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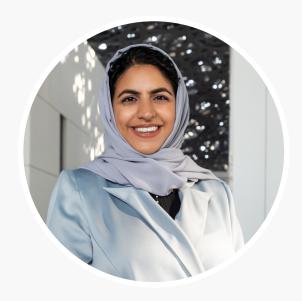خبراء
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AI Report

How Generative AI Can Be a Collaborator for Creatives, Rather Than a Competitor

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Media and the Creative Economy

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> **No doubt, as in the past, many low-skill and high-skill occupations will be affected by the increased scope of what computers can do. But many current occupations will thrive, and new ones will be created.**
>
> – Gil Press, Generative AI and the Future of Creative Jobs, Forbes, 2023

The potential impact of artificial intelligence (AI) on humanity and our lives may seem alarming. Still, we cannot ignore the evolution taking place before our eyes. In the creative economy, generative AI has disrupted and radically transformed traditional methods of producing and consuming creative content. From a production perspective, AI is being used to automate tasks such as the creation of text, images, and video for content-based products and services. From a consumption perspective, AI is being used to tailor and personalize content for an individual based on their data and preferences. This report will discuss how generative AI can supplement creative professionals' work and will address growing concerns surrounding new technologies.

Lessons from the past

In the **19th century**, many painters considered the rise of photography to be a major threat to their art. In reality, photography ended up liberating artists from realism and led to the creation of the modern art movement. As photographers were able to capture real-life moments, painters began inhabiting a space where they could become more creative, giving rise to expressionism and abstract art. The digitization of music was initially regarded as potentially disruptive to the music industry, although it is now considered to have benefited the spread and production of new genres of music, such as hip-hop.

The creative economy has been using AI for decades. One of the earliest examples was a computer program called AARON that was created by artist Harold Cohen in the 1970s. Cohen used the program to generate abstract drawings autonomously and some of his works were acquired by the Victoria and Albert Museum in London (Vass, nd). In the 1980s, David Cope started a **30-year** project to build an AI program that could create music in the style of famous classical composers (Adams, 2010). These early examples demonstrate the potential of AI to support human creativity and guide experimentation.

These programs are classified as generative AI—meaning AI-driven programs that can create content in the form of images, audio, text, or video based on user-led prompts or ideas. ChatGPT is an example of a widely used generative AI tool. Generative AI should therefore be regarded not as a hindrance to creativity, but as a new medium that is "positioned to upend many sectors of the creative industry and beyond—

threatening existing jobs and labor models in the short term, while ultimately enabling new models of creative labor and reconfiguring the media ecosystem" (Epstein & Hertzmann, 2023).

Fast-forward to last year and the emergence of sudden trend where Instagram users upload their profile pictures to generative AI apps to create futuristic, fantasy-infused, yet ultra-realistic images of themselves. While this fad was harmless to many, creatives were soon voicing their disapproval and highlighting how the pictures AI had produced bore some striking resemblances to work they themselves had previously created. Such controversies have become so commonplace that websites have been set up to help artists find out if their artworks have been used to train AI models.

Who owns AI-generated work?

Before discussing the positives and potential of generative AI, it is crucial to address the elephant in the coding room —in the past,

> **AI has taken and used creative works protected by intellectual property (IP) rights and copyright.**

It can be argued that IP may be the most important element of the creative economy, given that the sector largely depends on the protection of the creative thought process behind every product and has economic value associated with it. As AI affects the creative economy in so many ways, there is increasing debate over the question of IP for AI-generated work, and who truly owns it.

The increased use of AI tools within creative processes means that the ownership of AI-generated work is a growing concern for creatives on an individual level, as well as for stakeholders on an industry level. Who owns the rights of AI-generated work? The creators of AI programs? The individual who trained the AI to produce the work? Or is it owned by the AI program itself? As AI needs to be manipulated by humans and generally is involved in only a part of the creative process, it is a gray area.

The controversies related to the ethics and use of AI are already affecting millions of people around the world. The good news is that almost **200** UNESCO member states have reached a consensus to adopt the world's first global agreement on the Ethics of Artificial Intelligence (UNESCO, 2023).

To address the topic of AI and regulations, I asked ChatGPT whether AI should be regulated. This was the response:

> **Yes, AI should be regulated. While AI has the potential to bring about many benefits to society, there are also concerns about the potential risks and negative impacts that AI could have. Therefore, it is important to have appropriate regulations in place to ensure that AI is developed and used in a responsible and ethical manner.**

Agreed.

