

#SoAatHome | Industry Insider – AI in Wales: How authors can protect their rights

Thursday 23 April 2026



1

00:00:01,000--> 00:00:04,000

Hello, I am...

2

00:00:04,000--> 00:00:05,748

I think we are live.

3

00:00:05,772--> 00:00:07,948

So I thought I would

4

00:00:07,972--> 00:00:10,788

say hello and begin our panel.

5

00:00:10,812--> 00:00:13,308

Good evening and welcome.

6

00:00:13,332--> 00:00:15,068

Oh, I'm going to try this now...

7

00:00:15,092--> 00:00:17,708

[speaking Welsh]

8

00:00:17,732--> 00:00:21,788

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To The Society of Authors

Cymru Committee panel on AI

9

00:00:21,812--> 00:00:24,388

and how writers in

Wales and beyond

10

00:00:24,412--> 00:00:26,188

can protect their rights.

11

00:00:26,212--> 00:00:27,948

I am Carole Burns,

12

00:00:27,972--> 00:00:29,548

author of several books,

13

00:00:29,572--> 00:00:31,988

most recently the novel

The Same Country.

14

00:00:32,012--> 00:00:35,948

I'm also a freelance writer,

a lecturer, an American,

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15

00:00:35,972--> 00:00:39,308

although these days I try to
emphasize my Welsh identity

16

00:00:39,332--> 00:00:42,000

by doing things like
being on this committee.

17

00:00:42,000--> 00:00:43,948

I am thrilled today

18

00:00:43,972--> 00:00:46,668

to have with us three
prestigious panel members

19

00:00:46,692--> 00:00:49,468

with deep knowledge
about how to protect

20

00:00:49,492--> 00:00:54,000

creators' rights from what
feels like the AI invasion.

21

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00:00:54,000--> 00:00:56,628

First, we have Lord

Kevin Brennan of Canton,

22

00:00:56,652--> 00:01:00,308

who campaigned for creators' rights as MP for Cardiff West,

23

00:01:00,332--> 00:01:03,948

and now is doing so as a member of the House of Lords.

24

00:01:03,972--> 00:01:06,588

He most recently

authored the fan-led review

25

00:01:06,612--> 00:01:11,000

of live and electronic music, launched last week in Newport

26

00:01:11,000--> 00:01:12,668

Euan Thorneycroft,

27

00:01:12,692--> 00:01:14,828

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a senior agent at AM Heath,

28

00:01:14,852--> 00:01:17,828

who among his many

additional roles in the industry,

29

00:01:17,852--> 00:01:21,348

served recently as the judge

of the Bridport First Novel Prize.

30

00:01:21,372--> 00:01:23,468

As a Cymru committee member,

31

00:01:23,492--> 00:01:27,268

I must add that two of

his most talented clients

32

00:01:27,292--> 00:01:31,000

are Wales' own Cynan

Jones and Fflur Dafydd.

33

00:01:31,000--> 00:01:33,428

And finally, we

have Anna Ganley,

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34

00:01:33,452--> 00:01:36,788

who, as the CEO of
the Society of Authors,

35

00:01:36,812--> 00:01:38,868

has been vociferous in fighting

36

00:01:38,892--> 00:01:42,000

for authors' rights in
the UK and beyond.

37

00:01:42,000--> 00:01:45,068

She is also the chair of
the Creators Rights Alliance

38

00:01:45,092--> 00:01:48,068

and sits on the board of the
International Authors Forum

39

00:01:48,092--> 00:01:50,000

and the London Book Fair.

40

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00:01:50,000--> 00:01:52,251

So if you are remembering

41

00:01:52,275--> 00:01:54,348

the outline from
the event listing,

42

00:01:54,372--> 00:01:55,971

that was the intro.

43

00:01:55,995--> 00:01:58,988

There is many more--
much more information

44

00:01:59,012--> 00:02:00,948

about these
wonderful panelists on

45

00:02:00,972--> 00:02:03,000

the invite itself.

46

00:02:03,000--> 00:02:07,788

So now I'll be asking them
questions for about 60 minutes.

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47

00:02:07,812--> 00:02:10,828

We'll take a 5-minute
break at about 8 o'clock

48

00:02:10,852--> 00:02:13,188

and then we'll come
back for questions

49

00:02:13,212--> 00:02:15,000

from you, our audience.

50

00:02:15,000--> 00:02:17,988

The only other bit of
housekeeping is this.

51

00:02:18,012--> 00:02:21,108

We are asked to give an
audio description of ourselves.

52

00:02:21,132--> 00:02:25,468

So I'll start by saying I'm a
white woman with dark brown hair,

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53

00:02:25,492--> 00:02:29,628

wearing a black shirt with a
springy fuchsia coloured scarf.

54

00:02:29,652--> 00:02:32,596

I'm also the one with
the American accent.

55

00:02:32,621--> 00:02:34,987

So Kevin and Euan and Anna,

56

00:02:35,011--> 00:02:37,465

maybe we can go
round in that order.

57

00:02:38,645--> 00:02:40,868

-Hello, I'm Kevin Brennan.

58

00:02:40,892--> 00:02:45,000

I am a white man
from Wales, half Irish,

59

00:02:45,000--> 00:02:47,628

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wearing a boring white shirt,

60

00:02:47,652--> 00:02:52,620

a blue suit jacket

and red glasses.

61

00:02:53,300--> 00:02:55,388

-Very nice red

glasses, by the way.

62

00:02:55,412--> 00:02:57,000

[laughter]

63

00:02:57,000--> 00:02:58,548

-Evening, everyone.

64

00:02:58,572--> 00:02:59,788

I'm Euan Thorneycroft.

65

00:02:59,812--> 00:03:02,836

I am a white man, brown hair,

66

00:03:02,861--> 00:03:06,948

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glasses, open-necked

white shirt with dots on.

67

00:03:06,972--> 00:03:08,548

You probably can't see the dots.

68

00:03:10,433--> 00:03:11,563

-Invisible dots.

69

00:03:12,000--> 00:03:14,028

-And I'm Anna Ganley,

70

00:03:14,052--> 00:03:17,988

I am a white woman

with long dark brown hair,

71

00:03:18,012--> 00:03:20,588

a blondes flash at the front,

72

00:03:20,612--> 00:03:22,228

black glasses

73

00:03:22,252--> 00:03:24,708

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and I'm the one with
the northern accent,

74

00:03:24,732--> 00:03:26,788

not quite a Geordie.

75

00:03:27,975--> 00:03:31,451

-Excellent. Thank you
all again for being here.

76

00:03:31,475--> 00:03:34,988

It's really wonderful for you to take
the time on this beautiful spring day

77

00:03:35,012--> 00:03:36,818

to be on our panel.

78

00:03:36,842--> 00:03:38,828

So it does seem

79

00:03:38,852--> 00:03:42,788

that every day there's
another new news story

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80

00:03:42,812--> 00:03:44,975

about writers in AI.

81

00:03:45,000--> 00:03:46,228

In the last month,

82

00:03:46,252--> 00:03:48,428

we've seen a book, Shy Girl,

83

00:03:48,452--> 00:03:50,788

pulled from the

shelves by Hachette

84

00:03:50,812--> 00:03:54,148

when it was revealed it

was largely AI-generated.

85

00:03:54,172--> 00:03:58,838

A freelance writer who wrote

often for UK publications as well

86

00:03:58,862--> 00:04:01,371

was dropped by the New

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York Times after they realized

87

00:04:01,395--> 00:04:03,548

his review was

hauntingly similar

88

00:04:03,572--> 00:04:05,588

to a review that

ran in The Guardian.

89

00:04:05,612--> 00:04:07,508

He too had used AI

90

00:04:07,532--> 00:04:10,323

and AI had scraped

The Guardian review.

91

00:04:10,348--> 00:04:11,668

And just this week,

92

00:04:11,692--> 00:04:13,908

we learned that

some 100,000 writers

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93

00:04:13,932--> 00:04:15,748

are getting compensation
via the lawsuit

94

00:04:15,772--> 00:04:17,908

against Anthropic in America,

95

00:04:17,932--> 00:04:22,000

although Kevin's going to talk a little bit
more about that lawsuit hopefully later.

96

00:04:22,000--> 00:04:23,268

It's dizzying.

97

00:04:23,292--> 00:04:27,108

So I wanted to start with
the really proactive step

98

00:04:27,132--> 00:04:29,788

that the Society of
Authors has taken

99

00:04:29,812--> 00:04:31,988

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towards protecting
writers' rights.

100

00:04:32,012--> 00:04:34,748

And Anna is going to
talk about that, the new

101

00:04:34,772--> 00:04:36,228

Human Authored scheme,

102

00:04:36,252--> 00:04:37,828

which allows us authors

103

00:04:37,852--> 00:04:40,708

to label our work clearly
as written by humans,

104

00:04:40,732--> 00:04:43,028

not generated by AI.

105

00:04:43,052--> 00:04:45,011

Anna, can you start?

106

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00:04:45,035--> 00:04:47,868

I understand we've had
a tremendous uptake,

107

00:04:47,892--> 00:04:50,297

better than the US
percentage wise.

108

00:04:50,322--> 00:04:52,628

-It has been a
tremendous uptake.

109

00:04:52,652--> 00:04:55,868

Yes, I mean, it's been
open for six weeks now

110

00:04:55,892--> 00:05:00,428

and we've got 1,200-ish
members registered

111

00:05:00,452--> 00:05:04,028

and over 2,000
book titles uploaded

112

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00:05:04,052--> 00:05:07,000

and on the

humanauthored.co.uk site.

113

00:05:07,000--> 00:05:10,108

So we want... This

was a proof of concept,

114

00:05:10,132--> 00:05:12,148

and we wanted to see

if there was a demand

115

00:05:12,172--> 00:05:15,548

for this additional labelling

of human authored work,

116

00:05:15,572--> 00:05:17,788

and there is.

There's huge interest.

117

00:05:17,812--> 00:05:20,828

We've had interest not

only from SoA members,

118

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00:05:20,852--> 00:05:24,000

but also from booksellers,
from publishers,

119

00:05:24,000--> 00:05:28,028

and press, obviously,
in the UK and abroad.

120

00:05:28,052--> 00:05:29,988

And that's because
it's such a...

121

00:05:30,012--> 00:05:32,508

It's not just a
publishing issue.

122

00:05:32,532--> 00:05:35,468

This is a societal
issue of unregulated AI.

123

00:05:35,492--> 00:05:37,028

And so...

124

00:05:37,052--> 00:05:39,788

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Because it affects all
of the creative industries,

125

00:05:39,812--> 00:05:42,268

we've been trying to bang
the drum louder and louder

126

00:05:42,292--> 00:05:45,108

to really keep it in
the public conversation

127

00:05:45,132--> 00:05:48,548

because it's the creative
industries that are at the frontline

128

00:05:48,572--> 00:05:51,428

of big tech's
unethical practices.

129

00:05:51,452--> 00:05:53,365

And so we needed to do something

130

00:05:53,389--> 00:05:55,000

to empower our members

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131

00:05:55,000--> 00:05:57,348

in lieu of AI-labelled content.

132

00:05:57,372--> 00:05:58,948

So this is a stick and pasta,

133

00:05:58,972--> 00:06:01,308

so that we know its limitations,

134

00:06:01,332--> 00:06:05,428

we know that we would

much prefer to have AI content

135

00:06:05,452--> 00:06:08,468

labelled clearly, so

that the consumer

136

00:06:08,492--> 00:06:10,668

ultimately isn't duped

into buying something

137

00:06:10,692--> 00:06:12,000

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that they believe to be

138

00:06:12,000--> 00:06:13,548

created by a human when in fact

139

00:06:13,572--> 00:06:17,068

it might be the product of
a few well-chosen prompts.

140

00:06:17,092--> 00:06:19,868

So we thought it was important
to do something, because

141

00:06:19,892--> 00:06:22,748

we've been campaigning
on this since 2022

142

00:06:22,772--> 00:06:25,058

and we still don't have any

143

00:06:25,082--> 00:06:27,000

meaningful action to support

144

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00:06:27,000--> 00:06:29,115

creators with copyright.

145

00:06:29,139--> 00:06:31,428

It felt like in the first
year since I've been

146

00:06:31,452--> 00:06:33,868

in this role as Chief Executive,

147

00:06:33,892--> 00:06:36,268

it was explaining
what copyright is

148

00:06:36,292--> 00:06:39,708

at government and why it
matters to individual creators,

149

00:06:39,732--> 00:06:42,148

because there're
whole households

150

00:06:42,172--> 00:06:44,388

who depend on the

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copyright of their work

151

00:06:44,412--> 00:06:47,468

to pay the bills, to pay

for childcare, to survive.

152

00:06:47,492--> 00:06:49,468

So this is not just

about big industry,

153

00:06:49,492--> 00:06:51,365

this has a direct impact

154

00:06:51,389--> 00:06:55,508

on the front line, individual creators

who have been losing income

155

00:06:55,532--> 00:06:58,708

and face the loss of

their entire livelihoods.

156

00:06:58,732--> 00:07:01,685

If you're, for example, a

translator or an illustrator

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157

00:07:01,709--> 00:07:03,948

where they're seeing
the biggest change

158

00:07:03,972--> 00:07:06,391

to their... to their work.

159

00:07:06,415--> 00:07:08,668

Diminished incomes
and opportunities.

160

00:07:08,692--> 00:07:10,228

So we felt it was
really important

161

00:07:10,252--> 00:07:11,868

as part of our campaigning

162

00:07:11,892--> 00:07:15,188

to develop this scheme
to help our members

163

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00:07:15,212--> 00:07:18,908

as human authors stand
out in an opaque marketplace.

164

00:07:18,932--> 00:07:22,068

So there are limitations to it,

165

00:07:22,092--> 00:07:24,308

but this is something
positive that we can do

166

00:07:24,332--> 00:07:27,468

and it's free to members, so it
doesn't cost members anything,

167

00:07:27,492--> 00:07:29,828

and they can pop this on
the back cover of their book

168

00:07:29,852--> 00:07:31,000

or on the copyright page

169

00:07:31,000--> 00:07:34,668

and then they can use that to

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show that it's been their work, their...

170

00:07:34,692--> 00:07:39,028

As I've said, their blood, sweat and
tears, their decades of work, their...

171

00:07:39,052--> 00:07:41,348

I mean, writers are
honing their craft all the time

172

00:07:41,372--> 00:07:43,085

and...

173

00:07:43,109--> 00:07:45,788

AI is at such a scale

174

00:07:45,812--> 00:07:48,668

that it's having
that real impact

175

00:07:48,692--> 00:07:50,668

on whether it's
competing with a work

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176

00:07:50,692--> 00:07:52,508

or cannibalising
an author's work.

177

00:07:52,532--> 00:07:55,068

And so... so Human Authored,

178

00:07:55,092--> 00:07:57,628

it's a sticking
plaster, and so this is

179

00:07:57,652--> 00:07:59,530

in lieu of kind of

180

00:07:59,555--> 00:08:03,228

either while government
help in this situation.

181

00:08:03,252--> 00:08:04,668

And so it's First Aid.

182

00:08:04,692--> 00:08:07,868

And to rub salt into the wound,

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183

00:08:07,892--> 00:08:09,468

as we all know,

184

00:08:09,492--> 00:08:12,508

the the commercial chatbots
are based on the stolen work

185

00:08:12,532--> 00:08:14,988

of creators, not
just UK creators,

186

00:08:15,012--> 00:08:17,000

creators around the world.

187

00:08:17,000--> 00:08:19,788

So we are working
with government

188

00:08:19,812--> 00:08:22,571

on their 12-month
work stream now

189

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00:08:22,595--> 00:08:26,000

to try and get a fair,

190

00:08:26,000--> 00:08:28,000

ethical

191

00:08:28,000--> 00:08:31,028

regulation of AI

operating in the UK.

192

00:08:31,052--> 00:08:34,468

And so we'll see how it goes.

193

00:08:34,492--> 00:08:38,548

We're in and out of speaking

to businesses all of the time,

194

00:08:38,572--> 00:08:40,268

and progress is being made.

195

00:08:40,292--> 00:08:42,628

So it's not all doom and gloom,

196

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00:08:42,652--> 00:08:45,068

but it's just taking
an awfully long time.

197

00:08:45,092--> 00:08:47,000

And with each day that passes,

198

00:08:47,000--> 00:08:49,908

creators are losing
income, losing work.

199

00:08:49,932--> 00:08:52,148

So...

200

00:08:52,172--> 00:08:55,548

it's one thing that we can do

201

00:08:55,572--> 00:08:57,503

to help support authors.

202

00:08:58,000--> 00:09:00,548

So it's a marketing
thing that we want to put

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203

00:09:00,572--> 00:09:02,908

on the back cover or
the copyrighted book.

204

00:09:02,932--> 00:09:06,068

Do we know yet of any
books that are going to have it?

205

00:09:06,092--> 00:09:07,092

Has that happened yet?

206

00:09:07,116--> 00:09:08,488

Because that will
be very exciting.

207

00:09:08,512--> 00:09:11,548

-Well, there were a few
registered on the system that

208

00:09:11,572--> 00:09:13,228

were being published
at the end of April.

209

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00:09:13,252--> 00:09:15,188

The one definite

one that I know about

210

00:09:15,212--> 00:09:18,751

is being published on the 7th of

May, and that's John Deegan's book.

211

00:09:18,775--> 00:09:22,348

He's the CEO of the

Writers Union of Canada,

212

00:09:22,372--> 00:09:23,468

and that's...

213

00:09:23,492--> 00:09:25,708

You might have

seen it online, but his...

214

00:09:25,732--> 00:09:28,508

The Human Authored logo is

going on the back cover of his book,

215

00:09:28,532--> 00:09:30,708

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and I think someone's
posted in the chat.

216

00:09:30,732--> 00:09:33,468

Emma, thank you very
much, on why he's using

217

00:09:33,492--> 00:09:35,000

the Human Authored logo.

218

00:09:35,000--> 00:09:36,588

-Mmhmm, great.

219

00:09:36,612--> 00:09:40,348

We're going to ask Kevin about
what government's doing in a minute.

220

00:09:40,372--> 00:09:42,885

But first, Euan, are you going
to recommend that your authors

221

00:09:42,910--> 00:09:45,028

use this label?

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222

00:09:45,052--> 00:09:47,108

-Um...

223

00:09:47,132--> 00:09:50,268

Yeah, we're certainly

going to alert them to it

224

00:09:50,292--> 00:09:51,828

and why wouldn't we?

225

00:09:51,852--> 00:09:54,365

As Anna says,

226

00:09:54,389--> 00:09:59,668

you know, we don't have government

fighting our corner really at the moment.

227

00:09:59,692--> 00:10:01,868

And as an industry,

228

00:10:01,892--> 00:10:04,948

we have to do what we

can to make ourselves heard.

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229

00:10:04,972--> 00:10:07,068

I mean, I agree with

Anna, it's a sticking plaster,

230

00:10:07,092--> 00:10:10,000

but it's a good symbol,

it's a good signpost.

231

00:10:10,000--> 00:10:12,108

Um, I suppose

232

00:10:12,132--> 00:10:16,028

when you asked me that question, I

said we're only going to alert them to it,

233

00:10:16,052--> 00:10:18,988

because I think we would take up

on definitely a case-by-case basis.

234

00:10:19,012--> 00:10:22,988

I can see that there are

definitely some real world

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235

00:10:23,012--> 00:10:25,268

problems or some

day-to-day problems

236

00:10:25,292--> 00:10:27,000

that can come up through

237

00:10:27,000--> 00:10:29,068

the scheme itself.

238

00:10:29,092--> 00:10:31,188

And I suppose, you know,

239

00:10:31,212--> 00:10:34,188

my concern is,

for certain authors,

240

00:10:34,212--> 00:10:36,988

is that the people who

are most vociferous

241

00:10:37,012--> 00:10:39,588

about the AI

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debate are all online.

242

00:10:39,612--> 00:10:40,612

Um...

243

00:10:40,636--> 00:10:43,428

Online is very binary,
there's no nuance to it.

244

00:10:43,452--> 00:10:47,588

While everyone here has
probably had a look at the definition

245

00:10:47,612--> 00:10:49,188

of the Human Authored scheme,

246

00:10:49,212--> 00:10:51,042

I think there will be
lots of people out there

247

00:10:51,066--> 00:10:53,748

who may just see it and go,

248

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00:10:53,772--> 00:10:55,523

well, I think this book,

249

00:10:55,548--> 00:10:59,868

you know, it was... there were there was part
of a process by a publisher that used AI,

250

00:10:59,892--> 00:11:02,748

they've said that it's Human
Authored, that's not true,

251

00:11:02,772--> 00:11:04,708

and then there'll
be a big pile on.

252

00:11:04,732--> 00:11:06,388

And we've seen this with...

253

00:11:06,412--> 00:11:08,788

in certain, you know,
cases with our authors.

