# Academy updates AI rules in filmmaking amid evolving industry debate



The Academy of Motion Picture Arts and Sciences has recently updated its rules concerning the use of artificial intelligence (AI) in the filmmaking process, signalling a cautious endorsement of the technology’s role within the industry. Announced on Monday, these changes address eligibility, voting, and campaigning while recognising the increasing integration of AI tools in film production.

According to a statement from the Academy, the employment of AI and other digital tools in creating films will "neither harm nor help the chances of achieving nominations." The statement emphasised that human creativity remains central in the evaluation of films: "The Academy and each branch will judge the achievement, taking into account the degree to which a human was at the heart of the creative authorship when choosing which movie to award."

This announcement follows notable examples in recent awards seasons, where several films employed AI to varying extents. For instance, the film "The Brutalist," which received ten nominations and secured three Oscars—including Best Actor for Adrien Brody—used AI technology to enhance actors' Hungarian accents. The film's use of AI has sparked discussion regarding transparency, with the Academy reportedly considering a requirement for filmmakers to disclose the utilisation of AI tools during the submission process.

In addition to "The Brutalist," other nominated films such as "Dune: Part Two," "Emilia Pérez," and "A Complete Unknown" incorporated AI in their production. Industry voices have highlighted the importance of recognising human contributions in these technologically augmented works. A seasoned member of the Visual Effects Facility told Variety, "Awards decisions should be made knowing what the human artist did to achieve the results. It’s never been possible to get a great digital performance that wasn’t based on a human actor… I think any person in any craft will say it’s collaboration."

Support for AI use in filmmaking has also come from prominent figures like James Cameron, director of "Avatar." Speaking to the BBC, Cameron reflected on his history with emerging technologies, stating, "I’ve spent my career seeking out emerging technologies that push the very boundaries of what’s possible, all in the service of telling incredible stories." He added, "I was at the forefront of CGI over three decades ago, and I’ve stayed on the cutting edge since... Now, the intersection of generative AI and CGI image creation is the next wave."

However, the adoption of AI in Hollywood is not without concerns, particularly regarding employment. A 2024 study surveying 300 entertainment industry leaders found that nearly 75 per cent believed generative AI contributed to job elimination, reduction, or consolidation. It projected that over 200,000 jobs across the U.S. entertainment sector could be disrupted by 2026, with roles in sound engineering, voice acting, concept art, and entry-level positions identified as most vulnerable.

Concerns around the impact of AI on creative industries have prompted collective action. In March, more than 400 actors, filmmakers, musicians, writers, and other industry professionals—including Ben Stiller, Paul McCartney, Cate Blanchett, and Mark Ruffalo—signed an open letter addressed to the Trump White House’s Office of Science and Technology Policy. The letter urged the administration to maintain strong copyright protections in the face of AI advancements. The signatories stated, "We firmly believe that America’s global AI leadership must not come at the expense of our essential creative industries," and warned against weakening copyright laws covering films, television, artwork, writing, music, and voices that serve as the foundation of AI training models valued at multibillion-dollar corporate levels.

Looking ahead, the 98th annual Academy Awards ceremony is scheduled to take place on 15 March 2026, with Conan O’Brien set to return as host for a second consecutive year. The evolving role of artificial intelligence in film production and awards considerations is likely to remain a topic of significant interest within the industry as the ceremony approaches.

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

## Bibliography

1. <http://press.oscars.org/news/awards-rules-and-campaign-promotional-regulations-approved-98th-oscarsr> - Corroborates the Academy's updated rules on AI use in filmmaking, including the statement that AI tools "neither help nor harm the chances of achieving a nomination" and the emphasis on human creative centrality.
2. <https://www.movieguide.org/news-articles/oscars-will-allow-movies-created-with-help-of-ai-to-win-awards.html> - Confirms the Academy's decision to permit AI-augmented films to compete for Oscars and quotes the updated eligibility criteria regarding human authorship.
3. <http://press.oscars.org/news/awards-rules-and-campaign-promotional-regulations-approved-98th-oscarsr> - Details eligibility requirements for Best Picture (PGA certification deadlines) and Animated Short Film voting changes, though specific films mentioned in the article are not addressed here.
4. <https://www.movieguide.org/news-articles/oscars-will-allow-movies-created-with-help-of-ai-to-win-awards.html> - Provides context about industry concerns regarding AI, including quotes from actors like Susan Sarandon, though the article's specifics about "The Brutalist" or other named films lack direct corroboration here.
5. <http://press.oscars.org/news/awards-rules-and-campaign-promotional-regulations-approved-98th-oscarsr> - While this source confirms the Academy's AI policy framework, it does not address the article's claims about specific films using AI (e.g., "The Brutalist") or industry studies on job displacement.
6. <https://www.movieguide.org/news-articles/oscars-will-allow-movies-created-with-help-of-ai-to-win-awards.html> - Mentions recent actor-led initiatives against AI regulations (e.g., the Natasha Lyonne-signed letter), aligning with the article's description of collective action, though the referenced White House letter lacks direct sourcing here.
7. <https://www.deseret.com/entertainment/2025/04/24/ai-oscars-academy-awards/> - Please view link - unable to able to access data