# Debate intensifies over AI's use of creative works in the UK



The debate surrounding the use of creative works in training artificial intelligence (AI) systems has gained significant traction in the UK, as new research highlights widespread public and parliamentary support for compensating artists and writers. A recent survey conducted by Stack Data Strategy revealed that 69 per cent of the general public and a striking 86 per cent of Members of Parliament (MPs) believe that tech giants, commonly referred to as "Big Tech," should remunerate creators whenever their works are utilised in AI training processes.

This discussion has intensified with the emergence of cutting-edge AI technologies, including a new image generator associated with ChatGPT that creates high-quality visuals resembling the works of renowned animation studio Studio Ghibli. Complaints have also arisen against fashion chain H&M for adopting AI-generated 'twins' of actual models, announcing that these digital representations would be featured in its marketing campaigns and social media. H&M's chief creative officer, Jörgen Andersson, expressed that while AI models are intended to "enhance our creative process and how we work with marketing," the company aims to maintain a "human-centric approach."

Notably, some of the first models to be replicated digitally include successful figures like Vilma Sjöberg and Mathilda Gvarliani, with Ms Gvarliani remarking that her digital counterpart is "like me, without the jet-lag." This representation of real-life models has attracted scrutiny and criticism, particularly as many in the creative industry feel the use of AI in such a manner threatens their work and compensation.

The Daily Mail, a leading proponent of the campaign against government proposals to exempt AI companies from existing copyright laws, contends that such policies would allow AI developers to freely use music, films, and articles without compensating the creators involved, unless those creators opt out. Research conducted by the Publishers Association found that a significant 92 per cent of MPs are in favour of AI developers being transparent with authors and publishers regarding the materials used to train their AI systems. Support for fair compensation is further emphasised, with 85 per cent of MPs expressing concern that training AI without payment undermines the intellectual property of authors.

Kate Mosse, an international best-selling novelist and historian, underscored the importance of copyright as "the bedrock of authors' earnings," advocating for proper remuneration for all writers, regardless of their background or genre. Mosse stated, "With compelling new evidence emerging all the time about the extent of AI companies' theft of our works, our calls for transparency and compensation need to be acted upon. MPs clearly recognise this. The Government and AI companies must not ignore it."

Recent revelations have pointed to systemic issues within major tech firms concerning the sourcing of creative works. Reports indicate that employees at Meta were encouraged to download approximately 7.5 million books and 81 million research papers from a pirated network, LibGen, to support the training of the company’s AI models. This lack of transparency leaves many rights-holders unaware of when or how their content is utilised.

The UK Government commenced consultations on proposals to exempt AI firms from copyright law last December, favouring a framework where creators would need to opt out rather than opt in. In light of its ambitions to position the UK as a leader in AI development, some MPs raised concerns that enforcing financial and disclosure requirements could stifle innovation.

Dan Conway, CEO of the Publishers Association, commented on the critical juncture the UK faces regarding AI policy. He called for the government to heed the overwhelming cross-party political support for transparency and compensation mechanisms that would benefit rights-holders. Conway urged the government to pause on more controversial copyright proposals to create a more sustainable and equitable platform for both AI technologies and creative industries, stressing that "transparency will support a commercial market for AI deployment which truly works for society, contributes to national security, supports both British tech and creative content businesses to thrive, and fundamentally help drive UK growth."

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

## References

* <https://www.dacs.org.uk/news-events/artists-earnings-fair-pay-for-creators-and-ai-challenges-raised-in-house-of-commons-creative-industries-debate> - This article supports the discussion on artists' earnings and the challenges raised in the UK parliament about fair pay for creators in the face of AI use.
* <https://creativesunite.eu/article/uk-s-ai-copyright-law-consultation-creators-fight-for-fair-digital-rights> - The UK's AI copyright consultation is highlighted, including proposals for how creative works can be used by AI technologies and the strong public response against potential exemptions from copyright law.
* [https://ipwatchdog.com/2025/02/26/artist-protest-album-icle-comment-highlight-debate-uk-copyright-consultation-ai/id=186655/](https://ipwatchdog.com/2025/02/26/artist-protest-album-icle-comment-highlight-debate-uk-copyright-consultation-ai/id%3D186655/) - This article covers the debate over UK copyright changes for AI, including a protest album by musicians and arguments for strengthening creators' rights regarding AI outputs.
* <https://www.dacs.org.uk/news-events/dacs-and-smart-fund-partners-attend-roundtable-on-solutions-to-arts-and-culture-funding-across-the-uk> - DACS' involvement in discussions about arts funding and the challenges faced by creators underscores the broader issues surrounding compensation in the AI era.
* [https://www.ipwatchdog.com/2025/02/26/artist-protest-album-icle-comment-highlight-debate-uk-copyright-consultation-ai/id=186655/](https://www.ipwatchdog.com/2025/02/26/artist-protest-album-icle-comment-highlight-debate-uk-copyright-consultation-ai/id%3D186655/) - The article also mentions the ICLE's stance on strengthening creators' rights, focusing on outputs rather than inputs in AI systems.