# Director Jon M. Chu voices concerns over ethical issues of AI in entertainment industry



Director Jon M. Chu has voiced serious concerns regarding the ethical implications of generative artificial intelligence (AI) in the entertainment industry, describing its initial development as potentially tainted by what he refers to as an "original sin." Chu expressed these views during his appearance at the Los Angeles Times Festival of Books, amid discussions on the evolving relationship between technology and creativity.

A filmmaker known for major hits such as "Wicked" and "Crazy Rich Asians," Chu drew from his Silicon Valley upbringing, shared in his 2024 memoir, "Viewfinder: A Memoir of Seeing and Being Seen," to articulate how early exposure to technology shaped his comfort and edge in the creative realm. However, his perspective on generative AI is cautious and critical, especially regarding how technology companies have sourced material to train these AI systems.

“There was an initial sin that I think we’re not over yet, which is they gathered all the data. They took all the scripts, they took all the movies,” Chu told the Festival audience. He criticised studios for not mounting a stronger defence of their copyrighted works, stating, “It feels like they’re saying, ‘We’re past it, move on.’ I could never forgive that.” His comments reflect widespread frustration in Hollywood concerning the unconsented use of entertainment content for AI development.

Despite acknowledging that generative AI presents a “freaking scary” challenge for the industry, Chu expressed confidence that AI will not supplant human creativity or the ability of people to determine their own definitions of art. He emphasised the power held by audiences in evaluating creative works: “I don’t think the robots choose what we decide is valuable. We decide, and that’s very empowering for me.”

His remarks come amid a larger movement within Hollywood, where over 400 creatives, including figures like director Guillermo del Toro, comedian Chris Rock, and actor Cynthia Erivo, have signed a letter to the White House Office of Science and Technology urging the protection of existing copyright laws against infringements by AI technologies.

In addition to addressing AI issues, Chu discussed forthcoming projects, notably the cinematic adaptation of “Wicked” titled “Wicked: For Good,” scheduled for theatrical release on 21 November. He also talked about his involvement with other adaptations, including Britney Spears’ 2023 memoir “The Woman in Me” and a film based on the video game “Split Fiction,” which centres on two writer friends trapped in a high-tech simulation of their imaginations.

Responding to reports about the “Split Fiction” project, Chu acknowledged the leak but neither confirmed nor denied specifics, including the involvement of actor Sydney Sweeney. Speaking about the creative challenges, he revealed enthusiasm for the project’s complex storytelling: “That excites me, because I don’t know how to balance that correctly yet.”

Chu’s insights highlight ongoing tensions between technological advancement and creative integrity within Hollywood, alongside his commitment to exploring innovative storytelling through his upcoming work.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://designobserver.com/making-space-jon-m-chu-on-designing-your-own-path> - This article discusses Jon M. Chu's career path and creative journey, including his work on 'Wicked' and 'Crazy Rich Asians'.
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