254

00:11:08,812--> 00:11:11,000

It's not exactly the

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same, but one author

255

00:11:11,000--> 00:11:14,468

who had been very

concerned about AI

256

00:11:14,492--> 00:11:15,948

when we were doing her contract,

257

00:11:15,972--> 00:11:18,188

and asked lots of

questions about it.

258

00:11:18,212--> 00:11:19,668

Within her book,

259

00:11:19,692--> 00:11:22,908

she had-- there were two

paragraphs that she had used AI

260

00:11:22,932--> 00:11:24,668

for very specific reasons.

261

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00:11:24,692--> 00:11:27,508

This was a novel, and in her acknowledgement she had said...

262

00:11:27,532--> 00:11:29,468

She'd written that she'd had

263

00:11:29,492--> 00:11:33,068

these two paragraphs had been prompted by AI and explained why.

264

00:11:33,092--> 00:11:36,028

But of course online, everyone just read, oh,

265

00:11:36,052--> 00:11:37,588

it was created by AI.

266

00:11:37,612--> 00:11:39,108

And so there was a massive pile on.

267

00:11:39,132--> 00:11:41,508

And in a way, she

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would have been better

268

00:11:41,532--> 00:11:43,456

not to have said anything

at all and not to have

269

00:11:43,481--> 00:11:45,525

put something like the

Human Authored scheme on it.

270

00:11:45,549--> 00:11:48,858

So, I think, yes,

absolutely, we agree with it

271

00:11:48,882--> 00:11:50,948

and we want to

alert our authors to it.

272

00:11:50,972--> 00:11:52,308

As I say, why wouldn't we?

273

00:11:52,332--> 00:11:54,868

But I think we'll take it

on a case-by-case basis,

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274

00:11:54,892--> 00:11:58,428

because I think there are definitely...

You know, it's so nuanced, this thing.

275

00:11:58,452--> 00:12:01,428

You know, AI is integral

in everything we do now,

276

00:12:01,452--> 00:12:03,000

not just in publishing

277

00:12:03,000--> 00:12:06,668

So even though a scheme like this

defines what human authored means,

278

00:12:06,692--> 00:12:09,308

I think lots of people

just won't see that,

279

00:12:09,332--> 00:12:11,308

and they'll just see AI,

280

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00:12:11,332--> 00:12:14,228

and they'll go to their preferred position,

281

00:12:14,252--> 00:12:16,625

which is either

AI good or AI bad.

282

00:12:16,649--> 00:12:18,000

And I think, you know,

283

00:12:18,000--> 00:12:20,268

unfortunately, authors then get caught in the middle.

284

00:12:21,833--> 00:12:23,341

Can I comment on that Carol?

285

00:12:23,366--> 00:12:25,868

Just on the point of, I think, because...

286

00:12:25,892--> 00:12:28,668

What is important, what

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we're trying to encourage more

287

00:12:28,692--> 00:12:31,978

is the transparency to
explain how something is made

288

00:12:32,002--> 00:12:35,068

and I think consumers
are interested in,

289

00:12:35,092--> 00:12:37,588

kind of, the provenance
of work increasingly.

290

00:12:37,612--> 00:12:40,885

And it's interesting to find out
how a work has been made,

291

00:12:40,909--> 00:12:44,000

and so I see it on authors

292

00:12:44,000--> 00:12:45,628

putting in books

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293

00:12:45,652--> 00:12:48,988

whether they have used AI
as a cover for a certain reason

294

00:12:49,012--> 00:12:51,000

or whether they have worked

295

00:12:51,000--> 00:12:52,996

with AI as a creative partner

296

00:12:53,021--> 00:12:56,181

for their personal reasons. And I think
where people are transparent and saying,

297

00:12:56,205--> 00:12:58,255

this is what I've done,
this is what I haven't done,

298

00:12:58,279--> 00:13:01,348

I think that can
only be a good thing.

299

00:13:01,372--> 00:13:03,868

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What we're trying to avoid

with this scheme is the...

300

00:13:03,892--> 00:13:06,650

the wholly synthetic

works, which...

301

00:13:06,675--> 00:13:09,588

That something appears in the
news one day, then the next day,

302

00:13:09,612--> 00:13:14,028

you see a load of works
on online retailers that have

303

00:13:14,052--> 00:13:16,291

clearly been generated fully

304

00:13:16,315--> 00:13:17,828

by generative AI.

305

00:13:17,852--> 00:13:19,948

So it's... it's a spectrum,

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306

00:13:19,972--> 00:13:22,308

but we're asking
for transparency

307

00:13:22,332--> 00:13:24,468

and having that more
nuanced conversation

308

00:13:24,492--> 00:13:27,828

so that we can try
and replace the fear

309

00:13:27,852--> 00:13:30,788

with education about all
the different forms of AI,

310

00:13:30,812--> 00:13:32,788

whether it's assistive
or generative,

311

00:13:32,812--> 00:13:34,428

and then where that...

312

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00:13:34,452--> 00:13:36,708

where the line is for everybody

313

00:13:36,732--> 00:13:39,668

in terms of the creative
process and the thinking process.

314

00:13:39,692--> 00:13:41,000

-Yeah, I mean...

315

00:13:41,000--> 00:13:42,000

-Go ahead, go ahead.

316

00:13:42,000--> 00:13:44,708

-Sorry, sorry. I mean, I
completely agree with you, Anna.

317

00:13:44,732--> 00:13:46,188

I would just say that

318

00:13:46,212--> 00:13:48,308

that case I cited,

319

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00:13:48,332--> 00:13:52,000

the author was

transparent and yet

320

00:13:52,000--> 00:13:54,028

there was a massive

pile on against her,

321

00:13:54,052--> 00:13:56,348

and so she was like,

what should I have done?

322

00:13:56,372--> 00:13:59,868

And I think, you know, obviously

that decision was made 9 months ago,

323

00:13:59,892--> 00:14:01,982

you know, when she wrote

that in the acknowledgement.

324

00:14:02,006--> 00:14:03,948

I think if we were having

that conversation now,

325

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00:14:03,972--> 00:14:07,000

we would have, again, a much more nuanced conversation about, look,

326

00:14:07,000--> 00:14:08,908

absolutely, I can see why you want to do it,

327

00:14:08,932--> 00:14:10,028

but the real...

328

00:14:10,052--> 00:14:13,000

the real world consequences could be this.

329

00:14:13,000--> 00:14:14,645

-Yeah, absolutely.

330

00:14:14,670--> 00:14:17,868

-That's amazing she got so much blowback for two paragraphs.

331

00:14:17,892--> 00:14:19,000

-Yeah. Yeah

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332

00:14:19,000--> 00:14:20,868

-I mean, I'm very anti-AI,

333

00:14:20,892--> 00:14:22,188

but that really surprised...

334

00:14:22,212--> 00:14:25,028

It doesn't surprise me, but that doesn't... that's not right, is it?

335

00:14:25,052--> 00:14:28,765

-It doesn't surprise me in terms of social media and the pile ons that exist,

336

00:14:28,789--> 00:14:31,508

whatever you say, when there are binary positions.

337

00:14:31,532--> 00:14:33,708

But I think key to all of this is education

338

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00:14:33,732--> 00:14:37,068

and kind of explaining

what the technology is

339

00:14:37,092--> 00:14:38,828

and what it means to creativity.

340

00:14:38,852--> 00:14:41,516

So I think we have

to start with education

341

00:14:41,541--> 00:14:43,628

and not call people out, but

342

00:14:43,652--> 00:14:46,108

explain what it

is and, you know,

343

00:14:46,132--> 00:14:48,268

to try and reassure rather than

344

00:14:48,292--> 00:14:51,708

people going to their

offensive positions.

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345

00:14:51,732--> 00:14:52,855

-Mmhmm.

346

00:14:52,880--> 00:14:54,976

Okay, Kevin, we're going
to put you on the hot seat.

347

00:14:55,001--> 00:14:58,308

So I know the government
took what we considered

348

00:14:58,332--> 00:15:00,228

a really positive
step a few weeks ago.

349

00:15:00,252--> 00:15:02,588

They backed away from

350

00:15:02,612--> 00:15:06,388

allowing AI companies to
get permission after the fact.

351

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00:15:06,412--> 00:15:08,000

But...

352

00:15:08,000--> 00:15:11,068

is the government, do

you think, going to support

353

00:15:11,092--> 00:15:13,668

the Society of

Authors' stance that

354

00:15:13,692--> 00:15:17,068

companies need

to get permission to

355

00:15:17,092--> 00:15:21,068

use material to train

large language models

356

00:15:21,092--> 00:15:24,630

and pay them when they do?

357

00:15:24,655--> 00:15:28,988

-I think the first thing I'd say, I think,

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just apropos to what we were just

358

00:15:29,012--> 00:15:31,548

discussing, I do think

this is a good scheme,

359

00:15:31,572--> 00:15:34,828

the Human Authored scheme

from the Society of Authors,

360

00:15:34,852--> 00:15:37,108

and it's an interesting one.

361

00:15:37,132--> 00:15:39,348

But of course, then you

move into that nuanced debate

362

00:15:39,372--> 00:15:41,620

about whether or not

something is completely

363

00:15:41,645--> 00:15:44,548

generated by AI, and

whether something is...

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364

00:15:44,572--> 00:15:46,628

whether AI is used as a tool.

365

00:15:46,652--> 00:15:49,000

And, you know, my

view about always has been

366

00:15:49,000--> 00:15:51,868

AI can be a great servant,

but a terrible master

367

00:15:51,892--> 00:15:53,868

in terms of, you know,

the creative industries.

368

00:15:53,892--> 00:15:56,148

And people use it all the time

369

00:15:56,172--> 00:15:58,348

in all sorts of creative

industries as a tool.

370

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00:15:58,372--> 00:16:00,868

I mean, music is the
bit that I do most of.

371

00:16:00,892--> 00:16:03,405

And, you know,
every studio in...

372

00:16:03,429--> 00:16:06,000

every recording studio in
the country has been using AI

373

00:16:06,000--> 00:16:09,268

as a tool to support, you
know, making recorded music,

374

00:16:09,292--> 00:16:12,268

but you're still making,
you know, original music.

375

00:16:12,292--> 00:16:14,148

But then there are
some wholly authored

376

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00:16:14,172--> 00:16:18,228

bits of music that are
completely made by generative AI,

377

00:16:18,252--> 00:16:19,788

and the same thing's
true with books.

378

00:16:19,812--> 00:16:21,308

My view is quite clear,

379

00:16:21,332--> 00:16:23,868

copyright exists to
protect human creativity.

380

00:16:23,892--> 00:16:26,188

It doesn't exist to create

381

00:16:26,212--> 00:16:28,548

the output of a desiccated
calculating machine,

382

00:16:28,572--> 00:16:30,228

which is what AI is.

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383

00:16:30,252--> 00:16:31,668

AI creates nothing.

384

00:16:31,692--> 00:16:34,188

It only generates probabilities

385

00:16:34,212--> 00:16:37,000

in a mathematical way based
on the learning it's done from

386

00:16:37,000--> 00:16:38,268

human creativity.

387

00:16:38,292--> 00:16:41,068

So it shouldn't... any of these
works shouldn't be copyrightable.

388

00:16:41,092--> 00:16:42,228

The problem is that

389

00:16:42,252--> 00:16:44,388

if they're completely

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done by generative AI,

390

00:16:44,412--> 00:16:46,148

the problem is

obviously in proving that.

391

00:16:46,172--> 00:16:48,268

To prove that you need

transparency about,

392

00:16:48,292--> 00:16:51,428

you know, where that writing or

that piece of music has come from.

393

00:16:51,452--> 00:16:53,748

You need obviously to

give creatives the choice

394

00:16:53,772--> 00:16:57,268

as to whether they want

their work to be able to be used

395

00:16:57,292--> 00:17:00,188

and licensed for

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those sorts of purposes.

396

00:17:00,212--> 00:17:03,828

And obviously they should be compensated for past wrongs as well,

397

00:17:03,852--> 00:17:06,000

is what should actually happen.

398

00:17:06,000--> 00:17:08,325

So the scheme's great from the Society of Authors.

399

00:17:08,350--> 00:17:10,028

I think, in answer to your question,

400

00:17:10,052--> 00:17:13,028

it's actually quite simple at the core, really, Carole,

401

00:17:13,052--> 00:17:15,308

in that, you know, copyright law

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402

00:17:15,332--> 00:17:17,268

already provides the framework.

403

00:17:17,292--> 00:17:19,988

You know, we don't really

need to invent-- reinvent copyright

404

00:17:20,012--> 00:17:22,185

in order to deal with AI.

405

00:17:22,209--> 00:17:24,131

We just need to make

sure it's properly enforced

406

00:17:24,156--> 00:17:26,348

And it's a good thing

407

00:17:26,372--> 00:17:27,908

that the government

has rowed back

408

00:17:27,932--> 00:17:29,788

from the original

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position they took.

409

00:17:29,812--> 00:17:32,988

And some of us obviously

put a lot of pressure on them

410

00:17:33,012--> 00:17:34,245

to do that.

411

00:17:34,269--> 00:17:37,388

And so did the sector,

412

00:17:37,412--> 00:17:40,000

and all the creative

sectors didn't want to do that.

413

00:17:40,000--> 00:17:43,628

And there's been a significant

shift in that regard. So,

414

00:17:43,652--> 00:17:45,268

you know, the law's clear.

415

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00:17:45,292--> 00:17:47,148

If you want to use
copyrighted material,

416

00:17:47,172--> 00:17:48,628

you've got to seek
permission first.

417

00:17:48,652--> 00:17:49,948

That is the law.

418

00:17:49,972--> 00:17:51,988

And it applies just
as much to AI training

419

00:17:52,012--> 00:17:54,148

as it does to any
other commercial use.

420

00:17:54,172--> 00:17:56,000

And when permission is granted,

421

00:17:56,000--> 00:17:59,628

you've got to have fair

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compensation to follow,

422

00:17:59,652--> 00:18:03,028

and that's how creative

industries have always functioned.

423

00:18:03,052--> 00:18:06,188

And AI companies, you know, the

big ones like Anthropic, they're not

424

00:18:06,212--> 00:18:08,388

some kind of public

interest experiment.

425

00:18:08,412--> 00:18:10,468

They are massive

commercial operations,

426

00:18:10,492--> 00:18:13,000

you know, who are there

to make a huge profit

427

00:18:13,000--> 00:18:14,428

for their shareholders

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428

00:18:14,452--> 00:18:17,105

and they are mining the
very valuable property

429

00:18:17,129--> 00:18:19,308

of other people
in order to do that.

430

00:18:19,332--> 00:18:21,108

So the law is already
there to protect it.

431

00:18:21,132--> 00:18:24,788

We just know that this
technology is so rapid

432

00:18:24,812--> 00:18:27,188

and is so transformative

433

00:18:27,212--> 00:18:29,750

that it's a very
difficult thing to...

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434

00:18:29,775--> 00:18:32,548

to enforce, but we've got
to stick to those principles.

435

00:18:32,572--> 00:18:35,308

What copyright exists
for and what it can do.

436

00:18:35,332--> 00:18:37,428

So what we see at the
moment isn't a gap in the law,

437

00:18:37,452--> 00:18:40,508

but it's an attempt, you
know, to push beyond it

438

00:18:40,532--> 00:18:43,348

and to push copyright
law aside in some cases,

439

00:18:43,372--> 00:18:46,668

and doing so relying on
unlawfully sourced material.

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440

00:18:46,692--> 00:18:47,696

And that's

441

00:18:47,721--> 00:18:49,565

the concern that

we should all have.

442

00:18:49,589--> 00:18:53,708

-So what is this big bill about

then if the copyright law is so clear?

443

00:18:53,732--> 00:18:54,748

-There is no bill.

444

00:18:54,772--> 00:18:56,692

-What is the problem?

Why aren't they, you know--

445

00:18:56,716--> 00:18:57,716

-There is no bill.

446

00:18:57,740--> 00:19:02,068

So the debates that

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took place last year

447

00:19:02,092--> 00:19:04,668

were amendments that were made

448

00:19:04,692--> 00:19:07,388

by backbench members

of the House of Lords

449

00:19:07,412--> 00:19:10,388

to a bill that had nothing

to do with AI and copyright,

450

00:19:10,412--> 00:19:13,783

but was a very convenient

bus to get on to highlight

451

00:19:13,808--> 00:19:16,148

the issue and to try and

get the government to

452

00:19:16,172--> 00:19:19,508

row back from the

position it had taken on, a,

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453

00:19:19,532--> 00:19:21,708

you know, making an assumption

454

00:19:21,732--> 00:19:23,508

that you could use

455

00:19:23,532--> 00:19:27,558

material in order

to train AI models.

456

00:19:27,583--> 00:19:31,188

And, you know, so

457

00:19:31,212--> 00:19:34,308

there is no bill and what is

clear from the government now,

458

00:19:34,332--> 00:19:37,108

having changed their position,

is there is no copyright bill.

459

00:19:37,132--> 00:19:40,372

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They were talking about putting a copyright bill in the forthcoming King's speech.

460

00:19:40,396--> 00:19:41,797

There will not be a copyright bill,

461

00:19:41,821--> 00:19:43,908

although I haven't seen what's in the King's speech,

462

00:19:43,932--> 00:19:46,612

but there won't be a copyright bill in the forthcoming King's speech

463

00:19:46,636--> 00:19:49,788

because the argument that we've all made, you don't actually need, really,

464

00:19:49,812--> 00:19:51,148

to change copyright law.

465

00:19:51,172--> 00:19:54,268

What you need to do is enforce it

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and make sure there's transparency

466

00:19:54,292--> 00:19:57,588

so that people can actually
find out if their work's been used

467

00:19:57,612--> 00:20:00,308

and insist that it's
properly licensed or not,

468

00:20:00,332--> 00:20:03,271

or insist that it isn't used if
they don't give it their permission.

469

00:20:03,296--> 00:20:06,108

So we've got to
keep pressing on this

470

00:20:06,132--> 00:20:08,045

and keep working to make sure

471

00:20:08,069--> 00:20:10,628

the government gets
into the right place on it.

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472

00:20:10,652--> 00:20:13,308

But there's no
current legislation

473

00:20:13,332--> 00:20:17,000

in prospect that will
change copyright law.

474

00:20:17,000--> 00:20:22,068

-Is the solution then do we
need to start issuing lawsuits?

475

00:20:22,092--> 00:20:24,171

I mean, filing
lawsuits. And what...

476

00:20:24,195--> 00:20:26,548

Because it's happening
despite the law.

477

00:20:28,000--> 00:20:31,348

-The short answer
in many ways that...

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478

00:20:31,372--> 00:20:34,508

You know, if that
theft is taking place,

479

00:20:34,532--> 00:20:37,148

which is what a lot of these
companies are doing, then

480

00:20:37,172--> 00:20:39,268

obviously creators
need to assert their rights.

481

00:20:39,292--> 00:20:42,000

Now, that's very
difficult if you're a small,

482

00:20:42,000--> 00:20:44,588

you know, author, you
know, working on your own.

483

00:20:44,612--> 00:20:47,000

That's why collective action

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484

00:20:47,000--> 00:20:51,588

by, you know, people like
the royalty collection societies,

485

00:20:51,612--> 00:20:55,388

the trade unions and organizations
that represent creatives

486

00:20:55,412--> 00:20:56,788

is really important,

487

00:20:56,812--> 00:20:59,668

you know, to make
sure that AI companies

488

00:20:59,692--> 00:21:02,508

know that there can be
legal consequences to this.

489

00:21:02,532--> 00:21:05,048

There's a number of test cases
going on. I think we're going to

490

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00:21:05,072--> 00:21:08,108

debate perhaps or discuss some of them later on in America, but

491

00:21:08,132--> 00:21:11,148

we shouldn't, as we always are too much in Britain,

492

00:21:11,172--> 00:21:15,108

be overly influenced by what happens in American courts

493

00:21:15,132--> 00:21:17,012

because the law is different on copyright there.

494

00:21:17,036--> 00:21:18,300

They have a fair use exemption.

495

00:21:18,324--> 00:21:20,468

You know, which doesn't exist in the same way

496

00:21:20,492--> 00:21:22,068

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in the UK.

497

00:21:22,092--> 00:21:25,068

But ultimately, the law exists

498

00:21:25,092--> 00:21:27,748

to protect human

creativity and copyright,

499

00:21:27,772--> 00:21:31,000

and that is unchanged

by the presence of AI.

500

00:21:31,000--> 00:21:35,228

-Okay, I want to move and ask

some specific questions about...

501

00:21:35,252--> 00:21:38,548

to Euan about what authors

might want to put in their contracts.

502

00:21:38,572--> 00:21:40,868

But Anna or Euan, do

you want any questions

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503

00:21:40,892--> 00:21:44,000

for Kevin or any
comments about that?

504

00:21:44,000--> 00:21:45,000

What he just said.

505

00:21:45,000--> 00:21:48,280

-I suppose I just, you know, actually it's
a comment rather than a question, Kevin.

