Artificial intelligence and problematics of creators – what is the role of Ministry of Culture?

Remuneration models

Project Manager
Agnė Mikštienė
Create Lithuania
agne.mikstiene@kurklt.lt

Project owner
Živilė Plyčiuraitytė Plyčiūtė
LRKM

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Most pictures for presentation created using Chatgpt-4

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According to *Bloomberg* "Generative AI to Become a **$1.3 Trillion** Market by 2032"
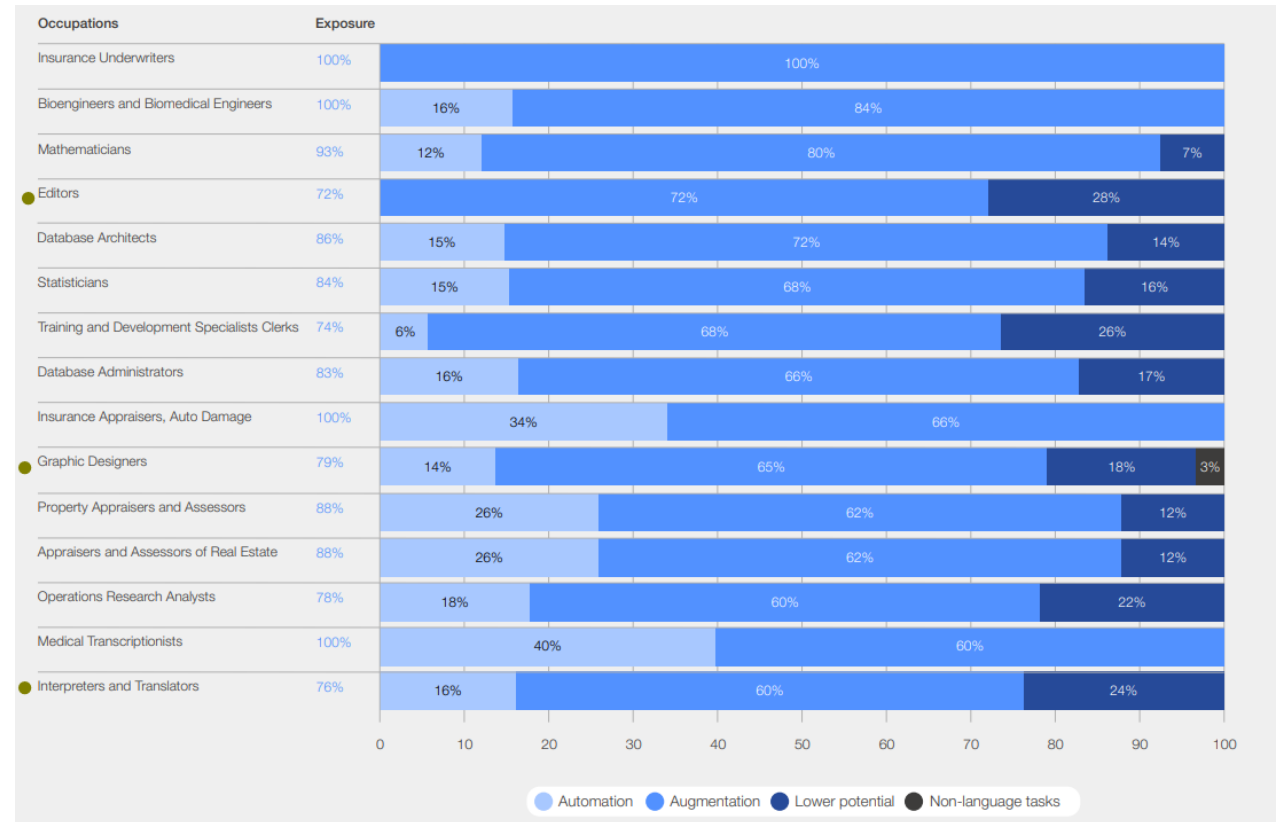
A massive increase from $40 billion in 2022

