

JUSTICIA

POR UNA INTELIGENCIA ARTIFICIAL AL SERVICIO DE LO HUMANO Y LO JUSTO

We are proud members of the Latin American creative community – a community that brings economic opportunity and growth, drives innovation, creates jobs and fosters diverse Latin American culture, including through music, film, literature and beyond.

We have always welcomed the opportunities new technologies and innovations present to enhance creativity and reach new audiences. This includes traditional Artificial Intelligence (AI), which has been used successfully in a range of tasks from business processes to production work in various creative sectors, to the benefit of creators and fans alike.

The new Generative AI (Gen AI) technology offers great promise in a range of fields. Our members have already started collaborating with responsible AI companies to best support effective licensing models that allow AI developers to access high-quality training materials while protecting their rights.

There is a clear and exciting opportunity to create an operating environment where mutually beneficial partnerships between rightsholders and AI companies can further boost the Latin American creative sectors and cultural exports.

That would best mutually benefit all – including both the technology and creative communities, as well as broader society. This is possible but requires strong copyright enforcement and transparency obligations on AI developers to ensure that human creativity is incentivized and compensated and can, in turn, continue to thrive.

However, we are also mindful of the challenges posed by AI if it is allowed to be used without reasonable guardrails to protect human artistry and the rights of creators. AI developers using copyright-protected works without authorization pose a substantial threat to our sectors and threaten to upend all the hard-earned progress the Latin American creative sector has achieved in the recent past.

Robust and full exclusive rights are the only way to ensure that rightsholders are appropriately remunerated and incentivized to invest in new works and creativity. There is no economic or societal justification to dilute these rights and allow large global technology companies to use Latin American creative works to develop their AI models for commercial gain at the expense of our world-leading creatives.

We are calling for governments and legislators to protect and preserve the exclusive intellectual property rights of authors, artists, producers and publishers.

It will be achieved by introducing clear and meaningful transparency obligations on all generative AI providers.

This means generative AI providers must keep accurate records of the materials used to develop their models and disclose those records to rightsholders with a legitimate interest.

In addition to this, distributors must also be obliged to label wholly AI generated content, ensuring consumers are not misled.