Foreword **Björn Ulvaeus**,
President of CISAC

WE MUST ADDRESS AI TO SUSTAIN CREATORS' COLLECTIONS IN THE FUTURE

I'm pleased once again to introduce the CISAC Global Collections Report. It gives a valuable hawk's eye view of how creators worldwide are earning a living from their work.

One big number stands out in this report: EUR4.2bn. That is the total sum of creators' global royalties that come from digital sources. It's important because, for the first time ever, digital is the biggest source of royalty income. In barely more than a decade, streaming has transformed life for CISAC members and the five million creators it works for.

For all creators, digital is our business. Societies have impressively grown their collections from streaming and subscription after the disaster of COVID. The live business has also surged back. The CISAC network is once again throbbing with concerts, exhibitions and festivals, and the royalties they generate to help creators make a livelihood.

This year's results show that the collective management system, despite all the enormous challenges it faces in adapting to digital, is still robust and effective. CMOs have the backs of the creators they serve and are now delivering more money to more creators than ever before.

And that is good news – because, fresh from COVID and the economic squeeze, what we now face is another very serious, existential challenge – that of Artificial Intelligence.

AI will radically change the world for creators and the creative industry. It demands international leadership and a strong united front from all parts of the creative industry.

As a creator myself and partly through the ABBA Voyage project, I have been fortunate to have been introduced to the use of AI. AI has the potential to empower human creativity in mind-blowing ways. I think of it as having the power to extend the human mind and potentially create wonderful art. But it brings dangers too, and without hard rules protecting human creators, it could also threaten their livelihoods on a huge scale.

CISAC has already taken the initiative on AI. The issue dominated discussions at our General Assembly in May. This was followed by the CISAC-led Open Letter in July, backed by an alliance of groups, and which spelled out seven principles as a key guide to policy makers.

Here are some of the key priorities I propose:

Above all, machines can only be a tool for human creativity, not a replacement of it; use of copyrighted works must be authorised by the creator; copyright must not be weakened or undermined by inappropriate exceptions; use of AI by developers must be transparent; and fair remuneration to the human creator must be fundamental.

AI is an incredibly important issue that needs urgent action. It may not affect the graph lines of creators' collections in 2023, but it will in years ahead. Right now, creators must sit at the table with the tech firms and policy makers at the highest level, starting with the UN, and get their message over.

We must act now to help create great art, and to protect the future of human creativity. ◆

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