506

00:21:48,304--> 00:21:50,428

Because I sometimes worry that,

507

00:21:50,452--> 00:21:53,668

you know, with the,
you know, increased

508

00:21:53,692--> 00:21:56,868

exponential speed
of technology today,

509

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00:21:56,892--> 00:21:58,308

particularly AI,

510

00:21:58,332--> 00:22:01,388

I just worry sometimes

that our laws,

511

00:22:01,412--> 00:22:02,908

whether it's here

or anywhere else,

512

00:22:02,932--> 00:22:04,308

we're just...

513

00:22:04,332--> 00:22:06,000

They're too cumbersome

514

00:22:06,000--> 00:22:08,588

to be able to move at the

speed that technology moves.

515

00:22:08,612--> 00:22:10,109

So, technology's

thing is always like,

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516

00:22:10,133--> 00:22:12,028

well, we'll just do it and
ask permission later,

517

00:22:12,052--> 00:22:14,308

and if we've got to pay some
money, we'll pay some money.

518

00:22:14,332--> 00:22:15,788

But once they've done it,

519

00:22:15,812--> 00:22:18,012

it's very difficult to put
the genie back in the bottle.

520

00:22:18,036--> 00:22:19,988

So I guess my worry is always

521

00:22:20,012--> 00:22:22,948

for something like this, is that we
have to do the things that, you know,

522

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00:22:22,972--> 00:22:24,418

you were talking about, but

523

00:22:24,443--> 00:22:26,588

is it going to be too late?

524

00:22:26,612--> 00:22:29,428

Even if we get something
that, you know, is compensation

525

00:22:29,452--> 00:22:31,908

and establish a precedent,
is it kind of too late

526

00:22:31,932--> 00:22:33,988

because these companies
have just done it?

527

00:22:34,012--> 00:22:36,000

I mean, not a question, but...

528

00:22:36,000--> 00:22:37,788

-Yeah, no, I think
that's a very fair point.

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529

00:22:37,812--> 00:22:40,028

Of course, in the
history of copyright,

530

00:22:40,052--> 00:22:43,271

this has always happened whenever there's
been a radical technological change.

531

00:22:43,295--> 00:22:46,308

And the debate here a
little bit is, is this different?

532

00:22:46,332--> 00:22:48,948

Is it really
existentially so different

533

00:22:48,972--> 00:22:51,225

from previous
technological developments

534

00:22:51,249--> 00:22:53,068

that, you know, those...

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535

00:22:53,092--> 00:22:55,308

we can't look for those
examples, if you like,

536

00:22:55,332--> 00:22:57,708

to be able to make
sure that copyright

537

00:22:57,732--> 00:23:00,628

is still in existence
and still enforceable.

538

00:23:00,652--> 00:23:02,148

And that's a very
legitimate point,

539

00:23:02,172--> 00:23:05,948

because clearly it's an
extraordinary technology, AI,

540

00:23:05,972--> 00:23:07,000

and, you know,

541

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00:23:07,000--> 00:23:08,468

I use it every day.

542

00:23:08,492--> 00:23:10,588

You know people, do use
it every day in their work.

543

00:23:10,612--> 00:23:14,388

Every office people in the country,
and if we pretend it doesn't exist

544

00:23:14,412--> 00:23:17,348

and that isn't going to be happening,
then that's where the problem is.

545

00:23:17,372--> 00:23:20,788

What we need to do is make sure
that the right legal framework is there

546

00:23:20,812--> 00:23:23,308

to be enforced, and
laws and lawmaking

547

00:23:23,332--> 00:23:25,000

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is a very slow and cumbersome

548

00:23:25,000--> 00:23:28,000

process and never can

quite keep up with technology.

549

00:23:28,000--> 00:23:30,468

But I think it is

possible to get there

550

00:23:30,492--> 00:23:32,508

if we stick to the

right principles.

551

00:23:32,532--> 00:23:34,468

If you take the

example of music.

552

00:23:34,492--> 00:23:37,788

You know, 25 years ago

with the creation of Napster,

553

00:23:37,812--> 00:23:40,988

everybody was pirating

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and taking everybody's work.

554

00:23:41,012--> 00:23:43,388

Then along came, you know,

555

00:23:43,412--> 00:23:46,548

downloading with Apple iTunes,

556

00:23:46,572--> 00:23:49,308

which existed for a few years and everyone was doing that and people

557

00:23:49,332--> 00:23:53,028

started paying, they found a way to get people to start paying for that content,

558

00:23:53,052--> 00:23:54,996

and then along came streaming

559

00:23:55,021--> 00:23:58,171

who had to do deals with rights holders in order to make sure they were paid.

560

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00:23:58,196--> 00:24:00,218

Now, it's not perfect.

I've done a lot of work on

561

00:24:00,243--> 00:24:03,428

the economics of music streaming
and people are not getting paid enough,

562

00:24:03,452--> 00:24:05,908

that's, you know,
should be a row about the

563

00:24:05,932--> 00:24:09,468

kinds of companies that...
that are the rights holders and...

564

00:24:09,492--> 00:24:11,696

and, you know,
dominate things like

565

00:24:11,720--> 00:24:15,000

the music industry and
the big publishers, etcetera.

566

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00:24:15,000--> 00:24:16,388

But nevertheless, ultimately,

567

00:24:16,412--> 00:24:19,788

copyright existed to... to...

568

00:24:19,812--> 00:24:22,628

reward human creativity

and we shouldn't forget

569

00:24:22,652--> 00:24:26,828

that the law is there and we shouldn't

be afraid to insist that it's enforced.

570

00:24:28,630--> 00:24:31,588

Okay, so Euan, I was hoping

you wouldn't mind asking

571

00:24:31,612--> 00:24:34,225

some really specific questions

that writers might have

572

00:24:34,249--> 00:24:36,068

regarding their own books.

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573

00:24:36,092--> 00:24:39,988

So, as an agent, it seems
there must be so many

574

00:24:40,012--> 00:24:42,188

different clauses,
legal clauses,

575

00:24:42,212--> 00:24:44,510

that maybe writers
need to think about

576

00:24:44,535--> 00:24:46,588

putting into their new contracts

577

00:24:46,612--> 00:24:49,708

in order to protect them from
copyright infringement through AI.

578

00:24:49,732--> 00:24:51,751

So, for instance,

579

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00:24:51,775--> 00:24:54,128

there are clauses being written
that would allow publishers

580

00:24:54,152--> 00:24:56,148

to license a book
for AI training.

581

00:24:56,172--> 00:25:00,108

Is this... Is this something
that you've done yet?

582

00:25:00,132--> 00:25:01,868

Is this something
writers should do?

583

00:25:01,892--> 00:25:03,000

And I have other

584

00:25:03,000--> 00:25:06,000

specific topics to
ask you about as well.

585

00:25:06,000--> 00:25:07,708

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-Yeah, I mean, it's...

586

00:25:07,732--> 00:25:10,348

As you can imagine,
it's... one of my roles

587

00:25:10,372--> 00:25:13,388

at the company is to do, I
kind of oversee all our contracts.

588

00:25:13,412--> 00:25:15,068

And so as you can imagine,

589

00:25:15,092--> 00:25:17,388

this area takes up a lot
of time at the moment.

590

00:25:17,412--> 00:25:19,868

I mean, it's interesting, you know,

591

00:25:19,892--> 00:25:21,708

here compared to America,

592

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00:25:21,732--> 00:25:23,588

most publishers here,

593

00:25:23,612--> 00:25:24,948

certainly in my experience,

594

00:25:24,972--> 00:25:29,908

are open to having some kind of AI wording in their contracts with authors.

595

00:25:29,932--> 00:25:33,308

In America, they seem to be slower

596

00:25:33,332--> 00:25:36,868

or at least both publishers and agents are taking their time,

597

00:25:36,892--> 00:25:40,000

you know, to try and wait until there are more kind of

598

00:25:40,000--> 00:25:41,748

grounded positions.

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599

00:25:41,772--> 00:25:44,308

But over here,
publishers are open to it.

600

00:25:44,332--> 00:25:46,788

There's only a couple
who I've dealt with

601

00:25:46,812--> 00:25:49,468

who, at the moment,
won't put wording in,

602

00:25:49,492--> 00:25:51,188

but that wording
where we do have it

603

00:25:51,212--> 00:25:53,068

is fairly general
and quite broad.

604

00:25:53,092--> 00:25:57,068

You know, it's a catch-all and it
will have to be updated really soon,

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605

00:25:57,092--> 00:25:58,826

and, you know, that wording

606

00:25:58,851--> 00:26:00,548

is really around the

fact that, you know,

607

00:26:00,572--> 00:26:03,868

we are asking publishers that they'll

commit not to use our author's work

608

00:26:03,892--> 00:26:06,908

on generative AI,

on LMMs, etcetera.

609

00:26:06,932--> 00:26:09,788

And that the only

time they'll use AI

610

00:26:09,812--> 00:26:12,748

is in their normal kind

of, you know, procedure,

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611

00:26:12,772--> 00:26:15,000

whatever that means.

You know, that can...

612

00:26:15,000--> 00:26:18,228

that can hide a multitude

of sins, I imagine.

613

00:26:18,252--> 00:26:19,588

But, so that's what we...

614

00:26:19,612--> 00:26:21,748

that's what we have in

our contracts at the moment

615

00:26:21,772--> 00:26:23,788

with most publishers.

616

00:26:23,812--> 00:26:26,788

In terms of the

more specific clauses

617

00:26:26,812--> 00:26:29,668

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about splits between
authors and publishers,

618

00:26:29,692--> 00:26:31,000

if authors are licensing

619

00:26:31,000--> 00:26:32,988

author's works to AI,

620

00:26:33,012--> 00:26:37,188

we've only come across that at
the moment with one publisher.

621

00:26:37,212--> 00:26:41,308

And it's fairly well documented
last year, it was HarperCollins

622

00:26:41,332--> 00:26:45,508

who had done a deal
with the big tech company

623

00:26:45,532--> 00:26:48,708

and they asked
whether our authors,

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624

00:26:48,732--> 00:26:50,548

you know, wanted to opt into it.

625

00:26:50,572--> 00:26:54,000

So it was an opt-in rather than an opt-out, and...

626

00:26:54,000--> 00:26:57,468

it was a 50-50 split on the money that was being offered.

627

00:26:57,492--> 00:27:00,708

Now, we didn't agree on the split being 50-50.

628

00:27:00,732--> 00:27:02,652

We felt the authors should be getting a lot more,

629

00:27:02,676--> 00:27:04,828

but that was the commercial deal.

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630

00:27:04,852--> 00:27:07,308

You know, there wasn't
any way around that.

631

00:27:07,332--> 00:27:10,028

And it was up to
each individual author

632

00:27:10,052--> 00:27:12,788

to decide whether they
wanted to be part of that or not,

633

00:27:12,812--> 00:27:13,923

and some...

634

00:27:13,948--> 00:27:15,548

You know, everyone
took a different view.

635

00:27:15,572--> 00:27:18,628

Some took the view, well,
you know, the horse has bolted,

636

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00:27:18,652--> 00:27:21,948

it's better to establish a
framework, a licensing framework.

637

00:27:21,972--> 00:27:25,108

I will take the
money that's on offer.

638

00:27:25,132--> 00:27:28,068

Others were like, I just feel
like this is the, you know,

639

00:27:28,092--> 00:27:30,572

the goose-- you know, turkey
voting for Christmas if I do this.

640

00:27:30,596--> 00:27:33,188

So, you know, every
author, again, as agents,

641

00:27:33,212--> 00:27:35,188

we have to present

642

00:27:35,212--> 00:27:37,708

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as much information

as we can to our authors,

643

00:27:37,732--> 00:27:40,268

but we can't tell

them what to do.

644

00:27:40,292--> 00:27:42,645

You know, and everyone will

take a slightly different view.

645

00:27:42,669--> 00:27:44,988

But that's... that's

the only time so far

646

00:27:45,012--> 00:27:48,718

we have had a publisher approach

us specifically about that.

647

00:27:48,742--> 00:27:52,028

And it feels to

me much too early

648

00:27:52,052--> 00:27:56,308

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to be specifying these very
specific AI clauses within

649

00:27:56,332--> 00:27:58,828

author-- publisher
contracts because

650

00:27:58,852--> 00:28:00,548

no one really knows yet.

651

00:28:00,572--> 00:28:03,028

It's the wild west out
there and publishers,

652

00:28:03,052--> 00:28:05,348

you know, there's no one
line between publishers

653

00:28:05,372--> 00:28:07,508

about what they're prepared
to put in these contracts,

654

00:28:07,532--> 00:28:08,908

what they're

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prepared to commit to.

655

00:28:08,932--> 00:28:12,148

So, I think it's just,
at the moment for us,

656

00:28:12,172--> 00:28:14,828

constant communication,
dialogue with publishers,

657

00:28:14,852--> 00:28:19,308

and to try to make sure we're
ring fencing our authors' copyright

658

00:28:19,332--> 00:28:20,788

in a very broad sense,

659

00:28:20,812--> 00:28:23,988

whilst everyone is
slowly working out

660

00:28:24,012--> 00:28:26,000

the nuts and bolts about what is

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661

00:28:26,000--> 00:28:29,628

realistic, what's not, what people will accept and what they won't.

662

00:28:29,652--> 00:28:31,148

-Yeah, yeah.

663

00:28:31,172--> 00:28:33,671

Anna or Kevin, do you have a thought on that?

664

00:28:33,695--> 00:28:35,388

I mean, I must admit, as an author,

665

00:28:35,412--> 00:28:38,308

I think I'd be like, I don't want to participate in this at all.

666

00:28:38,332--> 00:28:42,028

It feels like, you know, winning the battle, but losing the war, although

667

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00:28:42,052--> 00:28:43,908

the horse has bolted.

668

00:28:43,932--> 00:28:45,512

Anna, do you have
any thoughts or Kevin?

669

00:28:45,536--> 00:28:46,708

-Yeah, can I come in? Yeah?

670

00:28:46,732--> 00:28:48,000

[cross-chatter]

671

00:28:48,000--> 00:28:49,708

Oh, should I come in on that?

672

00:28:49,732--> 00:28:52,788

We have, I mean, we
have over 12,500 members,

673

00:28:52,812--> 00:28:56,108

and so you can imagine that
there's a full spectrum of views there

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674

00:28:56,132--> 00:28:59,548

of those who were quite
interested and want to explore,

675

00:28:59,572--> 00:29:02,348

and those who, whatever
the terms would say, no,

676

00:29:02,372--> 00:29:04,388

I don't want that
happening to my work.

677

00:29:04,412--> 00:29:06,668

So in January of this year,

678

00:29:06,692--> 00:29:08,548

we brought out the
Brave New World report,

679

00:29:08,572--> 00:29:12,668

which was to show the impact
that AI is having on our members

680

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00:29:12,692--> 00:29:15,028

and other creative industries work.

681

00:29:15,052--> 00:29:18,000

And so as part of that report, we...

682

00:29:18,000--> 00:29:20,068

A proposal we put in there was the CLEAR framework,

683

00:29:20,092--> 00:29:22,748

and that was...

684

00:29:22,772--> 00:29:26,748

an approach for regulation for tech companies operating in the UK.

685

00:29:26,772--> 00:29:30,468

And just as we've got that clear framework for tech,

686

00:29:30,492--> 00:29:35,000

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we would like to see publisher
facing minimal ethical standards

687

00:29:35,000--> 00:29:37,548

that are adopted
across the industry,

688

00:29:37,572--> 00:29:41,268

just as we have our across
industry professional value statement.

689

00:29:41,292--> 00:29:44,388

We can, I think it's
within our [inaudible],

690

00:29:44,412--> 00:29:48,831

if we come together and agree on
the top level principles of consent first.

691

00:29:48,855--> 00:29:51,828

So informed consent
and licensing of content,

692

00:29:51,852--> 00:29:54,868

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and then the ethical

use of client data

693

00:29:54,892--> 00:29:59,508

so that they're protecting their
clients IP, their copyright, their...

694

00:29:59,532--> 00:30:03,348

their personal data and not
feeding it into commercial chatbots

695

00:30:03,372--> 00:30:06,348

without consent and
the accountability,

696

00:30:06,372--> 00:30:07,708

which is the A of CLEAR,

697

00:30:07,732--> 00:30:10,268

so that we have full
transparency about

698

00:30:10,292--> 00:30:12,708

how publishing

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companies are using AI,

699

00:30:12,732--> 00:30:15,108

but that works both ways,

because authors are being asked

700

00:30:15,132--> 00:30:17,068

how they're using AI as well.

701

00:30:17,092--> 00:30:19,508

So all parties need

to be transparent

702

00:30:19,532--> 00:30:21,548

and open and candid about

703

00:30:21,572--> 00:30:24,148

how they're using... how

they're creating the work, or

704

00:30:24,172--> 00:30:26,828

what they're doing

with an author's work.

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705

00:30:26,852--> 00:30:30,948

And this will need to be enforced through contractual protections

706

00:30:30,972--> 00:30:33,468

to ensure that publishers and authors

707

00:30:33,492--> 00:30:35,508

are standing by their word.

708

00:30:35,532--> 00:30:39,188

And then, obviously, the R in CLEAR is the remuneration,

709

00:30:39,212--> 00:30:42,628

in that if there is a use being made of an author's work

710

00:30:42,652--> 00:30:46,000

that they're being paid fairly for this work.

711

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00:30:46,000--> 00:30:47,748

But in addition to this,

712

00:30:47,772--> 00:30:50,068

in terms of, yes, we
have copyright law

713

00:30:50,092--> 00:30:53,748

and yes, that's great, but
we also need a new right,

714

00:30:53,772--> 00:30:56,268

which is the personality
right, to protect the individual's

715

00:30:56,292--> 00:30:58,508

personal data
and data protection

716

00:30:58,532--> 00:31:02,028

of whether it's their
professional style and voice

717

00:31:02,052--> 00:31:05,000

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or their individual data,

because as soon as...

718

00:31:05,000--> 00:31:09,000

Well, we're seeing this with digital replicas, but if... if...

719

00:31:09,000--> 00:31:11,748

information is being fed into a commercial chatbot

720

00:31:11,772--> 00:31:15,548

that's not sandbox, that is... and the default setting for training

721

00:31:15,572--> 00:31:18,068

hasn't been turned off, then it's feeding the machine.

722

00:31:18,092--> 00:31:19,868

So we need these safeguards and guardrails

723

00:31:19,892--> 00:31:23,308

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in place to protect
everybody's data.

724

00:31:23,332--> 00:31:25,000

And Kevin's just
about to come in.

725

00:31:25,000--> 00:31:27,068

-Yeah, no, I do, I completely
agree with that.

726

00:31:27,092--> 00:31:29,000

And I, um...

727

00:31:29,000--> 00:31:31,548

I call them, and other
people have as well,

728

00:31:31,572--> 00:31:34,908

VINL rights, like voice, image, name,
likeness, the sorts of personality rights

729

00:31:34,932--> 00:31:38,628

that really in the age of AI, I

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think needs to be strengthened.

730

00:31:38,652--> 00:31:41,548

There is an existing concept
in law called "passing off",

731

00:31:41,572--> 00:31:43,023

where it's actually
illegal for you

732

00:31:43,047--> 00:31:45,000

to pretend to be somebody
else that you're not.

733

00:31:45,000--> 00:31:48,338

But it's kind of
quite an old law

734

00:31:48,362--> 00:31:51,828

that would be quite difficult, I
think, to bring into this debate.

735

00:31:51,852--> 00:31:54,268

So I very much have been trying

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to encourage the government

736

00:31:54,292--> 00:31:55,788

to develop, you know,

737

00:31:55,812--> 00:31:58,588

new legislation in that area

738

00:31:58,612--> 00:32:01,000

to make sure that those sorts of...

739

00:32:01,000--> 00:32:03,345

The, uh...

740

00:32:03,369--> 00:32:06,028

The ability of this

technology to really pass off

741

00:32:06,052--> 00:32:09,468

as somebody else

in their personality,

742

00:32:09,492--> 00:32:11,268

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in their voice, in their
style, because it's

743

00:32:11,292--> 00:32:14,268

been trained in that
way is a real issue.

744

00:32:14,292--> 00:32:18,468

And the other thing that I completely
agree with Anna about is transparency.

745

00:32:18,492--> 00:32:21,348

And particularly, obviously,
transparency in what these

746

00:32:21,372--> 00:32:23,028

models have been trained in,

747

00:32:23,052--> 00:32:25,188

because unless you
can dig down into that,

748

00:32:25,212--> 00:32:27,948

then how on earth

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do you license it

749

00:32:27,972--> 00:32:30,228

and how on earth do you
make sure the right people

750

00:32:30,252--> 00:32:31,588

are getting paid?

751

00:32:31,612--> 00:32:34,068

So I'm not saying that...

752

00:32:34,092--> 00:32:36,000

that there is nothing
that needs to be done.

