

## Actors launch campaign against AI 'show stealers'

21 April 2022 By Chris Vallance

Technology reporter

**Actors' livelihoods<sup>1</sup> are at risk from artificial intelligence (AI) unless the law changes, a union<sup>2</sup> warns.**

Equity, the performing arts workers union, has launched<sup>3</sup> a new campaign, "Stop AI Stealing<sup>4</sup> the Show".

AI can use samples<sup>5</sup> of an actor's voice or face, to generate content including so-called "deep fakes".

"From automated audiobooks to digital avatars, AI systems are now replacing skilled<sup>6</sup> professional performers" the union says.

(...)

For example actors may work with AI firms to create systems that can generate artificial voice-overs or to help them create digital "avatars".

And "synthetic" performances can be created using AI, in some cases even allowing deceased<sup>7</sup> actors to appear in films.

While AI-generated performances can be a useful creative tool, the union is concerned that actors may not always be able to control the use of their likeness<sup>8</sup>, or their likeness may be used without consent or adequate remuneration.

AI generated "deep fake" videos of celebrities have become increasingly<sup>9</sup> popular online.

Actor Talulah Riley who supports the campaign told the union "As a performer, it is vital that my voice and my image are my own, no matter how easily and cheaply those things can be digitally replicated. I believe that performers must be rewarded<sup>10</sup> fairly for the content we create."

One respondent to the survey<sup>11</sup> told the union: "In the last six months, my voice has been used in huge marketing campaigns by global companies. I don't receive a penny, even though I believe my contract does not allow for third party advertising."

<https://www.bbc.com/news/technology-61166272>

- 1) What are the possible uses of deepfakes in movies?
- 2) Why is the union concerned with<sup>12</sup> the development of deepfakes?
- 3) What do actors want?

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<sup>1</sup> Moyens de subsistance

<sup>2</sup> syndicat

<sup>3</sup> Launch : lancer

<sup>4</sup> Steal : voler

<sup>5</sup> échantillons

<sup>6</sup> qualifié

<sup>7</sup> décédé

<sup>8</sup> Ressemblance, apparence

<sup>9</sup> De plus en plus

<sup>10</sup> récompensé

<sup>11</sup> enquête

<sup>12</sup> Inquiet (à propos de)