



# ARTIFICIAL INTELLIGENCE & CREATIVITY



Protecting human  
creation in the face of a  
technological revolution



SERVING AUTHORS WORLDWIDE  
AU SERVICE DES AUTEURS DANS LE MONDE  
AL SERVICIO DE LOS AUTORES EN EL MUNDO

Artificial Intelligence (AI) is transforming creative industries - but without protective laws, it risks wiping out the livelihoods of creators.

Generative AI services mine copyrighted content for training their models, often without consent and compensation. The outputs of AI services mimic original works, undermining the market for human creativity by deceiving consumers, competing with the very works they have been trained on, and siphoning revenues away from real human artists.

## OUR POSITION

A future for human creativity.



### A virtuous circle

We believe that a human-driven creative marketplace can coexist with, rather than undermine, innovation in the field of AI.

- Robust copyright protection allows human creators to continue making a living from their creative works.
- When human creators are able to fully benefit from uses of their works, AI development will be more ethical and sustainable, and creative industries will thrive.

### A culturally diverse society

Proper regulation can ensure that technologies are implemented in ways that promote and protect public access to diverse cultural expressions from around the world.

- Fair and transparent licensing of cultural content ensures that a variety of creators are lawfully represented and paid for their work when present in datasets used for AI applications.
- The use of online content algorithms should be carefully monitored to ensure broad public access to a range of cultural expressions, and to safeguard against cultural homogenization.

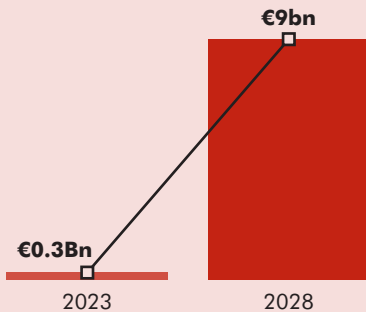
# ECONOMIC IMPACT

Based on the CISAC/PMP Strategy global economic study on the impact of AI on creative industries, the economic fallout of unregulated AI is real, measurable, and urgent.

**Generative AI providers revenues in music and audiovisual could double each year** from 2023 to 2028, reaching €9 billion in 2028, up from €0.3 billion in 2023.

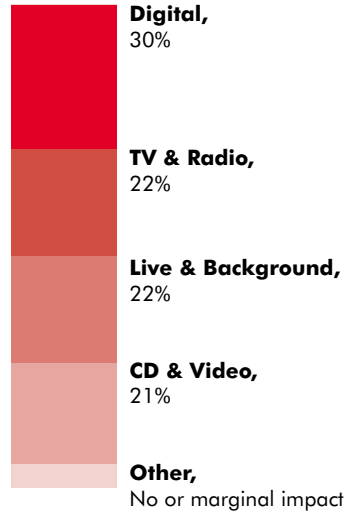
AI developers are positioned to receive a windfall while creators are staked to lose up to 30% of their total revenues per distribution channel.

**Gen AI providers' revenues** (2023-2028, Bn€)



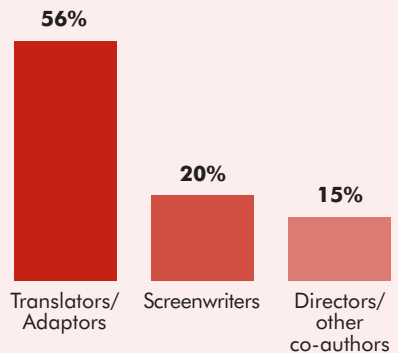
Music creators are facing €4bn in revenue losses, a 24% drop.

**Music creators' revenues cannibalisation rates** (% , 2028)



Audiovisual creators are facing €4.5bn in revenue losses, a 21% drop.

**Audiovisual creators' revenues cannibalisation rates** (% , 2028)





## OUR ASK

Support creators by embedding A.R.T. principles into AI regulation.



### **Authorisation**

Creators must have the right to say yes or no to the use of their work and specifically, the training of AI services on their repertoire.



### **Remuneration**

Creators must be fairly paid for the use of their work by AI companies through licensing.



### **Transparency**

The companies building AI tools must disclose what data they use, and they must label AI-generated content.

Visit our campaign page for policy resources: [www.cisac.org/AI](https://www.cisac.org/AI)



## Gadi Oron

CISAC Director General

“AI is transforming our world, and I see CISAC’s mission as being a global guardian of creators’ rights. It is clear from our members that it is going to stay top of the agenda in the face of this new technological revolution. It’s a fast-moving target, with legislative developments in many countries which brings growing demands for CISAC’s support.”



## Björn Ulvaeus

President of CISAC, ABBA singer-songwriter

“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.”



## Dean Ormston

CEO of APRA AMCOS,  
Chair of CISAC’s Board of Directors

“This is a defining moment. AI represents one of the greatest policy challenges of our time, and the works and creative labour of our members are the crucial ingredient for the success of this technological evolution.”

“Creators must be equal partners in this success, not excluded from it. 228 CISAC’s member societies across 111 countries now have the opportunity to work together to ensure creators worldwide become integral partners shaping a sustainable and ethical future for this transformation.”



For 100 years, CISAC has been devoted to global advocacy work safeguarding the interests of creators across the music, visual arts, literary, dramatic, and audiovisual sectors.

CISAC works closely with local governments, regional institutions, and UN agencies such as WIPO and UNESCO to promote a fair environment for licensing and remuneration, uphold cultural diversity, and protect the moral and economic rights of creators in the face of rapidly evolving technologies.

**[www.cisac.org](http://www.cisac.org)**



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