753

00:32:36,000--> 00:32:38,748

I am saying that copyright law

754

00:32:38,772--> 00:32:42,588

exists for a purpose,
and what our fear was

755

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00:32:42,612--> 00:32:44,748

when we were
debating this last year

756

00:32:44,772--> 00:32:47,068

around the Data
(Use and Access) bill

757

00:32:47,092--> 00:32:49,468

was that the wrong
messages were being given

758

00:32:49,492--> 00:32:52,358

by government and that there
was a possibility that they might

759

00:32:52,382--> 00:32:55,308

introduce a new
copyright law framework

760

00:32:55,332--> 00:32:59,868

which would actually dilute the
protections that creators have already.

761

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00:32:59,892--> 00:33:02,588

And I'm just saying that
that is now off the table,

762

00:33:02,612--> 00:33:06,000

certainly for the
foreseeable future.

763

00:33:06,000--> 00:33:09,588

-I was going to say to the
people in the audience,

764

00:33:09,612--> 00:33:11,788

I see some tremendous discussion

765

00:33:11,812--> 00:33:13,628

going flashing by on the chat,

766

00:33:13,652--> 00:33:16,708

and I'm glad now to see
it appearing in our Q&A,

767

00:33:16,732--> 00:33:18,948

which we can use

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later on. So keep

768

00:33:18,972--> 00:33:21,308

translating those

chats into questions.

769

00:33:21,332--> 00:33:23,000

Anna, you're going

to say one more thing.

770

00:33:23,000--> 00:33:25,828

-I was. Now, what

was I going to say?

771

00:33:25,852--> 00:33:26,852

[laughter]

772

00:33:26,876--> 00:33:30,028

This is why I have

a horrible tendency

773

00:33:30,052--> 00:33:32,628

to interrupt people, because

the moment it's passed, it's gone.

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774

00:33:32,652--> 00:33:34,468

What was I going to say?

775

00:33:34,492--> 00:33:37,000

I'll come back to it.

776

00:33:37,000--> 00:33:38,000

-Okay.

777

00:33:38,000--> 00:33:39,632

-That's an age thing.

778

00:33:39,657--> 00:33:43,668

So I wanted to get a kind of
slightly Wales-focused question here

779

00:33:43,692--> 00:33:48,628

since this is the Committee
Cymru AI in Wales panel.

780

00:33:48,652--> 00:33:50,748

And that has to

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do with translation,

781

00:33:50,772--> 00:33:52,348

which I think has a very unique

782

00:33:52,372--> 00:33:55,000

importance in Wales given the

783

00:33:55,000--> 00:33:58,268

translation to English

and Welsh and vice versa.

784

00:33:58,292--> 00:33:59,685

So, um...

785

00:33:59,709--> 00:34:02,268

And so this is another

way that publishers

786

00:34:02,292--> 00:34:04,548

are beginning to use

AI, for translations.

787

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00:34:04,572--> 00:34:06,868

Euan, can you
first talk about...

788

00:34:06,892--> 00:34:08,988

Do you think it's... How
important do you think it is

789

00:34:09,012--> 00:34:13,068

that an author has a human
translator for their book?

790

00:34:13,812--> 00:34:17,028

-Well, I think, personally,
I think it's really important

791

00:34:17,052--> 00:34:19,748

for all the reasons
we've been discussing

792

00:34:19,772--> 00:34:22,628

and that people have been
discussing, you know, on forums

793

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00:34:22,652--> 00:34:25,508

for the last year, 18,
you know, 24 months.

794

00:34:25,532--> 00:34:28,668

AI cannot...

795

00:34:28,692--> 00:34:32,868

cannot, you know,
translate the soul of a book.

796

00:34:32,892--> 00:34:34,936

And I know that sounds
a bit kind of wishy-washy,

797

00:34:34,961--> 00:34:36,808

but I think it's really important.
-Not to me.

798

00:34:36,832--> 00:34:40,148

-And I think that process of,

799

00:34:40,172--> 00:34:43,548

you know, translating from

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one language to another,

800

00:34:43,572--> 00:34:46,000

it's not, you know, it is...

801

00:34:46,000--> 00:34:49,108

You know, we see it all the time,

translators go to our authors going, look,

802

00:34:49,132--> 00:34:51,228

I've translated

this, but, you know,

803

00:34:51,252--> 00:34:53,438

I'm not quite sure whether

I've got the right meaning.

804

00:34:53,463--> 00:34:56,628

And if a human

translator is doing that,

805

00:34:56,652--> 00:34:58,588

there's no way at the moment

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806

00:34:58,612--> 00:35:01,868

that AI can translate fully
what an author means.

807

00:35:01,892--> 00:35:04,028

So that's what I think.

808

00:35:04,052--> 00:35:07,748

I mean, the reality is
that some publishers...

809

00:35:07,772--> 00:35:09,748

Well, publishers

810

00:35:09,772--> 00:35:12,348

not just in the book
world, but across the world

811

00:35:12,372--> 00:35:15,188

in different industries are
using AI to translate stuff.

812

00:35:15,212--> 00:35:18,308

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Now we, when we
are selling these rights,

813

00:35:18,332--> 00:35:19,689

our translation rights,

814

00:35:19,714--> 00:35:22,668

you know, we have
a standard clause

815

00:35:22,692--> 00:35:26,908

with these publishers that they
won't use generative AI to translate

816

00:35:26,932--> 00:35:29,268

and they won't
obviously feed the work in

817

00:35:29,292--> 00:35:33,988

and use the work
to train LLMs, etcetera.

818

00:35:34,012--> 00:35:36,508

That is our... that

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is our standard line.

819

00:35:36,532--> 00:35:37,668

Um...

820

00:35:37,692--> 00:35:41,548

But there are definitely publishers
who are using AI to translate

821

00:35:41,572--> 00:35:43,188

and then they're
employing translators

822

00:35:43,212--> 00:35:46,028

to essentially edit
that translation.

823

00:35:46,052--> 00:35:50,000

And there are
some publishers who...

824

00:35:50,000--> 00:35:53,748

And this is really only
relevant to backlist titles

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825

00:35:53,772--> 00:35:56,148

for genre fiction

who are saying, yeah,

826

00:35:56,172--> 00:35:57,788

we'd like to take

this backlist title,

827

00:35:57,812--> 00:35:59,228

hasn't been in

print for 10 years,

828

00:35:59,252--> 00:36:02,708

but as a condition of the deal,

we are going to translate it by AI.

829

00:36:02,732--> 00:36:05,000

We can't afford

to do it otherwise.

830

00:36:05,000--> 00:36:08,548

Now, you know, in that particular case,

that is then a decision for an author.

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831

00:36:08,572--> 00:36:12,468

And, you know, if it's an author
who hasn't been translated before,

832

00:36:12,492--> 00:36:13,852

or hasn't been
translated for ages,

833

00:36:13,876--> 00:36:16,276

and that's the only way
they're going to get a translation,

834

00:36:16,300--> 00:36:18,068

some of them are
going to go and say, fine,

835

00:36:18,092--> 00:36:20,000

you know, I want to see
my work out there. So...

836

00:36:20,000--> 00:36:23,628

Yes, our position
is always copyright.

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837

00:36:23,652--> 00:36:27,228

We think humans should
be involved in doing this.

838

00:36:27,252--> 00:36:28,748

But again, as agents,

839

00:36:28,772--> 00:36:31,308

you know, each deal, you know,

840

00:36:31,332--> 00:36:33,508

we are talking to our
authors about what they want

841

00:36:33,532--> 00:36:35,708

and what they feel
is important to them.

842

00:36:35,732--> 00:36:37,308

And sometimes, you know,

843

00:36:37,332--> 00:36:39,000

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they're like, you know what?

844

00:36:39,000--> 00:36:40,388

I want my book to be translated.

845

00:36:40,412--> 00:36:43,188

If the only way to get it translated

is for that publisher to use

846

00:36:43,212--> 00:36:46,000

AI to translate

it, I don't mind.

847

00:36:46,000--> 00:36:47,548

That's their decision.

848

00:36:47,572--> 00:36:49,668

But yes, as a company, we are...

849

00:36:49,692--> 00:36:53,388

Well, we feel the same as

Anna, as Kevin, as you, Carole.

850

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00:36:53,412--> 00:36:54,548

Um...

851

00:36:54,572--> 00:36:55,708

But, you know, it is...

852

00:36:55,732--> 00:36:58,113

That's why at the
moment it's so interesting,

853

00:36:58,137--> 00:37:00,028

but so difficult
for the industry,

854

00:37:00,052--> 00:37:03,548

is because there are so
many different things going on.

855

00:37:03,572--> 00:37:04,796

There's not one standard.

856

00:37:04,821--> 00:37:07,541

There never will be one standard,
I think, for a lot of these things.

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857

00:37:07,565--> 00:37:10,348

So it is about going back
to the idea of transparency,

858

00:37:10,372--> 00:37:13,588

communicating, everyone
understanding actually what this means

859

00:37:13,612--> 00:37:16,228

and what it could
mean for the future.

860

00:37:17,000--> 00:37:19,068

-And do you think writers
who don't have an agent,

861

00:37:19,092--> 00:37:20,932

this is something they
should be thinking about

862

00:37:20,956--> 00:37:24,628

putting into their contract or at
least being told they need to be asked

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863

00:37:24,652--> 00:37:25,948

in their contract?

864

00:37:25,972--> 00:37:27,828

-Def... Well, I think so.

865

00:37:27,852--> 00:37:30,000

I mean, I'm sure Anna
would think so as well.

866

00:37:30,000--> 00:37:31,000

-Yeah.

867

00:37:31,000--> 00:37:33,880

-Yeah, I think it's about informed
choice so that the author has a choice

868

00:37:33,904--> 00:37:35,468

of what happens to their work.

869

00:37:35,492--> 00:37:37,372

And obviously, for some

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self-published writers,

870

00:37:37,396--> 00:37:40,628

machine translation might
be the only option they have

871

00:37:40,652--> 00:37:42,748

to translate their work
into other language.

872

00:37:42,772--> 00:37:46,551

So I do think there would be different
levels of product, horses for courses,

873

00:37:46,575--> 00:37:49,588

but I think consumer choice
will drive this in terms of

874

00:37:49,612--> 00:37:53,668

you could, if it's machine translated,
it might be a lesser quality product.

875

00:37:53,692--> 00:37:56,188

And an author may not want

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that to happen to their work.

876

00:37:56,212--> 00:37:58,148

And I was talking to
an author yesterday

877

00:37:58,172--> 00:38:00,228

who turned down two deals

878

00:38:00,252--> 00:38:02,748

because they were going
to use machine translation

879

00:38:02,772--> 00:38:04,668

to translate the work

880

00:38:04,692--> 00:38:07,348

and she held out for the third
deal, for a human translator,

881

00:38:07,372--> 00:38:09,000

which was...

882

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00:38:09,000--> 00:38:10,868

We're very glad she did that,

883

00:38:10,892--> 00:38:13,348

standing in solidarity

with translators,

884

00:38:13,372--> 00:38:15,788

but the quality of the end

product is going to differ,

885

00:38:15,812--> 00:38:19,268

because some things just

can't be verbatim translated.

886

00:38:19,292--> 00:38:22,308

You can't get, as Euan

said, the soul of the book,

887

00:38:22,332--> 00:38:23,628

the nuance of the book,

888

00:38:23,652--> 00:38:25,508

just by verbatim translation.

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889

00:38:25,532--> 00:38:27,468

So there is,

890

00:38:27,492--> 00:38:31,148

as you know, an art, a

craft, and a skill to translation,

891

00:38:31,172--> 00:38:34,948

which can't be replicated,

certainly at the moment, by AI,

892

00:38:34,972--> 00:38:38,708

but transparency about how

a work has been translated

893

00:38:38,732--> 00:38:40,988

so that ultimately the

consumer can make a decision

894

00:38:41,012--> 00:38:43,000

about how they spend their money.

895

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00:38:43,000--> 00:38:46,228

-Can I just add one caveat
to what you said, Anna?

896

00:38:46,252--> 00:38:47,708

Um, in that...

897

00:38:47,732--> 00:38:49,988

I mean, I think we
have to be very careful

898

00:38:50,012--> 00:38:52,828

when we're talking
about technology, AI,

899

00:38:52,852--> 00:38:56,828

and when we're saying at the
moment it's not as good as a human.

900

00:38:56,852--> 00:38:59,348

You know, AI is going to
become really, really good.

901

00:38:59,372--> 00:39:02,148

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And you look at all
technology that first appears,

902

00:39:02,172--> 00:39:04,568

everyone's like, well, that's
never going to be really good.

903

00:39:04,592--> 00:39:07,228

And then five years later,
it is really, really good.

904

00:39:07,252--> 00:39:11,000

So I think, you know, as an industry,
we have to assume that AI at some point

905

00:39:11,000--> 00:39:14,948

is going to be able to replicate
books, translations, audio,

906

00:39:14,972--> 00:39:16,788

and you will never
be able to know.

907

00:39:16,812--> 00:39:20,068

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So I think the arguments

we have to make now,

908

00:39:20,092--> 00:39:21,708

and the things we

have to think about,

909

00:39:21,732--> 00:39:24,148

are more about, okay, well,

if that is going to be the case,

910

00:39:24,172--> 00:39:26,748

what argument can

we make to consumers

911

00:39:26,772--> 00:39:29,000

that means that actually,

912

00:39:29,000--> 00:39:31,828

you know, they don't...

they want to buy something

913

00:39:31,852--> 00:39:33,668

that is written or

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translated by a human,

914

00:39:33,692--> 00:39:35,228

rather than it's like, well,

915

00:39:35,252--> 00:39:36,628

these things are

just not as good.

916

00:39:36,652--> 00:39:39,068

Because I think there would

definitely be a case where

917

00:39:39,092--> 00:39:41,388

the AI is just as

good at some point.

918

00:39:41,412--> 00:39:43,000

-Transparency and labelling...

919

00:39:43,000--> 00:39:44,000

-Yeah, yeah, yeah.

920

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00:39:44,000--> 00:39:46,468

-Consumers need to know what they're buying,

921

00:39:46,492--> 00:39:48,908

otherwise you're in the dark about it

922

00:39:48,932--> 00:39:51,083

and you can't make an informed choice.

923

00:39:51,463--> 00:39:54,508

-Yeah, I have to say that at the moment, though,

924

00:39:54,532--> 00:39:59,348

it's not as good because in my little, four words in Welsh,

925

00:39:59,372--> 00:40:01,228

you know, good evening and welcome,

926

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00:40:01,252--> 00:40:04,068

when I asked AI to put
welcome and good evening,

927

00:40:04,092--> 00:40:05,988

it was wrong because
I checked with Kevin,

928

00:40:06,012--> 00:40:08,616

who knows Welsh
and he corrected me.

929

00:40:08,641--> 00:40:12,428

So there we go, even that simple
thing, let alone a poem or literary novel.

930

00:40:12,452--> 00:40:14,000

Kevin, you're going
to say something.

931

00:40:14,000--> 00:40:17,228

-That's the point, isn't it, about AI
being used as a tool and a servant

932

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00:40:17,252--> 00:40:19,302

rather than a master,

as I said earlier on, is that,

933

00:40:19,326--> 00:40:22,366

I mean, as Euan said, exactly right.

It's just going to get better and better

934

00:40:22,390--> 00:40:24,788

and it's going to be

frighteningly good at lots of things.

935

00:40:24,812--> 00:40:28,000

But it will still, I think,

936

00:40:28,000--> 00:40:31,228

you know, there will still be a

requirement of human element

937

00:40:31,252--> 00:40:33,991

to check the work of AI, particularly

if you're publishing a book.

938

00:40:34,015--> 00:40:37,828

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I mean, in a novel, maybe it might not be as devastating

939

00:40:37,852--> 00:40:39,000

for there to be

940

00:40:39,000--> 00:40:41,708

a mistake if it's fiction, although...

941

00:40:41,732--> 00:40:45,148

But if it was a medical textbook, a medical textbook,

942

00:40:45,172--> 00:40:48,308

or if it was a, you know, a biography,

943

00:40:48,332--> 00:40:51,068

which then accidentally libels or something.

944

00:40:51,092--> 00:40:55,148

So there has to be, I think, you know, a degree of...

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945

00:40:55,172--> 00:40:58,228

responsibility here because
if you're publishing books,

946

00:40:58,252--> 00:40:59,708

obviously it does
matter in fiction.

947

00:40:59,732--> 00:41:02,569

I was only pulling your leg, Carole.
I know Carole's wonderful novel,

948

00:41:02,594--> 00:41:03,594

The Same Country,

949

00:41:03,612--> 00:41:04,976

and...

950

00:41:05,000--> 00:41:06,000

Go read it.

951

00:41:06,024--> 00:41:09,268

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But, you know, I think...

952

00:41:09,292--> 00:41:12,508

I think it is going to develop,
it's going to be a tool.

953

00:41:12,532--> 00:41:14,628

We can't deny that
it's going to be there,

954

00:41:14,652--> 00:41:17,548

but it's important that we stick to
the principles we've been outlining

955

00:41:17,572--> 00:41:20,000

to make sure that
copyright still protects

956

00:41:20,000--> 00:41:21,828

human creativity.

957

00:41:21,852--> 00:41:23,000

-Mhmm.

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958

00:41:23,000--> 00:41:27,228

So I'm going to flip over to the responsibility of writers right now,

959

00:41:27,252--> 00:41:30,988

and there is... The Bookseller had an article recently,

960

00:41:31,012--> 00:41:35,091

some agents are asking... Or in their submission guidelines, saying,

961

00:41:35,115--> 00:41:38,000

do not use AI in your submission letters

962

00:41:38,000--> 00:41:41,468

and your manuscripts that you're sending to us.

963

00:41:41,492--> 00:41:46,428

Euan, does AM Heath have that kind of guideline in their submissions,

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964

00:41:46,452--> 00:41:49,268

and should writers,
when querying agents,

965

00:41:49,292--> 00:41:52,000

not do that regardless of
what's in the guidelines?

966

00:41:52,000--> 00:41:54,148

-Yeah, I mean, we have...

967

00:41:54,172--> 00:41:58,250

In our current agreement
forms, we have a line...

968

00:41:58,275--> 00:42:01,308

Might need to be actually,
slightly tightened up,

969

00:42:01,332--> 00:42:03,132

but at the moment, I
think it's something like

970

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00:42:03,156--> 00:42:07,988

you will not use generative

AI to write or to co-author

971

00:42:08,012--> 00:42:11,668

your work unless it's, you know, for
minor things like spelling, research.

972

00:42:11,692--> 00:42:13,588

Not that research is minor,

973

00:42:13,612--> 00:42:15,028

but research, spelling, grammar.

974

00:42:15,052--> 00:42:16,268

Um...

975

00:42:16,292--> 00:42:18,126

I don't think we

have anything about

976

00:42:18,150--> 00:42:20,908

you shouldn't use AI to

write your submission letters,

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977

00:42:20,932--> 00:42:22,988

because I think we feel
we can spot that anyway,

978

00:42:23,012--> 00:42:25,948

and if they're
going to do it, well,

979

00:42:25,972--> 00:42:28,828

you know, they're going
to do it. We can spot it.

980

00:42:28,852--> 00:42:31,468

The submission letter
it's really easy to tell.

981

00:42:31,492--> 00:42:33,000

And actually...

982

00:42:33,000--> 00:42:35,000

-Is it really? So in what way?

983

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00:42:35,000--> 00:42:39,000

-Well, because
it's pretty formulaic.

984

00:42:39,000--> 00:42:41,188

It kind of reads,
like, on a first glance,

985

00:42:41,212--> 00:42:43,068

you're like, oh, it
sounds all right, but then,

986

00:42:43,092--> 00:42:45,868

you know, some of the
phrasing is kind of off, and...

987

00:42:45,892--> 00:42:49,868

and actually, you know, you know,
in reality, you know, it's the words...

988

00:42:49,892--> 00:42:53,148

it's the three chapters they
send in initially that we read,

989

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00:42:53,172--> 00:42:55,100

that's the thing that

we're going to base our...

990

00:42:55,124--> 00:42:57,108

You know, our decision on.

991

00:42:57,132--> 00:42:58,898

But yeah, I don't know,

maybe it is something

992

00:42:58,922--> 00:43:00,388

we should say

they shouldn't use it,

993

00:43:00,412--> 00:43:03,548

or I think maybe we should say

they should think about not using AI

994

00:43:03,572--> 00:43:05,308

in their submission letters.

995

00:43:05,332--> 00:43:09,188

But we definitely... we definitely

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now ask them, if we sign authors up,

996

00:43:09,212--> 00:43:11,828

you know, that they...

they shouldn't use it, but...

997

00:43:11,852--> 00:43:13,948

or they should let us

know if they have used it.

998

00:43:13,972--> 00:43:17,068

Because again, there might

be certain situations where,

999

00:43:17,092--> 00:43:18,588

actually, we feel

it's appropriate.

1000

00:43:18,612--> 00:43:20,348

I mean, I think that certainly...

1001

00:43:20,372--> 00:43:22,000

Um...