Regulation: Making AI work for humans

At the World Government Summit, which took place in Dubai in February 2023, one session was entitled "Accelerating Tech: The New Frontier for Policymaking". Globally renowned musician and serial tech investor Will.i.am advocated for the importance of creating a global constitution for AI that avoids certain biases, discriminations, and risks that can harm minorities within the general population. Doron Avni, Google's Vice President of Government Affairs and Public Policy for Emerging Markets, said at the same event that Google has created a constitution of AI principles that is the foundation of the company's AI application advancements. These principles are being updated on an annual basis.

The European Union's Artificial Intelligence Act is the first law on AI to be proposed by a major regulator. An article recently published by CNN, "Europe is Leading the Race to Regulate AI", sheds light on the act and its call for global standards to be put in place, including increased transparency within AI companies, protection for innovation, and hefty penalties or sanctions for those that do not comply (Ziady, 2023). The UAE has an opportunity to become a leader in the development of regulations and standards that can be followed regionally.

77% Generative AI is expected to have an enormous impact on business, according to a recent KPMG survey of more than 200 executives. The research revealed that "**77%** of executives believe that generative AI will have a bigger impact on broader society in the next three to five years than any other emerging technology."

The increased use of AI in organizations will have a significant effect on the mental health of creative workers, as their jobs are under threat from automation. It is key that institutions develop empathy toward the creative community to improve workers' well-being and productivity.

People's responses to generative AI have been mixed. The early adopters who quickly implemented AI within their practices are rubbing their hands with glee, while those who have been negatively affected by AI have launched lawsuits or gone on strike. Some people haven't yet made up their minds, as the move toward AI has been too rapid for them.

There is some resistance from creatives with regard to the use of generative AI tools. Midjourney and Stability AI, each with more than **10 million** users, are two AI-image-generating websites that represent "lost jobs and stolen labor" to many artists (Mattei, 2023). Both have faced legal action by artists and organizations such as Getty Images, which has sued Stability AI for copying more than **12 million** photographs from it is collection without permission or compensation (Novak, 2018).

While several generative AI companies are committing "mass copyright infringement", companies such as Shutterstock have created a "contributor fund" that compensates content creators if their work has been used to train generative AI models, with royalties allocated if new content created by the AI generator includes their work (Sheng, 2023). Contributors are given the option of opting out of these algorithms. This model could provide a solution for the creative industry—a way of compensating creatives while reaping the benefits of using generative AI platforms.

AI developers must therefore consider how to carefully regulate AI to support the rights of artists and content creators, knowing generative AI tools may deliver based on the work derived from humans. Publicly declaring the source(s) of content generated by AI could be another solution to giving credit and respecting rights. As we are at the start of the mass use of generative AI tools, there is still an opportunity to take the right approach, using machine learning algorithms.

> **With strong enough regulations, the foundations of generative AI models can be made ethically sound. AI is made by humans, so it should be modified to suit humans.**

There are risks surrounding AI tools of which we are not yet fully aware. This includes AI causing certain biases and discriminations. Algorithms are not always correct, and inputting biased information into generative AI tools could result in harmful mistakes. Moreover, the misuse of AI—for example, the distribution of disinformation such as deep fakes—could cause damage to societies and nations, if not controlled or caught in a timely manner. AI is also a potential threat to creatives, as it can raise the expectations for quicker— and unrealistic—delivery times for projects.
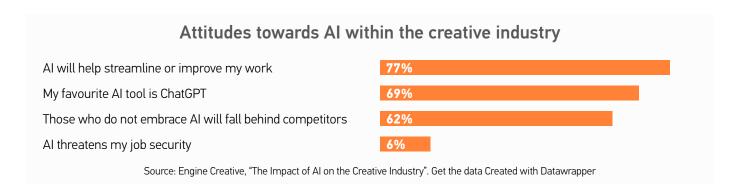
Opportunities for generative AI

Having addressed the concerns, it is crucial to see the opportunities for AI within the creative economy. AI can positively impact every field within the creative sector, changing the way in which artists, musicians, filmmakers, content creators, and gamers work. Most importantly, AI can even enable new ways of creativity.

AI has been used to generate creative works from film scripts to musical scores and artworks. In 2018, an AI-generated art piece sold for more than **$400,000** at a Christie's auction in what was later identified as a test to understand the traditional art market's interest in AI (Cohn, 2018). While the ownership of AI-generated work is a complex issue, AI should be celebrated for the possibilities it offers.

There are several ways in which AI can support creatives in a collaborative sense. These include significantly reducing how long it takes to produce creative content and providing the tools to streamline processes. AI can also be used to automate repetitive project tasks such as creating visual storyboards, generating videos, altering images, and creating captions. This gives creatives more time to focus on the aspects of a project that require critical thinking. AI can also analyze large amounts of data to allow more tailored targeting of audiences, which could foster more opportunities to engage new clients.

