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October 19, 2023

Digital Deceptions: Balancing the Benefits and Risks of Deep Fakes



SAG-AFTRA recently warned that "artificial intelligence poses an existential threat to creative professions." They have made AI a core issue in their strike, sparking debate in Hollywood about issues such as compensation and creative control versus the ability to use AI to improve efficiency and enhance creativity. Deep fake technology in particular has also raised concern about potential harmful uses, such as political disinformation, revenge porn, and misuse of intellectual property. At the same time, others tout the game changing benefits this technology can bring to artistic and other endeavors, such as educational opportunities, enhanced freedom of expression and creativity, accessibility, and reduced barriers to entry. This panel will discuss these competing concerns and whether existing legal frameworks, such as right of publicity, copyright, and existing regulations, are sufficient to address this powerful technology.

## **Authors**

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