# Publishers unite against AI exploitation in creative industry



The Society of Editors stands in solidarity with news publishers from national, local, and online platforms as they collectively advocate for the creative industry, highlighting their concerns regarding the impact of artificial intelligence (AI). This initiative, dubbed ‘Make it Fair’, underscores the ongoing apprehension that technology companies are exploiting content, including news articles, books, and music, without obtaining the necessary permissions to train their generative AI models.

Dawn Alford, Executive Director of the Society, addressed the issue, stating, “Today’s unprecedented and united action by publishers shows the strength of feeling around the government’s lack of support for the creative sector when it comes to AI.” Alford emphasised that the burgeoning field of artificial intelligence is emerging at the disadvantage of news organisations and the broader creative industry, which is facing exploitation through the unauthorised scraping of their content by generative AI tools.

The campaign has been strategically aligned with the deadline for a government consultation on AI and Copyright, following the recent unveiling of the government’s AI Action Plan. This plan has pledged significant support for the AI sector through the establishment of new AI Growth Zones intended to expedite planning measures and enhance AI infrastructure.

The concerted effort, orchestrated by the News Media Association, features an array of national and regional publications donning wrap-around covers promoting the ‘Make it Fair’ message. The News Media Association articulated the profound significance of Britain's creative talent, noting its generative contribution of £120 billion annually to the economy. They assert that this talent, nurtured over years by diverse individuals, communities, and industries, not only fortifies the economy but also elevates the nation’s global standing and instils national pride.

Critics of the government’s proposed changes to UK laws argue that these alterations would favour tech platforms by allowing them to utilise British creative content for their AI models without needing explicit permission or compensation, unless creators actively refuse. The sentiment within the creative community is that this approach unfairly shifts the responsibility onto artists and authors to monitor the use of their work. A unified call has emerged from creators demanding that technology companies compensate them for their content rather than profiting from its unauthorised use.

As part of the ‘Make it Fair’ campaign, members of the publishing community and the general public have been encouraged to engage with their local Members of Parliament (MPs). They are urged to advocate for the protection of creative rights within the realm of AI and to make their concerns known to government ministers regarding this significant matter.

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

## References

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