

**1° How do you think AI might change the way movies, shows, and other popular media are made?** (cf. extra info in question 5)

**2° Who has been on strike?**

The WGA (Writers Guild of America)

SAG-AFTRA (Screen Actors Guild – American Federation of Television and Radio Artists)

**3° What were the demands of the striking writers?**

They asked the AMPTP (Alliance of Motion Picture and Television Producers) for:

- Pay increases to keep up with streaming, the revenue model of which has broken the residuals as writers and actors are paid a flat fee regardless of how well their show does on streaming platforms. They gained pay increases in terms of streaming residuals, and pay in the room.
- Minimum staffing in rooms so there wouldn't be solo show runners asked to create and write shows, so as to guarantee work for people in their union.
- Protections against the rise of AI that they see as a threat for their job.\*

**4° When did the strike begin?**

The strike began in May 2023, and lasted for 5 months for writers. It began in July for authors and lasted until November.

**5° Why are writers and actors concerned about artificial intelligence?\***

*There are currently no regulations, especially when it comes to the contracts between the writers and the actors and the studios, when it comes to the use of AI. Currently, studios are looking to push more and more AI into the entertainment industry because it is cheaper for them to use AI than to have actual humans creating this content.*

AI would reduce the writers' job to a gig economy where they are just hired to tweet things. It would reduce what they earn, and thus their pension and their healthcare. AI would decimate them with the growing use of AI to originate ideas. *Currently, AI, especially in writers' rooms, is being used to generate new pilot ideas for new shows or to rework a script such that it can be used by a studio without having to have a writer in the room when the script is being filmed.*

It also threatens the likeness of actors. *In relation to actors, a lot of actors have expressed concerns, especially background actors, about having their bodies 3D scanned and having those scans be used and manipulated by artificial intelligence to fill out the backgrounds of scenes and essentially replace them as a workforce.*

AI feeds off original existing material so it is also a threat regarding the potential use of existing writers' material without them. *Another issue that actors and writers have cited is their work being used to train AI. It's a process called machine learning. The crux of this*

*matter when it comes to the writers and actors strike is that the large sets of data come from the content that writers and actors have generated, and they have not been compensated for any AI training that has been done on that data.*

**6° How might this agreement change the entertainment industry going forward?**

They have asked for data, which might impact the industry as no one was expecting in the beginning how big streaming would become, and they have had very little information about that so far, which didn't give them any leverage in knowing if they were getting paid enough or not. This grey area was at the heart of the negotiations.

**7° Do you think that writers and actors are right to ask for protections, and if so what protections do you think would be appropriate?**