Foreword
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AI: WE MUST STAY UNITED AND KEEP THE CREATORS' SEAT AT THE TABLE

In a speech at last year's CISAC General Assembly in Mexico, I was asked to give insights on my experience of AI, its impact on creators, and how the creative sector should respond. I was speaking not only as President of CISAC, but also as a songwriter and artist who is intrigued and excited by the possibilities of AI to enhance our culture.

There is so much we do not know about AI and what it means for our future. But in the panels and discussions that followed, the Assembly was united on a common message, and it was one of great urgency.

Our message was that AI will bring the biggest revolution the creative sector has seen. To prepare, we must act now. We should not sit on our hands waiting to see how things evolve. We cannot let tech companies and policy makers sit at the decision-making tables while the creators are left outside the room. On the contrary, we must raise our voices so they are heard by governments at the highest level. We must be coordinated and united, looking for global solutions. And we must work within the CISAC community to protect the rights and the livelihoods of the millions of creators our societies represent.

That was one year ago. Since then, I'm pleased to say a lot has happened. We have taken our messages to regulators. We have sat with world leaders. We have issued many submissions in national legislatures. Despite the complexity of the issue, we have built our arguments around three core principles: the right of creators to authorise the use of their works; their right to be fairly remunerated; and transparency obligations supported by law, which AI operators must comply with when mining creators' works.

There is a long way to go, but the good news is that these efforts have shown positive results. Europe, as so often the standard-bearer for creators' rights, has adopted the EU AI Act, something I and CISAC's Vice-Presidents engaged in actively. Its provisions on transparency are a welcome step that can serve as a model for other territories. And there will be a lot more legislative activity in the coming months, with CISAC and its global network uniquely placed to lead the campaign.

Twelve months on from the Mexico GA, our challenge is still to give creators their seat at the table, as well as to shape legislation as it emerges. This Annual Report rightly reports on AI as a priority and explains what the steps will be.

AI can be a wonderful tool, but this must never be at the expense of creators' rights. The concept of copyright has had and has immense impact on culture and economy and must not be watered down by AI. We can only re-double our efforts to educate policy makers on this crucial message in the year ahead. We must stay united, coordinated and always with the true interest of the creator at the centre of our campaign. ●