Foreword

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AI PROVIDERS MUST RESPECT HUMAN CREATORS: IT'S A WIN-WIN FOR US ALL

Congratulations to CISAC on the publication of another comprehensive, high-quality Global Collections Report.

There is a lot of good news in these pages. Collections by CISAC member societies are growing healthily; CMOs are serving members more efficiently, especially in the digital market; and the global collective management system, despite the many challenges it faces, is proving its enduring value to the creators it represents.

Royalty payments help sustain creators' livelihoods and careers. They are, in effect, the measure of the cultural and economic value of the CISAC network. And that value is entirely founded on authors' rights. Now, more than ever, we must remember that as we look ahead to the future.

Today, we are on the cusp of an enormous change. AI is shaking up our landscape, and, even as it does so, its impact is still unknown. Generative AI tools are producing contents that are based on, and sometimes risk replacing, the works of human creators. They are routinely and systemically feeding the training set of AI providers, and generating big revenues as a result. There is rarely transparency in this process, making it impossible for rights holders to identify the use of works and, if necessary, enforce their rights.

I am a user and a big fan of AI tools. I have always believed we can only ever embrace new technology, not try and stop it – but there is a rock-solid caveat: this must never be at the cost of compromising copyright and human rights. The recent studies estimating what this could cost to creators in lost income, from France, Germany, Australia and New Zealand, are an alarm call to us all. I believe that a badly-regulated AI environment could wipe out many artists' careers. That could be the next Paul McCartney or Taylor Swift.

The message now to AI providers is clear: play fair; collaborate with us, in a way that benefits us all. Respect the creators who are fuelling the AI revolution; implement effective transparency mechanisms; negotiate with and get licensed by rights holders; share fairly the vast potential AI revenues with creators; and take proactive steps to comply with copyright laws and transparency obligations.

Around the world, there are legislative reviews where policy makers also need to hear these

messages and implement them into law. From Hong Kong to Canada, from Brazil to Japan, the overriding mantra must be: please do nothing to weaken creators' rights. Instead, harness AI to make it work to the benefit of creators, consumers, culture and the economy. It is a win-win deal.

It's time for tech companies, creators, and policy makers to come together. Only a new level of collaboration, backed by legal instruments, will achieve a safe and fair AI environment. The rewards of our joint efforts, if they succeed, will be immense.

THE MESSAGE NOW TO AI PROVIDERS IS CLEAR: PLAY FAIR; COLLABORATE WITH US, IN A WAY THAT BENEFITS US ALL. RESPECT THE CREATORS WHO ARE FUELLING THE AI REVOLUTION.