how audiences might see things. From an ethical point of view, it is important to make sure we respect the people who are being shown in deepfake videos. The stuff we make with deepfake technology should match what the actors or their families would want, and we should be clear about when we are using deepfakes, so people know what is going on.

Even though deepfakes can make movies look cooler, we must be careful not to use them in ways that could hurt people or make things seem different than they really are. When we decide whether to use deepfakes in movies, we should think about treating everyone with respect, being honest about what we are doing, and keeping art true to its original intentions.

The use of deepfakes in TV advertisements presents unique ethical challenges, particularly in terms of truthfulness, consumer trust, and social responsibility. While deepfake technology may offer advertisers new creative possibilities, it also raises concerns about deception and manipulation. Letting deepfakes show up in TV ads could make people doubt if what they are seeing is real or not. It might make it harder for folks to tell if an ad is honest or not, which could make them skeptical about advertising in general. Plus, there is a worry that people might use deepfakes in ads to trick folks or mess with their heads. It could end up hurting people or spreading bad stereotypes through sneaky advertising.

Considering these ethical considerations, Disney should exercise caution in allowing deepfakes in TV advertisements. Upholding principles of truthfulness, and consumer protection should guide our decision-making process, with clear regulations and ethical guidelines established to ensure responsible use of deepfake technology in advertising.

Deepfakes could really shake up trust in the information and entertainment worlds by making it hard to tell what is real and what is not. With deepfake tech getting better and easier to use, there is a bigger chance of spreading false info, messing with people's heads, and fooling folks.

In the entertainment world, using deepfakes might make people wonder if what they are seeing is real or not. It could shake up how folks trust visual stuff, especially when it is about people. Likewise, in the news and info world, having lots of deepfakes around can mess with how trustworthy journalism is and how folks talk about stuff.

To tackle these tough parts, Disney needs to make sure it is being open and honest, taking responsibility, and sticking to high ethical standards with deepfake stuff. We should try out stuff like teaching people how to spot fake stuff, using tech to check content, and setting clear rules for how deepfakes are made and shared. These steps can help keep folks trusting what we do and make sure our industry stays on the up and up.

In conclusion, it is important for us as Disney execs to think carefully about using deepfake tech. We must weigh the good stuff it could bring against the possible problems, all while making sure we're doing right by people and keeping folks trusting what we do.