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1002

00:43:22,000--> 00:43:24,088

I'm probably going to get
into trouble now, but I...

1003

00:43:24,112--> 00:43:25,828

You know, like,
certain people, let's say,

1004

00:43:25,852--> 00:43:28,428

if they have a
certain level of autism,

1005

00:43:28,452--> 00:43:31,308

I think, or, you
know, actually...

1006

00:43:31,332--> 00:43:37,000

or some kind of learning disability,
using AI can help them and actually

1007

00:43:37,000--> 00:43:41,068

just because they've used AI
shouldn't mean that they're disqualified

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1008

00:43:41,092--> 00:43:43,250

from actually, you know
submitting something

1009

00:43:43,274--> 00:43:45,028

that could be
really, really good.

1010

00:43:45,052--> 00:43:48,148

So I think, again, for
us, it's about, yeah,

1011

00:43:48,172--> 00:43:49,765

these are the parameters, but,

1012

00:43:49,789--> 00:43:53,668

you know, we will take each
case on a case-by-case basis.

1013

00:43:53,692--> 00:43:55,348

-Mmhmm.

1014

00:43:56,000--> 00:43:59,068

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-Thank you. All right,
what else do I want to ask?

1015

00:43:59,092--> 00:44:03,228

Oh, another Wales question,
although really it's UK wide.

1016

00:44:03,252--> 00:44:06,988

In Wales, we have wonderful
independent publishers

1017

00:44:07,012--> 00:44:09,388

who are really important
to the literary landscape.

1018

00:44:09,412--> 00:44:12,388

Parthian published my
short story collection.

1019

00:44:12,412--> 00:44:14,245

There's Honno, there's...

1020

00:44:14,270--> 00:44:16,228

There's Seren

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1021

00:44:16,252--> 00:44:18,348

which their poetry list has

1022

00:44:18,372--> 00:44:20,548

been awarded

all sorts of awards.

1023

00:44:20,572--> 00:44:22,000

Um...

1024

00:44:22,000--> 00:44:24,337

Are independent

publishers...

1025

00:44:24,362--> 00:44:26,871

Kevin, I guess I'll start with

you since you're in Wales,

1026

00:44:26,895--> 00:44:29,588

and I know when you were working

with Eluned Morgan in the Senedd

1027

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00:44:29,612--> 00:44:31,588

that you dealt with
some funding issues.

1028

00:44:31,612--> 00:44:34,028

Are independent publishers
in Wales, particularly,

1029

00:44:34,052--> 00:44:37,508

do they have any particular
risks in terms of AI?

1030

00:44:37,532--> 00:44:40,428

And then I'd like to hear from
the others of you of whether the...

1031

00:44:40,452--> 00:44:42,428

In the UK, in general,

1032

00:44:42,452--> 00:44:45,108

indies are particularly
susceptible to,

1033

00:44:45,132--> 00:44:46,948

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you know, having

1034

00:44:46,972--> 00:44:50,000

financial

remunerations, perhaps?

1035

00:44:50,000--> 00:44:51,388

-I think I should probably

1036

00:44:51,412--> 00:44:53,508

declare my interest here first,

1037

00:44:53,532--> 00:44:56,028

since you've mentioned

Seren's poetry list

1038

00:44:56,052--> 00:44:58,588

and my wife was the

1039

00:44:58,612--> 00:45:00,308

poetry editor at Seren for...

1040

00:45:00,332--> 00:45:02,148

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for 20 odd years and

1041

00:45:02,172--> 00:45:05,348

is an honorary fellow of the

Royal Society of Literature

1042

00:45:05,372--> 00:45:06,548

as a result of that.

1043

00:45:06,572--> 00:45:07,748

Um...

1044

00:45:07,772--> 00:45:11,268

And so therefore, yeah, of course,

it's very close to my heart, the whole

1045

00:45:11,292--> 00:45:15,668

issue of small independent

publishers like that in Wales,

1046

00:45:15,692--> 00:45:18,908

you know, that really can massively

punch above their weight in the...

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1047

00:45:18,932--> 00:45:21,388

in the publishing
and literary scene

1048

00:45:21,412--> 00:45:23,000

and are really
important to the culture

1049

00:45:23,000--> 00:45:25,548

and in nurturing
new voices and so on,

1050

00:45:25,572--> 00:45:29,000

particularly in a small
country like Wales.

1051

00:45:29,000--> 00:45:31,668

I think what AI kind of

1052

00:45:31,692--> 00:45:36,028

risks doing is disrupting
the ecosystem very unevenly.

1053

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00:45:36,052--> 00:45:39,868

We already see, as

Anna referred to earlier on,

1054

00:45:39,892--> 00:45:44,068

and maybe Euan as well, larger publishers striking licensing deals

1055

00:45:44,092--> 00:45:45,868

with AI companies,

1056

00:45:45,892--> 00:45:47,428

and it's always

when this happens,

1057

00:45:47,452--> 00:45:49,708

the small guys that are shut out of the room when these

1058

00:45:49,732--> 00:45:50,864

discussions take place,

1059

00:45:50,888--> 00:45:54,308

whether it's individual authors

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or smaller publishing companies.

1060

00:45:54,332--> 00:45:57,588

And those small

independent publishers

1061

00:45:57,612--> 00:46:00,288

are in a very different position.

They don't often have the scale,

1062

00:46:00,312--> 00:46:02,000

the leverage, the resources,

1063

00:46:02,000--> 00:46:05,308

legal department or whatever

to negotiate directly with AI firms,

1064

00:46:05,332--> 00:46:08,828

even though their catalogues

are just as valuable,

1065

00:46:08,852--> 00:46:10,468

if you like, creatively.

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1066

00:46:10,492--> 00:46:13,468

So that does risk
a two-tier system,

1067

00:46:13,492--> 00:46:16,108

but I suppose there is already
a two-tier system to an extent

1068

00:46:16,132--> 00:46:19,308

where large players get
compensated in smaller presses

1069

00:46:19,332--> 00:46:21,988

and the writers that they
support are simply left out.

1070

00:46:22,012--> 00:46:25,256

And there's a broader impact
as well. If AI systems can

1071

00:46:25,281--> 00:46:29,348

drawn on vast amounts of literary
work without proper licensing,

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1072

00:46:29,372--> 00:46:31,788

then that can

undermine the market

1073

00:46:31,812--> 00:46:34,428

that sustains independent

publishing in the first place.

1074

00:46:34,452--> 00:46:36,148

So, it's not just about

individual authors,

1075

00:46:36,172--> 00:46:39,548

it is about protecting the

diversity of the literary landscape,

1076

00:46:39,572--> 00:46:42,832

you know, particularly in small place

like Wales, where independent publishers

1077

00:46:42,857--> 00:46:46,548

have such important

cultural role to play. So I think

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1078

00:46:46,572--> 00:46:50,188

it's another reason why we need to get the framework right around AI, basically.

1079

00:46:51,702--> 00:46:54,268

And Anna and Euan, do you have anything to add for the...

1080

00:46:54,292--> 00:46:58,708

so many publishers

UK-wide, Galley Press, um...

1081

00:46:58,732--> 00:47:00,868

and other stories, so many.

1082

00:47:00,892--> 00:47:03,285

Do you think they're at particular risk?

1083

00:47:05,667--> 00:47:07,000

-Anna, do you want to go?

1084

00:47:07,000--> 00:47:10,268

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-Yeah, I mean, what I was thinking about,

I mean playing devil's advocate here,

1085

00:47:10,292--> 00:47:14,788

is that in some ways, depending on
your individual position perspective,

1086

00:47:14,812--> 00:47:18,148

the assistive AI, so it really
depends what we're talking about,

1087

00:47:18,172--> 00:47:20,468

but assistive AI can help with

1088

00:47:20,492--> 00:47:23,000

the admin processes or with

1089

00:47:23,000--> 00:47:26,428

kind of... So that you can see
that there would be opportunities

1090

00:47:26,452--> 00:47:30,388

to help smaller presses
cope with the costs,

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1091

00:47:30,412--> 00:47:33,028

but costs are being driven down.

1092

00:47:33,052--> 00:47:34,708

We were seeing at the moment how

1093

00:47:34,732--> 00:47:37,308

publishers are being

restructured and losing headcount

1094

00:47:37,332--> 00:47:41,668

because they're incorporating

AI into their processes.

1095

00:47:41,692--> 00:47:43,908

So it's putting more pressure

1096

00:47:43,932--> 00:47:48,000

on kind of how

publishing works, which...

1097

00:47:48,000--> 00:47:51,308

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unless there is sufficient funding
and support for smaller presses,

1098

00:47:51,332--> 00:47:54,468

might make it more
difficult for them

1099

00:47:54,492--> 00:47:57,988

to do business in a market
where the big players are using AI

1100

00:47:58,012--> 00:48:00,428

to make bigger gains
than the smaller publishers.

1101

00:48:00,452--> 00:48:02,000

Euan, what are your thoughts?

1102

00:48:02,000--> 00:48:03,856

-It's a really
interesting question.

1103

00:48:03,881--> 00:48:06,291

I don't really know the answer

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to it, but I was just thinking

1104

00:48:06,316--> 00:48:07,588

in a weird way,

1105

00:48:07,612--> 00:48:10,628

I think sometimes these
smaller independent presses

1106

00:48:10,652--> 00:48:12,000

are less at risk

1107

00:48:12,000--> 00:48:14,788

from AI in terms of...

1108

00:48:14,812--> 00:48:17,548

You know, my experience
is mostly smaller presses

1109

00:48:17,572--> 00:48:19,348

tend to veer towards
the more literary.

1110

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00:48:19,372--> 00:48:21,508

And I think the...

1111

00:48:21,532--> 00:48:23,668

You know, I was just

looking at the quick Q&A,

1112

00:48:23,692--> 00:48:25,988

and someone's talking

about Mia Ballard's Shy Girl.

1113

00:48:26,012--> 00:48:29,000

Well, you know,

the way that I...

1114

00:48:29,000--> 00:48:31,448

The area that I think a lot of

publishers will come unstuck is

1115

00:48:31,472--> 00:48:34,628

that at the more commercial end

of stuff like fiction, and genre fiction,

1116

00:48:34,652--> 00:48:38,308

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where AI is, even now, more...

1117

00:48:38,332--> 00:48:42,588

It's more easy for it to kind of replicate a passable version.

1118

00:48:42,612--> 00:48:46,000

And I think some of the smaller presses, their

1119

00:48:46,000--> 00:48:48,628

USP, in a way, in the way that they can differentiate themselves,

1120

00:48:48,652--> 00:48:50,052

will be, like, to really double down

1121

00:48:50,076--> 00:48:52,166

on that kind of more literary end that they're doing,

1122

00:48:52,190--> 00:48:53,845

really get behind the authors.

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1123

00:48:53,869--> 00:48:56,199

They're very... some of these
small presses are very good at,

1124

00:48:56,223--> 00:48:58,423

kind of, supporting their
authors, whereas the big guys,

1125

00:48:58,447--> 00:49:01,508

because they've got such a volume
of stuff and there's so much pressure,

1126

00:49:01,532--> 00:49:05,548

I think it's easy to, you know, I can
completely see why Shy Girl got missed.

1127

00:49:05,572--> 00:49:08,948

So I don't know if that really answers
the question, I just think, actually,

1128

00:49:08,972--> 00:49:10,708

it may be a benefit in a way.

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1129

00:49:10,732--> 00:49:15,028

They may... smaller presses may survive

AI better than some of the big publishers.

1130

00:49:15,896--> 00:49:17,148

-Yeah, that's interesting.

1131

00:49:17,172--> 00:49:21,988

So another thing in the

news that came out this week

1132

00:49:22,012--> 00:49:24,668

is... Well, last week in

The Bookseller, there was

1133

00:49:24,692--> 00:49:28,748

a story about agents

complaining that

1134

00:49:28,772--> 00:49:31,428

publishers were

uploading manuscripts

1135

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00:49:31,452--> 00:49:34,068

to edit them into

large language models

1136

00:49:34,092--> 00:49:37,308

that then made them

susceptible to being scraped

1137

00:49:37,332--> 00:49:39,108

for AI training.

1138

00:49:39,132--> 00:49:41,668

And... And then just on Monday,

1139

00:49:41,692--> 00:49:43,308

the Authors Guild in America

1140

00:49:43,332--> 00:49:44,868

issued a warning

saying this is...

1141

00:49:44,892--> 00:49:48,000

could really clearly be

a copyright infringement.

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1142

00:49:48,000--> 00:49:50,788

So, my questions for

Euan and Anna are...

1143

00:49:50,812--> 00:49:53,428

Euan, are you and are

you aware of this happening

1144

00:49:53,452--> 00:49:54,868

and how do you feel about it?

1145

00:49:54,892--> 00:49:57,428

And then, Anna, is the

1146

00:49:57,452--> 00:50:00,148

Society of Authors

thinking about issuing

1147

00:50:00,172--> 00:50:03,268

a similar statement

of sort of any sort?

1148

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00:50:04,466--> 00:50:06,280

-Euan, if you want to go first.

1149

00:50:06,305--> 00:50:07,428

-Um...

1150

00:50:07,452--> 00:50:09,640

I think it has definitely happened.

1151

00:50:09,665--> 00:50:12,108

In fact, I know it's

definitely happened.

1152

00:50:12,132--> 00:50:13,348

Um...

1153

00:50:13,372--> 00:50:16,228

Obviously, you know,

no one would admit it,

1154

00:50:16,252--> 00:50:17,432

but it's definitely happened.

1155

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00:50:17,456--> 00:50:19,428

What do I think about
that? I think it's awful.

1156

00:50:19,452--> 00:50:21,108

You know, I think...

1157

00:50:21,132--> 00:50:23,388

You know, as an editor,
you're employed to edit

1158

00:50:23,412--> 00:50:25,708

using your human skill to edit.

1159

00:50:25,732--> 00:50:27,505

Um...

1160

00:50:27,529--> 00:50:31,788

To feed it into AI
is just unacceptable.

1161

00:50:31,812--> 00:50:34,468

I mean, I think the
problem though is

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1162

00:50:34,492--> 00:50:38,068

it's not so much these
individual people who are doing it,

1163

00:50:38,092--> 00:50:39,748

it's that there is no...

1164

00:50:39,772--> 00:50:41,468

How best to put this?

1165

00:50:41,492--> 00:50:43,908

I think because it's such
a wild west out there,

1166

00:50:43,932--> 00:50:45,788

and publishers are scrambling

1167

00:50:45,812--> 00:50:48,988

to try and work
out how to use AI,

1168

00:50:49,012--> 00:50:51,000

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and how not to miss the boat,

1169

00:50:51,000--> 00:50:52,948

that there isn't

clear instructions

1170

00:50:52,972--> 00:50:56,108

to their staff about

how they should use AI,

1171

00:50:56,132--> 00:50:59,028

what they should use it for,

what they should not do to it.

1172

00:50:59,052--> 00:51:01,308

And it reminds

me a bit of when...

1173

00:51:01,332--> 00:51:05,948

You know, when everyone started

to realize that you could manipulate

1174

00:51:05,972--> 00:51:08,748

Amazon by putting

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loads of reviews up

1175

00:51:08,772--> 00:51:11,468

to get the algorithm

to work for you.

1176

00:51:11,492--> 00:51:13,648

So, it reminds me a bit

of that, because at that,

1177

00:51:13,672--> 00:51:16,460

there was a period where everyone

in publishing was going, wow,

1178

00:51:16,484--> 00:51:18,548

this is so great, we can just...

1179

00:51:18,572--> 00:51:21,168

we can just manipulate the

system, there's nothing wrong with it.

1180

00:51:21,192--> 00:51:24,108

And then, of course, it

went too far, and, you know,

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1181

00:51:24,132--> 00:51:26,893

it became this big thing, and then everyone said, right, actually, no,

1182

00:51:26,917--> 00:51:29,717

these are the things you can do, and these are the things you can't do.

1183

00:51:29,741--> 00:51:32,661

And I feel it's a bit like that with AI and these publishers at the moment

1184

00:51:32,685--> 00:51:35,525

that lots of people just don't really know. They look at it and they go,

1185

00:51:35,549--> 00:51:38,068

this could really save me some time. Isn't that fantastic?

1186

00:51:38,092--> 00:51:41,628

And that then... And they forget that actually their job is

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1187

00:51:41,652--> 00:51:44,348

not to do that, it's to use
their own brain to do it.

1188

00:51:44,372--> 00:51:46,268

So I think that's
part of the problem.

1189

00:51:46,292--> 00:51:49,598

-Is that a new clause
now in contracts

1190

00:51:49,622--> 00:51:51,348

that you are beginning to add?

1191

00:51:51,372--> 00:51:53,828

-We don't have that in. I
don't know if anyone else does.

1192

00:51:53,852--> 00:51:56,000

I mean, again, I feel

1193

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00:51:56,000--> 00:51:59,788

it's a bit too soon to have
that actually written in.

1194

00:51:59,812--> 00:52:01,812

I mean, it's definitely
something we would push for

1195

00:52:01,836--> 00:52:04,108

if we felt that it was an issue,

1196

00:52:04,132--> 00:52:05,748

but when I say I know
this has happened,

1197

00:52:05,772--> 00:52:10,000

I only know one case of this, so, you
know, there may be others, but who knows?

1198

00:52:10,000--> 00:52:12,508

-Anna, thoughts and are
Society of Authors going to

1199

00:52:12,532--> 00:52:15,000

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issue a stern warning?

1200

00:52:15,000--> 00:52:17,268

-We're not going

to issue a statement

1201

00:52:17,292--> 00:52:19,788

because we've been advising

and it's in our guidance,

1202

00:52:19,812--> 00:52:21,648

and it has been for

the last couple of years

1203

00:52:21,672--> 00:52:24,238

to have these

clauses in contracts.

1204

00:52:24,262--> 00:52:25,708

So we have guidance

on the website,

1205

00:52:25,732--> 00:52:28,308

and members can get in

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touch with the Advisory Team,

1206

00:52:28,332--> 00:52:30,348

and we will advise

on this kind of thing

1207

00:52:30,372--> 00:52:33,000

in terms of consent about what

1208

00:52:33,000--> 00:52:36,108

publishers are doing. And I

think publishers are catching up

1209

00:52:36,132--> 00:52:37,628

and talking about the policies.

1210

00:52:37,652--> 00:52:40,868

Some are more further on than

others and they have policies,

1211

00:52:40,892--> 00:52:45,108

and they are having training

and educating their staff teams,

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1212

00:52:45,132--> 00:52:50,212

but we're still behind with
that, and we need to have...

1213

00:52:50,237--> 00:52:53,348

And that's why we'd like the
minimum ethical standards,

1214

00:52:53,372--> 00:52:57,268

because if there is a set
that the industry can agree on

1215

00:52:57,292--> 00:53:02,108

and that they get behind, then
it's clear, it's upfront, it's out there,

1216

00:53:02,132--> 00:53:03,788

and then we would
want to see that

1217

00:53:03,812--> 00:53:06,723

reinforced in their
policies and procedures

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1218

00:53:06,748--> 00:53:08,948

which should be clear and
transparent on their website,

1219

00:53:08,972--> 00:53:14,348

so an author can easily go and check
what a publisher uses AI for or not.

1220

00:53:14,372--> 00:53:16,148

But again, it depends...

1221

00:53:16,172--> 00:53:18,908

rather than just saying
AI, because as always,

1222

00:53:18,932--> 00:53:20,228

the devil's in the detail,

1223

00:53:20,252--> 00:53:24,000

because if a publisher is
using a sandboxed version of a

1224

00:53:24,000--> 00:53:27,508

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SLM or something that is
not feeding the machine,

1225

00:53:27,532--> 00:53:29,988

then that's different to feeding
it into a commercial chatbot,

1226

00:53:30,012--> 00:53:33,143

where they may
unwittingly be doing it

1227

00:53:33,168--> 00:53:34,908

because they just
don't realize the impact

1228

00:53:34,932--> 00:53:38,508

of sharing that IP
and that personal data,

1229

00:53:38,532--> 00:53:40,668

because it's just putting
it out into the world.

1230

00:53:40,692--> 00:53:41,743

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Um...

1231

00:53:41,768--> 00:53:44,000

So that it's... [exhales]

1232

00:53:44,000--> 00:53:47,908

It's an own goal because
then it's out in the world already.

1233

00:53:47,932--> 00:53:49,468

And we talk about

1234

00:53:49,492--> 00:53:51,308

in policy terms a lot,
the colander effect

1235

00:53:51,332--> 00:53:53,988

of as soon as you're
using electronic device,

1236

00:53:54,012--> 00:53:57,548

unless you've actively gone
and turned off the settings,

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1237

00:53:57,572--> 00:54:01,145

because AI seems to be
integrated into everything

1238

00:54:01,169--> 00:54:02,348

and we don't have the choice,

1239

00:54:02,372--> 00:54:04,028

it feels like we're
being force fed AI

1240

00:54:04,052--> 00:54:07,000

that unless you know to
go in and turn the settings off

1241

00:54:07,000--> 00:54:09,338

then it could already
be out in the world.

