

Actors launch campaign against AI 'show stealers'

21 April 2022 By Chris Vallance

Technology reporter

Actors' livelihoods¹ are at risk from artificial intelligence (AI) unless the law changes, a union² warns.

Equity, the performing arts workers union, has launched³ a new campaign, "Stop AI Stealing⁴ the Show".

AI can use samples⁵ 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 skilled⁶ 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 deceased⁷ 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 likeness⁸, or their likeness may be used without consent or adequate remuneration.

AI generated "deep fake" videos of celebrities have become increasingly⁹ 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 rewarded¹⁰ fairly for the content we create."

One respondent to the survey¹¹ 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 with¹² the development of deepfakes?
- 3) What do actors want?

¹ Moyens de subsistance

² syndicat

³ Launch : lancer

⁴ Steal : voler

⁵ échantillons

⁶ qualifié

⁷ décédé

⁸ Ressemblance, apparence

⁹ De plus en plus

¹⁰ récompensé

¹¹ enquête

¹² Inquiet (à propos de)