Creative professions in the top 15 to be most affected by AI

Editors

Graphic designers

Interpreters and translators

World Economic Forum

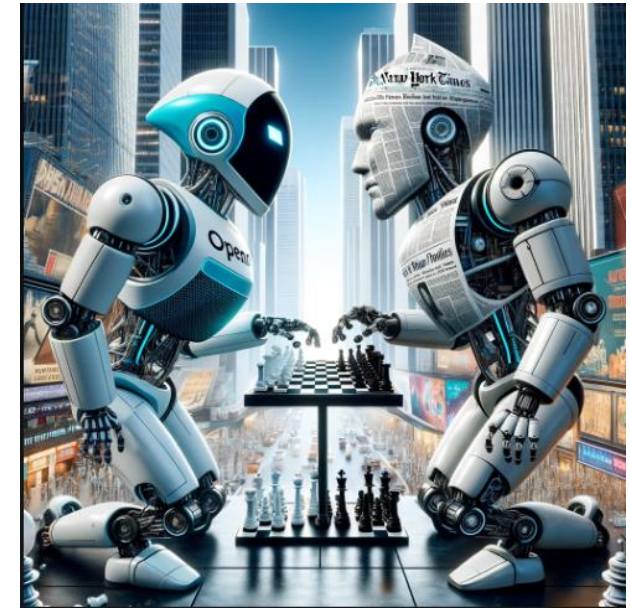| Occupations	Exposure	Automation	Augmentation	Lower potential	Non-language tasks
Insurance Underwriters	100%		100%		
Bioengineers and Biomedical Engineers	100%	16%	84%		
Mathematicians	93%	12%	80%	7%	
Editors	72%		72%	28%	
Database Architects	86%	15%	72%	14%	
Statisticians	84%	15%	68%	16%	
Training and Development Specialists Clerks	74%	6%	68%	26%	
Database Administrators	83%	16%	66%	17%	
Insurance Appraisers, Auto Damage	100%	34%	66%		
Graphic Designers	79%	14%	65%	18%	3%
Property Appraisers and Assessors	88%	26%	62%	12%	
Appraisers and Assessors of Real Estate	88%	26%	62%	12%	
Operations Research Analysts	78%	18%	60%	22%	
Medical Transcriptionists	100%	40%	60%		
Interpreters and Translators	76%	16%	60%	24%	

Arguments for not compensating creators

Exception for text and data mining

Fair Use Doctrine in the US

Creators' Response

"opt-out" mechanism

Anti-Scraping Tools

Data poisoning

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Impossible' to create AI tools like ChatGPT without copyrighted material, OpenAI says

Impossible' to create AI tools like ChatGPT without copyrighted material, OpenAI says, The Guardian, 'Impossible' to create AI tools like ChatGPT without copyrighted material, OpenAI says | OpenAI | The Guardian (ampproject.org), 2024 sausio 8 d.

Human creativity is the necessary fuel for training these [AI] models. If these models essentially end up putting creators out of business, they really are going end up eating their seed corn.

Ian Crosby

Companies that pay for the content used in AI training.

- Adobe
- Canva
- Shutterstock
- Getty Images
- OpenAI contract with Associated Press
- YouTube contract with Universal Music Group
- Google contract with Reddit: $60M-a-year

Problem: AI companies often do not remunerate creators for the use of their content in AI systems.

Solution: Identify an appropriate remuneration model and, by establishing clear and transparent standards and procedures, oblige all AI companies to pay creators for the use of their content in AI systems.

The purpose of the analysis conducted during the project: to describe possible remuneration models for creators and provide recommendations for the Ministry of Culture for further steps.

Compensation models identified during the analysis.

Individual:

- Revenue sharing
- Author's royalties
- Fund
- (possible combination of the above)

Centralized:

- Data set platform
- Blank media levy adjustment

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A proposal for a legal instrument regarding compensation for creators in the context of AI to be submitted during Lithuania's Presidency of the European Council in 2027.

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