1242

00:54:09,362--> 00:54:11,908

We have... One of our
prior board members,

1243

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00:54:11,932--> 00:54:15,068

her book she found scraped
before it was even published,

1244

00:54:15,092--> 00:54:17,988

before a proof copy
was... had been circulated,

1245

00:54:18,012--> 00:54:21,308

so that we hear of cases of

1246

00:54:21,332--> 00:54:23,108

works being scraped

1247

00:54:23,132--> 00:54:25,988

even before they get
to publication stage.

1248

00:54:26,012--> 00:54:28,000

So, um...

1249

00:54:28,000--> 00:54:29,508

more needs to be done,

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1250

00:54:29,532--> 00:54:32,388

but it's something we all
have to work together on,

1251

00:54:32,412--> 00:54:35,276

and we need to come together
and have these conversations,

1252

00:54:35,301--> 00:54:36,504

because there's a lot of fear,

1253

00:54:36,528--> 00:54:39,028

which means a lot of people
aren't talking about these things,

1254

00:54:39,052--> 00:54:41,643

so we need to get rid of
the fear and kind of say, well,

1255

00:54:41,667--> 00:54:43,311

this is what we're
working towards.

1256

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00:54:43,335--> 00:54:45,145

In this discussion yesterday,

1257

00:54:45,169--> 00:54:47,116

we were talking about

people come into publishing

1258

00:54:47,140--> 00:54:49,619

because they love books, they

love words, they love stories,

1259

00:54:49,643--> 00:54:52,548

so we need to work together

to make it a better place

1260

00:54:52,572--> 00:54:55,028

in a world of AI

with some standards

1261

00:54:55,052--> 00:54:56,828

that we can all abide by.

1262

00:54:56,852--> 00:54:58,000

-Mmhmm.

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1263

00:54:58,000--> 00:55:00,708

Okay, we have five minutes before our break.

1264

00:55:00,732--> 00:55:05,268

Let's see if we can tackle Anthropic and...

1265

00:55:05,292--> 00:55:11,268

and lawsuits and whether are there lawsuits bubbling underneath the surface

1266

00:55:11,292--> 00:55:13,828

that are going to be filed soon in the UK?

1267

00:55:13,852--> 00:55:15,000

And Kevin, do you want to

1268

00:55:15,000--> 00:55:18,111

talk about the Anthropic suit,

1269

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00:55:18,135--> 00:55:20,868

for instance, because I know
the headlines looked really good,

1270

00:55:20,892--> 00:55:22,628

but it wasn't actually.

1271

00:55:22,652--> 00:55:24,388

-In, um...

1272

00:55:24,412--> 00:55:27,868

Obviously, this was an
American case principally,

1273

00:55:27,892--> 00:55:31,028

but it does affect UK authors
who have books published

1274

00:55:31,052--> 00:55:33,000

in the US.

1275

00:55:33,000--> 00:55:35,000

And, um...

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1276

00:55:35,000--> 00:55:39,518

There's been a huge amount of engagement in that case, actually, from authors.

1277

00:55:39,542--> 00:55:42,148

I think I was reading, looking at the figures earlier on,

1278

00:55:42,172--> 00:55:43,908

almost 120,000 authors

1279

00:55:43,932--> 00:55:48,000

have filed claims in that class action against Anthropic

1280

00:55:48,000--> 00:55:51,388

over its use of books to train its model, Claude.

1281

00:55:51,412--> 00:55:52,788

And that...

1282

00:55:52,812--> 00:55:55,625

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It's about 90% of the works identified in the case.

1283

00:55:55,649--> 00:55:58,000

Now, usually in a class action lawsuit,

1284

00:55:58,000--> 00:55:59,588

it's a tenth of that.

1285

00:55:59,612--> 00:56:04,311

It's about 9% usually of those who might be represented in a class action lawsuit

1286

00:56:04,335--> 00:56:06,068

who actually register with it. So,

1287

00:56:06,092--> 00:56:08,388

if anything, that tells us how massively

1288

00:56:08,412--> 00:56:10,548

or strongly authors

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feel about this issue,

1289

00:56:10,572--> 00:56:13,743

and quite understandably

about their...

1290

00:56:13,768--> 00:56:15,668

their work being

used in this way.

1291

00:56:15,692--> 00:56:20,028

It's also, apparently, I understand

that there's a little bit more money

1292

00:56:20,052--> 00:56:22,788

might be coming through than had

been expected because the legal fees

1293

00:56:22,812--> 00:56:27,828

of the case are a bit lower than

originally anticipated, which is good news.

1294

00:56:27,852--> 00:56:30,388

And obviously

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publishers take their split

1295

00:56:30,412--> 00:56:34,708

of the settlement, doesn't all go straight into the pocket of... of the writers.

1296

00:56:34,732--> 00:56:38,828

But... But we need to be clear what this case does and what it doesn't do.

1297

00:56:38,852--> 00:56:42,000

It's good that there's been a win in one of these cases

1298

00:56:42,000--> 00:56:44,228

and it provides some compensation,

1299

00:56:44,252--> 00:56:47,668

but it doesn't really establish a clear legal principle in America

1300

00:56:47,692--> 00:56:50,908

that using copyrighted books

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to train AI requires permission.

1301

00:56:50,932--> 00:56:53,348

I think that's the problem
with US law, which differs

1302

00:56:53,372--> 00:56:54,868

from UK laws.

1303

00:56:54,892--> 00:56:57,908

It ultimately turned on
the use of pirated works,

1304

00:56:57,932--> 00:57:01,308

which is a much narrower
kind of issue really.

1305

00:57:01,332--> 00:57:03,132

So, you know, if you
go out and buy the book,

1306

00:57:03,156--> 00:57:05,411

you know, or even buy it
second-hand on eBay or something,

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1307

00:57:05,435--> 00:57:08,828

does that, you know, does that mean it wouldn't apply in that case?

1308

00:57:08,852--> 00:57:11,000

So it exposes poor practice,

1309

00:57:11,000--> 00:57:13,148

delivers some compensation to authors,

1310

00:57:13,172--> 00:57:16,078

but it doesn't, you know, it doesn't sort of recompensate you

1311

00:57:16,102--> 00:57:18,148

for having your life's work

1312

00:57:18,172--> 00:57:21,148

copied and scraped and regurgitated,

1313

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00:57:21,172--> 00:57:24,708

and doesn't really resolve the fundamental copyright question.

1314

00:57:24,732--> 00:57:28,668

But it's a bit... At best, I suppose it's a bit of a financial win.

1315

00:57:28,692--> 00:57:30,796

It's a bit of a warning shot.

1316

00:57:30,821--> 00:57:35,588

It shows there can be consequences to unlawfully using data.

1317

00:57:35,612--> 00:57:38,148

It strengthens the case for proper licensing.

1318

00:57:38,172--> 00:57:41,548

But the underlying rules of the game, particularly in America,

1319

00:57:41,572--> 00:57:43,588

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are still being contested
through the courts.

1320

00:57:43,612--> 00:57:45,308

I think that's my
assessment of it.

1321

00:57:46,000--> 00:57:47,028

-And is there any...

1322

00:57:47,052--> 00:57:49,788

What should we be doing
legally in this country to protect

1323

00:57:49,812--> 00:57:53,000

writers if the copyright law is as
strong and clear as Kevin said.

1324

00:57:53,000--> 00:57:55,688

-Well, I think what I would say is
that some of what has been said

1325

00:57:55,712--> 00:57:59,948

already is applicable, and

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collective action does really matter.

1326

00:57:59,972--> 00:58:02,788

I think people

underestimate, sometimes,

1327

00:58:02,812--> 00:58:04,828

that working with the

Society of Authors,

1328

00:58:04,852--> 00:58:07,828

working with Authors

and Licensing Collection,

1329

00:58:07,852--> 00:58:11,000

people like that is a

really important thing

1330

00:58:11,000--> 00:58:12,748

to coordinate the

right sort of pressure

1331

00:58:12,772--> 00:58:17,068

around this to make sure that it

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remains highly at the political agenda

1332

00:58:17,092--> 00:58:20,092

as well as to make sure that there
are opportunities to take the right cases

1333

00:58:20,116--> 00:58:22,428

to court where that
needs to happen.

1334

00:58:22,452--> 00:58:24,428

And I would really
encourage, as a...

1335

00:58:24,452--> 00:58:27,000

Obviously, I was a Member
of Parliament for 23 years.

1336

00:58:27,000--> 00:58:31,108

People don't often realize
that MPs do respond,

1337

00:58:31,132--> 00:58:35,228

and ministers, to clear and consistent

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messages when they're taking decisions,

1338

00:58:35,252--> 00:58:38,758

and they particularly respond to people

who are rowing at the same rhythm,

1339

00:58:38,782--> 00:58:43,188

if I can put it that way, and actually

giving the same clear message repetitively

1340

00:58:43,212--> 00:58:46,148

to policymakers.

1341

00:58:46,172--> 00:58:49,228

So direct engagement, I

think, is really important.

1342

00:58:49,252--> 00:58:52,028

You know, if you're a writer

and you feel strongly about this,

1343

00:58:52,052--> 00:58:53,668

you should contact

your elected member,

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1344

00:58:53,692--> 00:58:56,908

your MP, or maybe,
you know, in Wales,

1345

00:58:56,932--> 00:58:57,932

maybe a Senedd member,

1346

00:58:57,956--> 00:59:00,588

particularly copyright law, there
tends to be UK law rather than

1347

00:59:00,612--> 00:59:05,188

Welsh law, and respond to
consultation support campaigns

1348

00:59:05,212--> 00:59:07,000

that push for permission-based

1349

00:59:07,000--> 00:59:08,508

paid use of work.

1350

00:59:08,532--> 00:59:13,388

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And policymakers do notice, you know,
when constituents speak up in volume.

1351

00:59:13,412--> 00:59:16,828

I think public visibility
makes a difference,

1352

00:59:16,852--> 00:59:19,828

so people who've got a name
and are well known authors,

1353

00:59:19,852--> 00:59:23,148

having their voices
added to the debate helps.

1354

00:59:23,172--> 00:59:24,708

Sometimes people
are worried that,

1355

00:59:24,732--> 00:59:27,588

you know, if they're a
celebrity and a well-paid author,

1356

00:59:27,612--> 00:59:29,548

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people won't have

sympathy with the cause.

1357

00:59:29,572--> 00:59:32,000

But nevertheless,

forgetting profile for

1358

00:59:32,000--> 00:59:35,068

the issue, I think it's really

important to take it from being a niche

1359

00:59:35,092--> 00:59:37,588

technical issue into a

mainstream sort of issue

1360

00:59:37,612--> 00:59:40,508

that people can understand

the basic principles of.

1361

00:59:40,532--> 00:59:43,748

And that's why it's important

to focus on the core principles

1362

00:59:43,772--> 00:59:47,988

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and not be fragmented in the messages that people are given.

1363

00:59:48,012--> 00:59:51,000

And I think this isn't a one-off moment.

1364

00:59:51,000--> 00:59:53,228

As with all these technological changes,

1365

00:59:53,252--> 00:59:56,588

it isn't something that will be solved overnight.

1366

00:59:56,612--> 00:59:59,268

It's something where sustained pressure over time

1367

00:59:59,292--> 01:00:01,948

is required because policies will evolve.

1368

01:00:01,972--> 01:00:05,148

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It takes time to change laws,
as Euan was saying earlier on,

1369

01:00:05,172--> 01:00:07,597

it's a very clunky
procedure to legislate.

1370

01:00:07,622--> 01:00:10,548

But we do have laws in existence
we should be trying to use.

1371

01:00:10,572--> 01:00:14,668

But the outcome ultimately will go to
those who remain visible and persistent.

1372

01:00:14,692--> 01:00:18,268

And these big companies obviously
have got money, they've got lobbying power,

1373

01:00:18,292--> 01:00:21,828

but what they haven't got is
right on this side. That's my view.

1374

01:00:21,852--> 01:00:22,852

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[laughter]

1375

01:00:22,876--> 01:00:26,028

-How do you spell that?

W-R-I-T-E or R-I-G-H-T?

1376

01:00:26,052--> 01:00:30,548

Anyways, Kevin, you've led us perfectly to exactly 8:00.

1377

01:00:30,572--> 01:00:32,788

So this is our five minute break.

1378

01:00:32,812--> 01:00:35,588

I'm going to spend that break looking through the questions.

1379

01:00:35,612--> 01:00:38,458

We have seven already, which is excellent.

1380

01:00:38,483--> 01:00:41,868

And so we'll come

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back, have 25 minutes to

1381

01:00:41,892--> 01:00:44,668

hear from our audience
and answers from you all,

1382

01:00:44,692--> 01:00:47,108

and thank you
all for being here.

1383

01:00:47,132--> 01:00:51,350

Thank you guys for your terrific
answers and we'll see you in 5 minutes.

1384

01:01:08,000--> 01:01:10,000

And we are...

1385

01:01:10,000--> 01:01:12,000

pretty much back.

1386

01:01:12,000--> 01:01:16,000

Just waiting for a
view of Lord Brennan.

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1387

01:01:16,000--> 01:01:18,908

There he emerges.

1388

01:01:18,932--> 01:01:20,228

Whoops.

1389

01:01:20,252--> 01:01:21,708

[laughter]

1390

01:01:21,732--> 01:01:26,628

Okay, we have

11 terrific questions

1391

01:01:26,652--> 01:01:28,908

for our 25 minutes left.

1392

01:01:28,932--> 01:01:30,278

So, um...

1393

01:01:30,303--> 01:01:35,308

And Emma, who behind the

background, our Society of Authors expert

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1394

01:01:35,332--> 01:01:38,268

has put one live already.

1395

01:01:38,292--> 01:01:39,988

So I'll read this out

1396

01:01:40,012--> 01:01:42,000

because that would have
been my first choice too.

1397

01:01:42,000--> 01:01:45,188

And this is for all of you.

1398

01:01:45,212--> 01:01:50,028

"Good to see a UK equivalent of
the US class action against Anthropic

1399

01:01:50,052--> 01:01:51,548

and other cases.

1400

01:01:51,572--> 01:01:55,348

But I believe such cases are
much more difficult to bring in the UK.

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1401

01:01:55,372--> 01:01:58,000

Speakers may know."

1402

01:01:58,000--> 01:02:00,908

Speakers, do we know?

1403

01:02:02,000--> 01:02:05,108

I can speak to

our experience and

1404

01:02:05,132--> 01:02:07,148

to say obviously

the law is different,

1405

01:02:07,172--> 01:02:09,508

but I would expect to see,

1406

01:02:09,532--> 01:02:11,708

as we have done already,

1407

01:02:11,732--> 01:02:12,788

groups forming.

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1408

01:02:12,812--> 01:02:14,908

And there have been a few different groups forming

1409

01:02:14,932--> 01:02:18,000

to find if there are

1410

01:02:18,000--> 01:02:19,868

members who would be interested,

1411

01:02:19,892--> 01:02:22,628

but obviously the funding is a big thing,

1412

01:02:22,652--> 01:02:25,468

but it would be good to see...

1413

01:02:25,492--> 01:02:27,348

a claim brought in the UK

1414

01:02:27,372--> 01:02:29,748

to establish a precedent

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1415

01:02:29,772--> 01:02:32,788

based on the fact of
copyright infringement

1416

01:02:32,812--> 01:02:35,431

rather than the use of
pirated copies of works.

1417

01:02:35,456--> 01:02:36,456

So...

1418

01:02:36,480--> 01:02:40,908

Certainly we... we will
be speaking to all parties

1419

01:02:40,932--> 01:02:42,908

who are exploring legal options.

1420

01:02:42,932--> 01:02:46,108

The SoA is not a rights
holder, so we wouldn't be

1421

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01:02:46,132--> 01:02:48,308

able to bring a claim.

1422

01:02:48,332--> 01:02:51,000

Apologies if you can hear
my dog in the background.

1423

01:02:51,000--> 01:02:54,328

I shall try and mute him.

1424

01:02:54,353--> 01:02:55,838

-Good luck with that.

1425

01:02:55,863--> 01:02:58,588

-Yeah, I really need to
put him in a different room.

1426

01:02:58,612--> 01:03:02,588

I would expect the UK actions,

1427

01:03:02,612--> 01:03:06,468

but as soon as we know anything
that we can share with members,

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1428

01:03:06,492--> 01:03:09,428

we will be doing so, and then
members can make their informed choice

1429

01:03:09,452--> 01:03:13,000

about whether they would
want to support a claim.

1430

01:03:13,000--> 01:03:15,365

-Yeah, I mean, I know...

1431

01:03:15,389--> 01:03:18,108

I was going to mention,
so I'm a UK author.

1432

01:03:18,132--> 01:03:20,138

My novel was scraped
in the Anthropic,

1433

01:03:20,162--> 01:03:24,508

but because it wasn't copyrighted, it
wasn't published by a US publisher,

1434

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01:03:24,532--> 01:03:26,788

it was... I wasn't able...

1435

01:03:26,812--> 01:03:30,508

It didn't have a US copyright, so I wasn't able to get any kind of compensation,

1436

01:03:30,532--> 01:03:33,868

so I'm very anxious for that to be...

1437

01:03:33,892--> 01:03:36,216

but really more interested in the...

1438

01:03:36,240--> 01:03:41,308

the basic idea of copyright has been infringed, right?

1439

01:03:41,332--> 01:03:43,068

Not... not the pirated works.

1440

01:03:43,092--> 01:03:45,000

So I look forward to

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1441

01:03:45,000--> 01:03:46,000

suits like that.

1442

01:03:46,000--> 01:03:47,348

-It is... It is...

1443

01:03:47,372--> 01:03:49,868

I'm not a lawyer,

but it is more difficult

1444

01:03:49,892--> 01:03:53,588

in the UK because

the class action lawsuit

1445

01:03:53,612--> 01:03:57,068

is very much a kind of

American invention really, initially.

1446

01:03:57,092--> 01:04:00,588

And the other thing, even though

US copyright exists at a federal level,

1447

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01:04:00,612--> 01:04:02,588

there are also lots
of state jurisdictions,

1448

01:04:02,612--> 01:04:05,148

you know, within the US as
well that complicate matters.

1449

01:04:05,172--> 01:04:07,703

And cases can be brought in
lots of different courts in America.

1450

01:04:07,728--> 01:04:10,228

It's not quite the
same system here,

1451

01:04:10,252--> 01:04:13,358

but I do think, as
what Anna said, that...

1452

01:04:13,383--> 01:04:15,548

My own view and the
view of a lot of people

1453

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01:04:15,572--> 01:04:16,805

is that...

1454

01:04:16,829--> 01:04:21,188

that the law here is pretty robust
and that a test case will be successful.

1455

01:04:21,212--> 01:04:23,388

And it would be useful

1456

01:04:23,412--> 01:04:25,828

if that were able to be brought,

1457

01:04:25,852--> 01:04:28,588

but there is the
issue, obviously, of..

1458

01:04:28,612--> 01:04:31,898

you know, find... picking the right
case and resourcing it in order to...

1459

01:04:31,922--> 01:04:34,438

to be able to prove
that legal point.

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1460

01:04:34,463--> 01:04:35,908

-Well, I think
that's it, isn't it?

1461

01:04:35,932--> 01:04:37,236

I think it's the resourcing it

1462

01:04:37,260--> 01:04:39,748

that is part of the problem
like that litigation funding.

1463

01:04:39,772--> 01:04:42,188

It's... It's so difficult to...

1464

01:04:42,212--> 01:04:44,228

Because you know
you have to know...

1465

01:04:44,252--> 01:04:46,628

you have to get enough
people who are willing to go for it

1466

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01:04:46,652--> 01:04:48,388

to know whether

it's going to be worth

1467

01:04:48,412--> 01:04:51,188

someone taking it up and

then getting that funding.

1468

01:04:51,212--> 01:04:54,358

So I think that's... the resourcing

bit is the hard bit, because I think

1469

01:04:54,383--> 01:04:57,268

if groups can get that,

1470

01:04:57,292--> 01:05:00,925

as Kevin said, you know,

our laws are more robust

1471

01:05:00,949--> 01:05:03,628

and we would stand a

really good chance, I think,

1472

01:05:03,652--> 01:05:05,788

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of proving that, you know,

1473

01:05:05,812--> 01:05:10,000

scraping... scraping material

is a breach of copyright.

1474

01:05:10,000--> 01:05:15,668

There's a question that Emma
has made live from Clare Harvey,

1475

01:05:15,692--> 01:05:17,428

which is related to this.

1476

01:05:17,452--> 01:05:20,708

"Interesting to hear the support
for enforcing copyright law.

1477

01:05:20,732--> 01:05:23,868

What is the recommended route
for gathering and recording evidence

1478

01:05:23,892--> 01:05:25,828

of provenance for such cases,

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1479

01:05:25,852--> 01:05:28,451

and what role has this
evidence in copyright

1480

01:05:28,476--> 01:05:29,948

lawsuits?"