In a study entitled "The Impact of AI on the Creative Industry" (2023), UK-based digital agency Engine Creative surveyed **113** creative professionals. The research revealed the following results:

Attitudes towards AI within the creative industry

AI will help streamline or improve my work	**77%**
My favourite AI tool is ChatGPT	**69%**
Those who do not embrace AI will fall behind competitors	**62%**
AI threatens my job security	**6%**

Source: Engine Creative, "The Impact of AI on the Creative Industry". Get the data Created with Datawrapper

Although there are concerns about AI, they are outweighed by the benefits. AI can save time and money; it can help creatives focus on more important actions while eliminating repetitive tasks; and it can enhance people's overall quality of life. AI can also support users with different levels of capabilities, including people who need assistance because of a disability that limits their intellectual and/or physical abilities.

75%

The World Economic Forum's Future of Jobs Report (2023) surveyed **803** companies worldwide and found that **75%** of private businesses plan to adopt AI in the next five years.

AI-specific jobs will emerge

As more business solutions using generative AI emerge in the field of content creation, artificial intelligence will begin to have an impact on existing jobs, which could cause concerns over workforce displacement. However, it is crucial to remember that human judgment will always be a required layer to review AI-generated content before it can be cleared for public consumption. Therefore, new jobs may emerge over the coming years that require skills in the utilization of AI. Roles such as AI-generated content specialists, AI trainers, user experience designers, and prompt engineers are already becoming more commonplace.

Generative AI will help enable new skills within the creative workforce that may not have been tapped into before.

This suggests that there will be increased demand for on-the-job training and skill enhancement. In common with many sectors, the creative industries will be widely affected by generative AI. In the film industry, for example, a new program called Largo AI can help filmmakers and investors make better investment decisions based on automated insights and success metrics. Generative AI tools are also helping with the restoration and enhancement of archive footage, and even with the reenactment of historical scenes, creating the potential for new forms of storytelling.

From creators to curators

Jan Bieser, a senior researcher at Switzerland's Gottlieb Duttweiler Institute, says, "Looking forward, the most successful ideas likely won't come from bright thinkers alone, but from those best at mindfully steering intelligent machines while remaining firmly in the driver's seat" (Bieser, 2022). The implication is that humans may switch from being the creators to the curators.

In the near future, I predict that the use of AI will be normalized within creative processes, with the clear understanding that it will not generate ideas on its own but will instead "catalyze human creativity" (World Economic Forum, 2023).

Compared with the rest of the world, the UAE is well advanced in making significant strides and commitments toward embracing and integrating AI throughout all sectors of the economy.

Looking specifically at media and content creation, the UAE has been among the fastest adopters of AI in this area, with most organizations already considering how AI can be integrated within their structures and workflows. The UAE government is also working hard to build the nation into a global hub for AI research and implementation. The nation is well on its way to becoming a global leader in the field, and the UAE's creative community has a chance to align with these national efforts.

Looking at the other side of the coin and imagining a world where the UAE's creative community does not embrace AI, this could reduce its global competitiveness, limit its efficiency and productivity, and ultimately reduce its opportunities for innovation.

Conclusion

After a debate with my colleagues about whether AI should be implemented in the creative economy, we concluded that artificial intelligence has the ability to enhance the quality of life for creative professionals. By providing cost-effective solutions to save time and resources, it can allow creatives to instead focus on more complex and more important tasks that require human judgment and critical thinking.

The key takeaways are:

As AI continues to develop, **there is a strong obligation and a growing responsibility** among the private and public sectors to jointly work on regulations that protect the work and livelihood of creatives by giving credit and compensation when due. More specifically, certain regulations and standards should be put in place around the publication of information made using generative AI tools.

Any **generative AI application that is intended for use by the public should be closely monitored, assessed, and audited by the developers** to ensure it follows regulations. There is an increased risk when it comes to platforms that are actively used by young people, who are more vulnerable and could be exposed to the negative implications of AI tools.

AI offers the creative economy new opportunities that were previously out of reach.

Human intelligence will always be required when using generative AI tools. The creativity that AI offers will need to be curated by humans.

Fast adoption and upskilling of the wider creative workforce can support the healthy integration of generative AI into work processes. Ultimately, the aim is to achieve a "human-centric AI world" as the ideal work environment in which human and machines work collaboratively.

Although the rise of AI may seem like a crisis to creative professionals, this report shows why they should start embracing AI technologies within their practices. Not only can it enhance their efficiency, but it can encourage innovation and complement their creativity.

Historically, new technologies have always been surrounded by a fear of the unknown. But it is time that AI is more celebrated in the creative economy. As ethical considerations and copyright concerns are addressed, we can imagine a much brighter future that balances human creativity and AI application.

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