1481

01:05:34,000--> 01:05:36,148

-So we do know of

1482

01:05:36,172--> 01:05:39,228

groups that are
gathering such evidence

1483

01:05:39,252--> 01:05:42,788

in order to establish
merits of a claim.

1484

01:05:42,812--> 01:05:45,308

And, so,

1485

01:05:45,332--> 01:05:47,228

I think the Anthropic case

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1486

01:05:47,252--> 01:05:48,828

helps us with this because,

1487

01:05:48,852--> 01:05:53,000

in the conversations that either we've
been part of, that we've heard about,

1488

01:05:53,000--> 01:05:55,348

technology is saying, yes,
we can't be transparent,

1489

01:05:55,372--> 01:05:57,548

we don't know how to, like...

1490

01:05:57,572--> 01:05:59,548

what the machine
has been trained on.

1491

01:05:59,572--> 01:06:01,588

We know that is not true,

1492

01:06:01,612--> 01:06:03,628

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and the Anthropic
case helps with that,

1493

01:06:03,652--> 01:06:06,628

and The Atlantic
database helps with that.

1494

01:06:06,652--> 01:06:09,645

We... we know they do know
what they've trained on, so...

1495

01:06:09,670--> 01:06:11,828

That's why the transparency

1496

01:06:11,852--> 01:06:14,068

is so important to know,

1497

01:06:14,092--> 01:06:16,348

but it's looking at the
clear cases where,

1498

01:06:16,372--> 01:06:17,788

um...

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1499

01:06:17,812--> 01:06:19,388

certainly, in the early stages,

1500

01:06:19,412--> 01:06:22,930

certain books, they've

been able to tell if their work

1501

01:06:22,955--> 01:06:25,716

has been fed into the machine

because they've been able to get it out.

1502

01:06:25,740--> 01:06:28,740

Some safeguards have been put in

place, that you could no longer doing that.

1503

01:06:28,764--> 01:06:32,438

But so it's getting

really good cases that...

1504

01:06:32,463--> 01:06:35,000

So that it doesn't fall and...

1505

01:06:35,000--> 01:06:38,708

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So that's what the groups that we've been speaking to in the background

1506

01:06:38,732--> 01:06:41,588

are trying to establish to get some really good examples

1507

01:06:41,612--> 01:06:43,938

of where copyright has been infringed.

1508

01:06:43,963--> 01:06:45,588

-Yeah, but that Anthropic,

1509

01:06:45,612--> 01:06:48,688

I can't remember the details now, but I do know you could go to The Atlantic,

1510

01:06:48,712--> 01:06:51,428

you could see if your book was stolen and find out immediately.

1511

01:06:51,452--> 01:06:56,228

So surely that's the proof

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that the proof is there, right?

1512

01:06:56,252--> 01:06:57,948

At least in that situation.

1513

01:06:59,000--> 01:07:01,348

-I mean, I think a lot

of that in a court case,

1514

01:07:01,372--> 01:07:04,268

a lot of that can come through

discovery in a court case,

1515

01:07:04,292--> 01:07:07,988

which is why it's so important

sometimes to test these things,

1516

01:07:08,012--> 01:07:10,308

because then they

do have to reveal

1517

01:07:10,332--> 01:07:13,428

that the information

they have as to where

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1518

01:07:13,452--> 01:07:14,709

their models are being trained,

1519

01:07:14,733--> 01:07:16,971

and that ultimately then

proves that they've infringed.

1520

01:07:16,995--> 01:07:21,765

So I think... And also shows who ought

to be compensated for that infringement.

1521

01:07:21,789--> 01:07:24,188

So, it is really important.

1522

01:07:24,212--> 01:07:27,948

And I'm not an expert on

how you gather the evidence

1523

01:07:27,972--> 01:07:30,011

to go back to the

question in relation to that,

1524

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01:07:30,035--> 01:07:32,087

but I would have thought
that it's in the interest

1525

01:07:32,111--> 01:07:33,868

of some of the major
publishers and so on

1526

01:07:33,892--> 01:07:37,508

to be really, using some of
their resources, to dig into this.

1527

01:07:38,790--> 01:07:42,068

-I'm going to answer a question
from anonymous attendee,

1528

01:07:42,092--> 01:07:44,268

or rather, I'm going to
have you guys answer it.

1529

01:07:44,292--> 01:07:45,348

I'm just making it live.

1530

01:07:45,372--> 01:07:48,511

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"Do writers need to
object to involvement of AI

1531

01:07:48,535--> 01:07:51,348

even in terms of
covers generated by AI?

1532

01:07:51,372--> 01:07:54,188

I read that authors were
excluded from prizes

1533

01:07:54,212--> 01:07:56,508

because of having
AI generated covers."

1534

01:07:57,412--> 01:07:59,908

-Well, I think this comes
back to transparency

1535

01:07:59,932--> 01:08:03,028

and authors being told

1536

01:08:03,052--> 01:08:07,188

what publishers are

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using to work on their work.

1537

01:08:07,212--> 01:08:10,188

Whether that's an editor or

1538

01:08:10,212--> 01:08:12,348

what they're doing with their cover,

1539

01:08:12,372--> 01:08:16,388

they should definitely know if a publisher proposes to use AI for their cover.

1540

01:08:16,412--> 01:08:18,428

I mean, they shouldn't be using it,

1541

01:08:18,452--> 01:08:20,490

but, you know, if they...

1542

01:08:20,515--> 01:08:23,828

If there's a particular case where they think it might be beneficial,

1543

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01:08:23,852--> 01:08:26,868

they should have that discussion
with the author and their agent.

1544

01:08:26,892--> 01:08:31,308

Because that quest... The person who
asked that question is absolutely right.

1545

01:08:31,332--> 01:08:33,708

The work a couple of authors
who were excluded from prizes

1546

01:08:33,732--> 01:08:36,825

because their covers
have been created by AI,

1547

01:08:36,849--> 01:08:39,019

they didn't know that.
Publishers didn't tell them that

1548

01:08:39,043--> 01:08:41,028

and then they
were excluded. So...

1549

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01:08:41,052--> 01:08:43,828

Yeah, I mean, again, it comes back to transparency.

1550

01:08:43,852--> 01:08:45,628

You know, as Anna keeps saying, you know,

1551

01:08:45,652--> 01:08:50,028

we need, and authors need to know how publishers are using AI

1552

01:08:50,052--> 01:08:52,000

when they're creating these books.

1553

01:08:52,000--> 01:08:54,668

-And I think what Euan was saying is this is the one case

1554

01:08:54,692--> 01:08:56,908

where you literally should judge a book by its cover.

1555

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01:08:56,932--> 01:08:57,988

[laughter]

1556

01:08:58,012--> 01:09:02,000

-I wish I'd been quick at thinking,
that would have been a good line.

1557

01:09:02,000--> 01:09:06,468

-I'm going to make
another question live.

1558

01:09:06,492--> 01:09:07,628

Um...

1559

01:09:07,652--> 01:09:10,188

"What is the government stance
on the environmental impact

1560

01:09:10,212--> 01:09:12,828

of the use of AI in
powering data centres?

1561

01:09:12,852--> 01:09:15,268

If these are potentially

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going to be built in Wales,

1562

01:09:15,292--> 01:09:17,148

what provisions are

being put in place

1563

01:09:17,172--> 01:09:20,348

to make sure the running of

these doesn't fall on the taxpayer?"

1564

01:09:21,000--> 01:09:23,388

Kevin, I'm going

to leave that to you.

1565

01:09:23,412--> 01:09:28,868

-Yeah, yeah, there's been a lot of
sort of fairly wild promises, I think,

1566

01:09:28,892--> 01:09:36,588

about the advantages of having
these data centres located in the UK.

1567

01:09:36,612--> 01:09:38,664

And they are massive

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1568

01:09:38,689--> 01:09:41,148

consumers of energy,

1569

01:09:41,172--> 01:09:43,828

generate an awful

lot of heat and so on,

1570

01:09:43,852--> 01:09:47,508

and possibly not as many jobs

as people might think that they'd

1571

01:09:47,532--> 01:09:50,000

generate because as

usual, this is not the...

1572

01:09:50,000--> 01:09:54,788

You know, the high-end

level of very often [inaudible],

1573

01:09:54,812--> 01:09:58,052

but nevertheless, if they're, you know

if there are jobs available and they are...

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1574

01:09:58,076--> 01:10:00,388

And it is a significant
technology of the future,

1575

01:10:00,412--> 01:10:03,188

it would be wrong for
us not to be able to,

1576

01:10:03,212--> 01:10:05,000

you know, seek to
be involved in that.

1577

01:10:05,000--> 01:10:06,871

But, I think the government...

1578

01:10:06,895--> 01:10:10,045

I do think the government were guilty,
and I've said this publicly previously,

1579

01:10:10,069--> 01:10:14,308

of overstating, you
know, the importance

1580

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01:10:14,332--> 01:10:16,718

of the potential of jobs

1581

01:10:16,743--> 01:10:19,148

in things like data

centres through AI,

1582

01:10:19,172--> 01:10:21,908

and understating

and undervaluing

1583

01:10:21,932--> 01:10:23,628

our creative industries

1584

01:10:23,652--> 01:10:27,068

and the contribution that

they make to the UK economy

1585

01:10:27,092--> 01:10:30,148

and to our exports and to,

1586

01:10:30,172--> 01:10:33,668

you know, in general,

the wellbeing of life

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1587

01:10:33,692--> 01:10:37,308

and also the soft power
of the UK overseas.

1588

01:10:37,332--> 01:10:39,628

And, you know, we are...

1589

01:10:39,652--> 01:10:42,028

Take the music example,
we are one of the only...

1590

01:10:42,052--> 01:10:44,328

I think it's two countries
in the world, possibly three,

1591

01:10:44,352--> 01:10:46,438

that are net exporters

1592

01:10:46,462--> 01:10:49,308

of music, live and
recorded music overall,

1593

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01:10:49,332--> 01:10:52,348

and that's a net burner

of foreign currency.

1594

01:10:52,372--> 01:10:54,668

We shouldn't give all that up

1595

01:10:54,692--> 01:10:59,018

in order to get a few jobs in some

data centres around the country.

1596

01:10:59,042--> 01:11:02,428

So the government

will naturally be involved

1597

01:11:02,452--> 01:11:05,311

in wanting to

attract jobs to the UK.

1598

01:11:05,336--> 01:11:09,588

And to what extent there is

any sort of public support for that

1599

01:11:09,612--> 01:11:12,998

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depends on what the scheme is
and what the advantages of it are.

1600

01:11:13,022--> 01:11:16,108

But if it's an environmentally
disastrous proposition

1601

01:11:16,132--> 01:11:18,988

that offers very few jobs, then
they certainly shouldn't be doing that.

1602

01:11:19,012--> 01:11:20,012

-Mhmm.

1603

01:11:20,036--> 01:11:22,195

Yes, and let me also emphasize,

1604

01:11:22,219--> 01:11:25,988

Emma's asking people
again to put it in the Q&A thing.

1605

01:11:26,012--> 01:11:27,988

I saw there's a
woman named Penny

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1606

01:11:28,012--> 01:11:31,948

who her really interesting questions
and comments keep flying by,

1607

01:11:31,972--> 01:11:34,948

and I can't see them for
long enough to repeat them.

1608

01:11:34,972--> 01:11:38,468

So send them to
the Q&A log, Penny.

1609

01:11:38,492--> 01:11:43,868

Okay, which question do
you want to answer next?

1610

01:11:43,892--> 01:11:47,148

-Just come in on the
sustainability angle

1611

01:11:47,172--> 01:11:51,228

just because I know that's an area that...
We've been focused on copyright and AI,

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1612

01:11:51,252--> 01:11:54,188

but people and planet
come hand in hand,

1613

01:11:54,212--> 01:11:57,628

and I don't think enough
has been said in society

1614

01:11:57,652--> 01:11:59,188

about the environmental impact.

1615

01:11:59,212--> 01:12:02,628

So I've popped in the chat
there, the Fox Glove campaign

1616

01:12:02,652--> 01:12:04,465

that it just came
through today about the...

1617

01:12:04,490--> 01:12:07,108

their success in terms of

1618

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01:12:07,132--> 01:12:10,093

ensuring that the claims
made by tech companies

1619

01:12:10,117--> 01:12:12,948

about the environmental
benefit protections

1620

01:12:12,973--> 01:12:15,498

around data centres are
now legally binding.

1621

01:12:15,522--> 01:12:18,308

So that's in the chat there, but

1622

01:12:18,332--> 01:12:23,388

I think whether it's publishers,
agents, government, whomever,

1623

01:12:23,412--> 01:12:26,588

we need to be looking at
our sustainability policies

1624

01:12:26,612--> 01:12:28,511

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and how the use of data centres

1625

01:12:28,535--> 01:12:31,000

and this new

technology, which is

1626

01:12:31,000--> 01:12:34,388

at least 10 times

more energy intensive

1627

01:12:34,412--> 01:12:36,908

than just, say, a Google search

1628

01:12:36,932--> 01:12:38,668

if you're looking

at an AI search or...

1629

01:12:38,692--> 01:12:40,108

And... and so I...

1630

01:12:40,132--> 01:12:42,315

I do think we need to

look at the sustainability

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1631

01:12:42,340--> 01:12:47,148

more, and I would love to see AI used more sparingly.

1632

01:12:47,172--> 01:12:48,928

I mean, yes, it has major benefits

1633

01:12:48,952--> 01:12:51,748

for humanity, for cybersecurity, for medical research.

1634

01:12:51,772--> 01:12:53,708

There are clear areas and benefits,

1635

01:12:53,732--> 01:12:57,028

but just for this, as Euan has said, the Wild West,

1636

01:12:57,052--> 01:12:58,428

where anyone can use it,

1637

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01:12:58,452--> 01:13:01,000

it's free, we're
being encouraged to

1638

01:13:01,000--> 01:13:04,108

integrate it into all
of our workflows,

1639

01:13:04,132--> 01:13:06,268

but the energy costs there,

1640

01:13:06,292--> 01:13:10,668

we're not being told that were
the same level of repetition

1641

01:13:10,692--> 01:13:12,268

that the impact
that that has on.

1642

01:13:12,292--> 01:13:13,588

So... and so...

1643

01:13:13,612--> 01:13:16,000

I think more and

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more people will look to

1644

01:13:16,000--> 01:13:19,068

how they use technology

1645

01:13:19,092--> 01:13:22,308

and the environmental impact

that has when we're facing droughts

1646

01:13:22,332--> 01:13:25,538

and, you know, water

shortages, and yeah...

1647

01:13:25,563--> 01:13:27,188

-Yeah.

1648

01:13:27,212--> 01:13:30,028

Okay, we have a question

from Dave Sinclair.

1649

01:13:30,052--> 01:13:33,228

"What is the difference in law

if an author uses a ghost writer

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1650

01:13:33,252--> 01:13:35,908

to generate the text
of their book and uses

1651

01:13:35,932--> 01:13:37,588

AI to...

1652

01:13:37,612--> 01:13:40,428

uses GenAI to generate the text?

1653

01:13:40,452--> 01:13:41,708

Both seem deceptive,

1654

01:13:41,732--> 01:13:43,908

but are they fundamentally
different in law

1655

01:13:43,932--> 01:13:46,000

or in acceptability?"

1656

01:13:46,000--> 01:13:47,708

-I don't think there...

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1657

01:13:47,732--> 01:13:49,788

I mean, I don't think

there is a law around that,

1658

01:13:49,812--> 01:13:51,668

as far as I know.

1659

01:13:51,692--> 01:13:53,772

I mean, I think it's

more a question of..

1660

01:13:53,796--> 01:13:55,668

Ethics, isn't it? I mean,

1661

01:13:55,692--> 01:13:59,338

we all accept that certain

books are ghost written.

1662

01:13:59,363--> 01:14:01,308

And...

1663

01:14:01,332--> 01:14:04,148

I mean, should James Patterson,

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you have a factory of writers

1664

01:14:04,172--> 01:14:06,108

and they get their
name on the cover.

1665

01:14:06,132--> 01:14:07,790

Everyone knows
they're ghostwritten.

1666

01:14:07,815--> 01:14:10,828

If you're a celeb, sometimes the
ghost writer has their name on the cover,

1667

01:14:10,852--> 01:14:13,308

sometimes they
don't, but no, you know,

1668

01:14:13,332--> 01:14:15,000

no one bats an eye lid at that.

1669

01:14:15,000--> 01:14:16,000

Um...

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1670

01:14:16,024--> 01:14:17,588

So there isn't a law around it.

1671

01:14:17,612--> 01:14:19,548

I mean, I guess the
difference is not legal.

1672

01:14:19,572--> 01:14:22,548

It's more about transparency

1673

01:14:22,572--> 01:14:26,988

and whether we... whether we
feel as a society or as readers,

1674

01:14:27,012--> 01:14:28,828

we want to be reading stuff

1675

01:14:28,852--> 01:14:32,628

that AI has significantly
had an impact on.

1676

01:14:32,652--> 01:14:34,000

Um...

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1677

01:14:34,000--> 01:14:37,338

That'll be my... That's
my very waffly answer to it.

1678

01:14:37,363--> 01:14:41,428

-Theoretically, in terms of
ghostwriting, if you were to

1679

01:14:41,452--> 01:14:43,468

pass yourself off
as someone else,

1680

01:14:43,492--> 01:14:45,245

that could be, you know...

1681

01:14:45,269--> 01:14:49,588

But you don't because obviously they've
given you their permission to... to do it,

1682

01:14:49,612--> 01:14:51,348

the celebrity whose book it is.

1683

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01:14:51,372--> 01:14:53,828

But theoretically also,

1684

01:14:53,852--> 01:14:55,388

if you were, um...

1685

01:14:55,412--> 01:14:59,148

If it was denied that somebody else had written the book

1686

01:14:59,172--> 01:15:00,383

and then you...

1687

01:15:00,408--> 01:15:03,683

It was discovered that you had had a ghost writer,

1688

01:15:03,707--> 01:15:07,348

theoretically, then the law of fraud could come into play in that instance,

1689

01:15:07,372--> 01:15:09,668

but isn't really a copyright issue in that sense.

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1690

01:15:09,692--> 01:15:12,868

And if it's a book written
purely by generative AI,

1691

01:15:12,892--> 01:15:14,108

as I said earlier on,

1692

01:15:14,132--> 01:15:15,868

my view is that it shouldn't...

1693

01:15:15,892--> 01:15:18,788

And it isn't really
copyrightable.

1694

01:15:18,812--> 01:15:22,148

It all comes back to
transparency, doesn't it?

1695

01:15:22,172--> 01:15:23,988

Because even with ghost writing,

1696

01:15:24,012--> 01:15:27,188

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one of our campaigns is for
that transparency of, kind of,

1697

01:15:27,212--> 01:15:29,948

it takes a team
to produce a book

1698

01:15:29,972--> 01:15:33,148

and so if there has been a
ghostwriter, say, give them credit.

1699

01:15:33,172--> 01:15:34,628

They get paid for that job.

1700

01:15:34,652--> 01:15:36,228

Or give them the
choice to be credited,

1701

01:15:36,252--> 01:15:38,188

because not all, if you're...

1702

01:15:38,212--> 01:15:42,228

You may not want to be associated
with the ghost writing of a book,

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1703

01:15:42,252--> 01:15:45,668

but it's been transparent
about how something is made.

1704

01:15:45,692--> 01:15:47,468

Yes, we just want to know.

1705

01:15:47,492--> 01:15:48,908

[laughter]

1706

01:15:48,932--> 01:15:51,348

Claire Dudman has a question.

1707

01:15:51,372--> 01:15:56,228

"Could AI be useful to a writer
and can AI be used to detect AI?"

1708

01:15:58,000--> 01:16:02,908

-We've seen the AI detection
tools aren't 100% accurate,

1709

01:16:02,932--> 01:16:05,948

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and there's no end of stories
of people feeding their work in

1710

01:16:05,972--> 01:16:09,348

just to see what
the AI would say.

1711

01:16:09,372--> 01:16:11,588

In some cases it's
come back as, yes,

1712

01:16:11,612--> 01:16:13,691

it gives you a
percentage of how much

1713

01:16:13,716--> 01:16:17,668

is likely to have been generated
by AI when it hasn't been.

1714

01:16:17,692--> 01:16:20,000

So the detection tools aren't

1715

01:16:20,000--> 01:16:23,000

as accurate as... as, like,

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1716

01:16:23,000--> 01:16:27,068

you would want them to be if
you're using them as a detection tool.

1717

01:16:27,092--> 01:16:30,308

And what was 45?

1718

01:16:30,332--> 01:16:32,165

Dave Sinclair saying.

1719

01:16:32,189--> 01:16:34,068

What was the second
part of that question?

1720

01:16:34,092--> 01:16:36,000

Let me go back...

1721

01:16:36,000--> 01:16:38,000

-Can't remember now.

1722

01:16:38,000--> 01:16:40,011

-I mean, I don't really...

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1723

01:16:40,035--> 01:16:44,000

I mean, I'm not a tech guy, so I don't really understand though why

1724

01:16:44,000--> 01:16:48,228

these detection tools can't detect it 100%. I mean,

1725

01:16:48,252--> 01:16:50,508

I was just reading it the weekend about, you know,

1726

01:16:50,532--> 01:16:54,308

Anthropic's latest generative AI chatbot, Mythos,

1727

01:16:54,332--> 01:16:58,268

which seems to have been able to detect weaknesses in every single

1728

01:16:58,292--> 01:17:00,148

institution around the world.

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1729

01:17:00,172--> 01:17:02,468

Like, so this

thing is, basically,

1730

01:17:02,492--> 01:17:04,908

you know, the...

the world ender.

1731

01:17:04,932--> 01:17:08,468

How can it be that we can't

actually have an AI detection tool

1732

01:17:08,492--> 01:17:10,468

that can detect whether

a book is written by AI?

1733

01:17:10,492--> 01:17:12,388

I mean, it seems to me bonkers.

1734

01:17:12,412--> 01:17:15,268

I mean, surely, I mean,

I'm sure it will happen, but

1735

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01:17:15,292--> 01:17:17,000

it just seems a bit crazy.

1736

01:17:17,000--> 01:17:19,708

-Maybe AI doesn't want to.

1737

01:17:19,732--> 01:17:23,548

Maybe the companies don't want to create an AI that can detect AI.

1738

01:17:23,572--> 01:17:25,100

-Or someone doesn't want to create it.

1739

01:17:25,124--> 01:17:27,128

-Let's be clear. AI doesn't want anything, Carole.

1740

01:17:27,152--> 01:17:28,548

-Of course!

1741

01:17:28,572--> 01:17:32,908

-AI is, as I said earlier, a desiccated calculating machine.

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1742

01:17:32,932--> 01:17:36,708

AI responds to human interaction

1743

01:17:36,732--> 01:17:40,068

in the way that its

owners want it to.

1744

01:17:40,092--> 01:17:43,268

They can't always... they're not

always accurate in training it to do it

1745

01:17:43,292--> 01:17:44,588

the way they'd like to.

1746

01:17:44,612--> 01:17:46,628

But AI will in

general, you know,

1747

01:17:46,652--> 01:17:48,948

be very nice to you because

it wants you to use it more.

1748

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01:17:48,972--> 01:17:51,708

Well, it's not it that wants
it's... it's the owners that want it,

1749

01:17:51,732--> 01:17:53,468

that want you to
use it more. But,

1750

01:17:53,492--> 01:17:57,308

that is the point, isn't it?
It's a facsimile of humanity

1751

01:17:57,332--> 01:18:01,028

and human creativity that can
be a quite convincing facsimile

1752

01:18:01,052--> 01:18:03,228

and one that passes
the Turing test,

1753

01:18:03,252--> 01:18:05,828

you know, the famous
test that Alan Turing set up

1754

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01:18:05,852--> 01:18:07,411

as to would you be able to tell

1755

01:18:07,435--> 01:18:10,531

whether or not you were
talking to an artificial intelligent...

1756

01:18:10,556--> 01:18:13,188

an artificial intelligence
behind a curtain.

1757

01:18:13,212--> 01:18:14,988

Could you tell it
from a human being?

1758

01:18:15,012--> 01:18:17,108

And, you know, in some cases,

1759

01:18:17,132--> 01:18:18,948

it's gone way beyond that,

1760

01:18:18,972--> 01:18:21,428

you know, that it
is actually, despite...

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1761

01:18:21,452--> 01:18:23,588

You can tell
sometimes if it's right

1762

01:18:23,612--> 01:18:26,428

and as Euan said, if it's right in
a terrible submission for a novel,

1763

01:18:26,452--> 01:18:28,588

you can tell there's
been AI generated. But,

1764

01:18:28,612--> 01:18:30,000

you know, you get in

1765

01:18:30,000--> 01:18:33,388

conversations with some of
these chat bots and they can

1766

01:18:33,412--> 01:18:35,948

be pretty convincing to
tell you they're a human,

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1767

01:18:35,972--> 01:18:37,508

to convince you
they're a human being

1768

01:18:37,532--> 01:18:40,388

unless they're programmed to
respond honestly when you ask them.

1769

01:18:40,412--> 01:18:42,578

-And just to go
back to the question,

1770

01:18:42,603--> 01:18:45,088

I think the first part of the
question from Clare was could AI

1771

01:18:45,112--> 01:18:46,498

be useful to a writer?

1772

01:18:46,522--> 01:18:47,548

And I think absolutely.

1773

01:18:47,572--> 01:18:51,108

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I mean, we've definitely heard
from some of our writers where...

1774

01:18:51,132--> 01:18:54,108

Actually it's not one of our writers,
but someone who's a script writer

1775

01:18:54,132--> 01:18:58,218

done a lot and actually they
fed their latest script into AI

1776

01:18:58,242--> 01:19:01,271

and the AI came back with some
apparently some really great suggestions.

1777

01:19:01,296--> 01:19:03,948

So, I do think, again,

1778

01:19:03,972--> 01:19:08,108

it shouldn't be binary and it
is definitely useful to writers.

1779

01:19:08,132--> 01:19:11,343

It's just how you use it

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is the important thing.

1780

01:19:11,368--> 01:19:14,308

You know, it's a bit like when, you know, I've been playing around with it

1781

01:19:14,332--> 01:19:17,591

on some Excel spreadsheets and trying to get Copilot to...

1782

01:19:17,616--> 01:19:19,348

you know, analyse them for me

1783

01:19:19,372--> 01:19:22,068

just to see... you know, just to see what it does.

1784

01:19:22,092--> 01:19:24,188

And, you know, these were very basic.

1785

01:19:24,212--> 01:19:25,908

I mean, I'm really rubbish at Excel,

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1786

01:19:25,932--> 01:19:27,868

so this data was
very, very basic.

1787

01:19:27,892--> 01:19:30,191

And I thought I'd, you
know, analysed it myself.

1788

01:19:30,215--> 01:19:32,775

But, you know, Copilot came up
with some quite interesting things

1789

01:19:32,799--> 01:19:33,948

that I hadn't thought about.

1790

01:19:33,972--> 01:19:36,445

So I think, you know,
writers can use AI.

1791

01:19:36,470--> 01:19:38,468

But again, it's just a
question of how you use it.

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1792

01:19:38,492--> 01:19:40,000

-Hmm.

1793

01:19:40,000--> 01:19:41,591

-And what your role is.

1794

01:19:41,615--> 01:19:43,324

-So we finally do have

a... Go ahead, Anna.

1795

01:19:43,348--> 01:19:46,748

-I was just gonna say, again,

with that spectrum, some will just...

1796

01:19:46,772--> 01:19:49,028

they don't want to use

it and some want to...

1797

01:19:49,052--> 01:19:51,908

because as self-employed

or as freelancers,

1798

01:19:51,932--> 01:19:55,628

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and you're looking for
ways to speed up processes.

1799

01:19:55,652--> 01:19:59,000

So if you can use it to
help assistively with admin

1800

01:19:59,000--> 01:20:01,411

or with invoicing,
things like that,

1801

01:20:01,435--> 01:20:04,748

if there's always that human in
the loop checking the accuracy

1802

01:20:04,772--> 01:20:08,668

of what it's doing and that it
hasn't just made something up,

1803

01:20:08,692--> 01:20:11,668

that it will have its uses.

1804

01:20:11,692--> 01:20:15,068

And we know members

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using it as a creative prompter,

1805

01:20:15,092--> 01:20:18,508

you're looking for titles or

you're looking for inspiration.

1806

01:20:18,532--> 01:20:20,188

It's not generating the text,

1807

01:20:20,212--> 01:20:23,000

but you're doing it

for research or for...

1808

01:20:23,000--> 01:20:27,000

for other research purposes

like that, which is not

1809

01:20:27,000--> 01:20:30,988

generating the text, it's kind

of looking for a few examples

1810

01:20:31,012--> 01:20:35,668

and then you're using your own

judgment to take the idea from there.

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1811

01:20:35,692--> 01:20:37,628

But everybody has
their own position

1812

01:20:37,652--> 01:20:41,308

and we shouldn't be imposing
one set of rules on everyone.

1813

01:20:41,332--> 01:20:44,831

You've got to make your own
decisions about what you feel is...

1814

01:20:44,856--> 01:20:48,108

How you want to create,
because ultimately,

1815

01:20:48,132--> 01:20:50,275

what's the point if you're
getting a machine to do it?

1816

01:20:50,299--> 01:20:53,548

I mean, the whole point
of creativity, it's a process.

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1817

01:20:53,572--> 01:20:56,548

And it's ideas from
your brain onto the page.

1818

01:20:56,572--> 01:20:59,000

And so if you're just getting
a machine to do that, then...

1819

01:20:59,000--> 01:21:01,000

may as well just give up now.

1820

01:21:01,000--> 01:21:02,508

-We like the struggle, right?

1821

01:21:02,532--> 01:21:04,308

We like the struggle for art.

1822

01:21:04,332--> 01:21:05,988

Okay, Penny...

1823

01:21:06,012--> 01:21:08,188

"AI is improving very rapidly,

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1824

01:21:08,212--> 01:21:10,108

but Euan said on a couple of occasions

1825

01:21:10,132--> 01:21:13,508

that it was too soon to do something about the issues AI has raised.

1826

01:21:13,532--> 01:21:15,000

Can we afford to wait?

1827

01:21:15,000--> 01:21:17,678

And what can we do in the meantime?

1828

01:21:18,475--> 01:21:19,943

-Can I just jump in there?

1829

01:21:19,968--> 01:21:21,388

I think it's a really good question.

1830

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01:21:21,412--> 01:21:24,748

I actually didn't say that it was too soon to do something about the issues.

1831

01:21:24,772--> 01:21:28,000

I think what I meant to say was that...

1832

01:21:28,000--> 01:21:31,988

You know, when we're trying to negotiate contracts with publishers,

1833

01:21:32,012--> 01:21:35,143

they don't like to react very, very quickly

1834

01:21:35,168--> 01:21:38,108

to everything that comes up. And I think the thing about AI at the moment,

1835

01:21:38,132--> 01:21:39,620

because everything's changing so fast,

1836

01:21:39,644--> 01:21:42,708

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they don't want to agree

necessarily to a very particular

1837

01:21:42,732--> 01:21:44,388

and specified set of wording,

1838

01:21:44,412--> 01:21:47,332

which they're going to have to change

in six months time or a year's time.

1839

01:21:47,356--> 01:21:49,108

So what we're trying

to get them to do

1840

01:21:49,132--> 01:21:51,548

is to agree to a very

basic, you know, like,

1841

01:21:51,572--> 01:21:54,668

very basic set of

rules around AI,

1842

01:21:54,692--> 01:21:56,468

what they can,

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should do, and can't do

1843

01:21:56,492--> 01:21:58,388

in the knowledge that, you know,

1844

01:21:58,412--> 01:22:00,108

we will keep having

the conversation.

1845

01:22:00,132--> 01:22:01,988

And as the months

and the years go by,

1846

01:22:02,012--> 01:22:04,148

we'll be able to

fine tune that very

1847

01:22:04,172--> 01:22:08,028

broad brushstroke wording into

something much more specific.

1848

01:22:08,052--> 01:22:10,468

But I think it's a good

question, you know,

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1849

01:22:10,492--> 01:22:12,708

and it goes back to what I
was saying to Kevin earlier.

1850

01:22:12,732--> 01:22:15,068

I think, you know, the
speed that things change,

1851

01:22:15,092--> 01:22:16,348

and particularly around AI,

1852

01:22:16,372--> 01:22:19,371

it's difficult to keep up with it,
whether it's about making laws

1853

01:22:19,396--> 01:22:23,228

or whether it's about
actually just creating contracts

1854

01:22:23,252--> 01:22:25,798

or clauses in contracts
between authors and publishers.

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1855

01:22:25,823--> 01:22:26,948

-Mmhmm.

1856

01:22:26,972--> 01:22:31,828

And Anna, does the Society of Authors have a guidance for writers who

1857

01:22:31,852--> 01:22:34,348

maybe don't have an agent in terms of these,

1858

01:22:34,372--> 01:22:37,628

like, kind of basic language around some of these issues

1859

01:22:37,652--> 01:22:41,000

that they might be sure in their contracts?

1860

01:22:41,000--> 01:22:44,708

-Absolutely. Have a look on the website, log in, get the guidance.

1861

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01:22:44,732--> 01:22:47,308

The guidance is there.

We have example clauses

1862

01:22:47,332--> 01:22:52,000

to give authors the wording to take to their publisher or to use.

1863

01:22:52,000--> 01:22:54,000

Um, and...

1864

01:22:54,000--> 01:22:58,708

Even if you publishers

don't want to be tied down

1865

01:22:58,732--> 01:23:00,908

to specific word and

they can agree to consult

1866

01:23:00,932--> 01:23:02,428

when the situation arises,

1867

01:23:02,452--> 01:23:05,668

it's just... it's... what we've been

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trying to get away from is the

1868

01:23:05,692--> 01:23:09,148

fact that they're taking these rights where this is a new right,

1869

01:23:09,172--> 01:23:11,228

this right rests with the author.

1870

01:23:11,252--> 01:23:14,188

They should... Unless there's been a comprehensive assignment of rights

1871

01:23:14,213--> 01:23:15,505

from the outset,

1872

01:23:15,529--> 01:23:18,228

that this is a new right, a new right, so they should

1873

01:23:18,252--> 01:23:22,268

be consulting with the author about the licensing thereof.

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1874

01:23:22,292--> 01:23:24,308

And the splits is a whole
different conversation,

1875

01:23:24,332--> 01:23:26,348

as Euan talked about.

1876

01:23:26,372--> 01:23:28,908

We're not happy with where the splits are,

1877

01:23:28,932--> 01:23:32,821

because publishers in
the main are given access

1878

01:23:32,846--> 01:23:36,028

to the data, so it's
a data access share

1879

01:23:36,052--> 01:23:38,108

they should be getting
rather than, you know,

1880

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01:23:38,132--> 01:23:42,348

they're after the words and
the writer's words rather than

1881

01:23:42,372--> 01:23:46,628

the publisher's distribution prowess
or their marketing skills, or you know.

1882

01:23:46,652--> 01:23:49,000

So that's a conversation

1883

01:23:49,000--> 01:23:50,308

-It's like eBooks.

1884

01:23:50,332--> 01:23:52,548

Like, how much are authors
going to get from those?

1885

01:23:52,572--> 01:23:55,988

I mean, and how much we're going
to charge, and all of that was part of it.

1886

01:23:56,012--> 01:23:57,185

Um...

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1887

01:23:57,210--> 01:23:59,000

Excellent.

1888

01:23:59,000--> 01:24:02,178

Thought I had another follow-up to that, but I can't remember what it was.

1889

01:24:02,202--> 01:24:05,348

But we do have Clare Harvey and 2 minutes left.

1890

01:24:05,372--> 01:24:08,508

She's asking a follow-up question.

1891

01:24:08,532--> 01:24:10,628

"Is there a recommended process

1892

01:24:10,652--> 01:24:15,108

you can give to authors about how they can record the provenance

1893

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01:24:15,132--> 01:24:17,000

of their own work as evidence?"

1894

01:24:17,000--> 01:24:20,908

I mean, I know I every
every day, pretty much,

1895

01:24:20,932--> 01:24:23,988

the version of my
novel gets a new title,

1896

01:24:24,012--> 01:24:25,508

a new document.

1897

01:24:25,532--> 01:24:27,000

Um... So...

1898

01:24:27,000--> 01:24:30,911

Euan and Anna, do you
have any suggestions on that?

1899

01:24:30,936--> 01:24:34,068

-I don't really know, it's not
really an answer to the question,

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1900

01:24:34,092--> 01:24:37,348

but as I was geeking out last
night on my Excel spreadsheet,

1901

01:24:37,372--> 01:24:41,788

I discovered this thing called
Power Query, which is kind of...

1902

01:24:41,812--> 01:24:43,738

I guess, this editing tool

1903

01:24:43,762--> 01:24:47,701

that you can use then to
edit your Excel spreadsheet.

1904

01:24:47,726--> 01:24:51,508

But what it does really cleverly
is that every... so every time you...

1905

01:24:51,532--> 01:24:54,571

you ask it to do something,
just in normal language,

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1906

01:24:54,595--> 01:24:58,948

and then it translates into
code, it logs that change.

1907

01:24:58,972--> 01:25:01,388

And that log is always there.

1908

01:25:01,412--> 01:25:03,108

So, even in six months' time,

1909

01:25:03,132--> 01:25:07,000

if I then fed in, like, 10 more sets
of data to this one spreadsheet,

1910

01:25:07,000--> 01:25:08,898

this log is there about...

1911

01:25:08,922--> 01:25:11,788

and so you can click on each
kind of process and go back,

1912

01:25:11,812--> 01:25:13,718

you know, to where to

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where you were originally.

1913

01:25:13,742--> 01:25:17,268

So I don't know if it's an equivalent if you are writing a novel,

1914

01:25:17,292--> 01:25:18,708

Brianna might know, I don't know.

1915

01:25:18,732--> 01:25:21,948

-Having a conversation recently about a piece of software

1916

01:25:21,972--> 01:25:25,428

that does just that, but it's a paid for software. And again--

1917

01:25:25,452--> 01:25:28,028

[audio cuts out]

1918

01:25:28,052--> 01:25:30,588

will have all of those different drafts and

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1919

01:25:30,612--> 01:25:33,228

you certainly, depending
on what software you use,

1920

01:25:33,252--> 01:25:36,371

you can have the version
history, as Emma's just said

1921

01:25:36,396--> 01:25:37,748

in the chat there,

1922

01:25:37,772--> 01:25:42,188

but some authors I've spoken to said,
well, no, I don't keep any drafts, I just...

1923

01:25:42,212--> 01:25:45,028

I only have the... ever have
the most up-to-date draft.

1924

01:25:45,052--> 01:25:48,468

So, but there are
certainly a lot of startups

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1925

01:25:48,492--> 01:25:51,988

coming on the
market to do just this.

1926

01:25:52,012--> 01:25:56,308

But again, it's putting more
onus on the writer, the creator,

1927

01:25:56,332--> 01:25:58,308

to prove that what
they've done is theirs.

1928

01:25:58,332--> 01:26:03,668

And yet, so authors having to pay
more to prove the provenance of their work

1929

01:26:03,692--> 01:26:05,871

and tech are continuing
just to steal it for free.

1930

01:26:05,896--> 01:26:09,028

So I think we need
to kind of try to

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1931

01:26:09,052--> 01:26:11,548

rectify the original

sin and the issue

1932

01:26:11,572--> 01:26:14,428

so that at the same

time, there's a lot to do

1933

01:26:14,452--> 01:26:18,668

and it's just slow going

trying to get the progress.

1934

01:26:18,692--> 01:26:22,000

But yes, in short,

there is some software.

1935

01:26:22,000--> 01:26:24,211

I don't know what the name

is off the top of my head.

1936

01:26:24,236--> 01:26:28,148

-I want to mention somebody...

I saw Emma put this in the chat.

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1937

01:26:28,172--> 01:26:31,028

For those of you who are Society of Authors members, and if you're not,

1938

01:26:31,052--> 01:26:33,508

I think you should join.

There's a link to that as well.

1939

01:26:33,532--> 01:26:38,000

As a member, I have

twice looked to their...

1940

01:26:38,000--> 01:26:40,628

to their... your...

your contracts people,

1941

01:26:40,652--> 01:26:43,188

where you can get a

consultation with a lawyer

1942

01:26:43,212--> 01:26:46,068

and they advise you on

questions on contracts

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1943

01:26:46,092--> 01:26:47,708

that if you don't have an agent,

1944

01:26:47,732--> 01:26:49,945

if you don't want to bother
your agent with something

1945

01:26:49,970--> 01:26:52,428

somewhat small,
they're excellent,

1946

01:26:52,452--> 01:26:54,610

absolutely wonderful. So...

1947

01:26:54,635--> 01:26:56,108

I do recommend that.

1948

01:26:56,132--> 01:27:00,628

And thank you to Kevin, Euan
and Anna for joining us tonight.

1949

01:27:00,652--> 01:27:01,988

It is 8:31.

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1950

01:27:02,012--> 01:27:04,828

We are a minute
over and out of time,

1951

01:27:04,852--> 01:27:07,431

and thank you, everyone,
for being here as well.

1952

01:27:07,456--> 01:27:09,000

-Thank you.

1953

01:27:09,000--> 01:27:11,437

-Bye, bye.
-Thank you. Bye, bye, everyone.

1954

01:27:11,462--> 01:27:13,788

-Great. Bye everyone and

1955

01:27:13,812--> 01:27:17,000

have a good night and
thank you again to our guests.

1956

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01:27:17,313--> 01:27:18,853

Thanks.

