

2025



# AI: STOP THE *THEFT*

## MEDIA AND CREATIVE WORKERS CALL FOR GREATER TRANSPARENCY AND OVERSIGHT

**In recent years, Artificial Intelligence (AI) has rapidly advanced from a niche technological concept to a transformative force across multiple sectors, including the media and creative industries.**

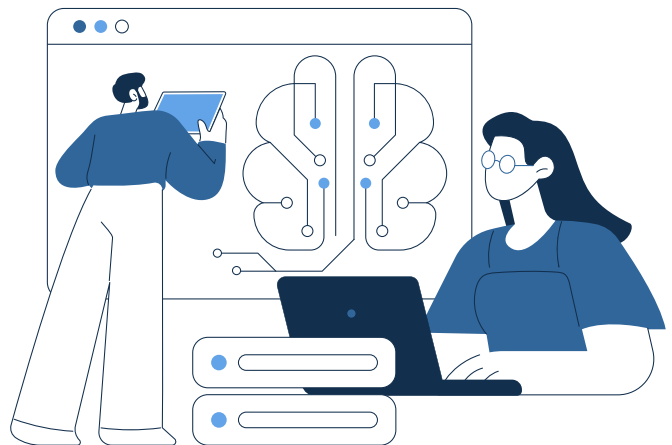
While AI presents opportunities for innovation and efficiency, workers whose livelihoods depend on human creativity, originality, and authorship are being adversely impacted.

AI is already being used to plagiarise and substitute the work of Australian journalists and has been the subject of allegations of copyright theft by artists and writers.

AI voice generators are being used to replace voice actors and radio hosts, while the technology is also producing and distributing synthetic music across major platforms, driving down payments to originating artists.

To better understand member's concerns, the Media, Entertainment & Arts Alliance (MEAA) conducted a national survey of workers across journalism, screen, arts, and performance sectors.

More than 730 members responded, providing insight into their attitudes towards AI. The findings reveal widespread concern about the impact of AI on creative work, job security, and governance.



This survey highlights the importance of MEAA's ongoing advocacy efforts to protect the work of Australia's journalists, artists and creators.

On behalf of members, MEAA is calling on the government to introduce legislation and regulation to ensure strong protections for workers and consumers, and deliver a comprehensive, clear, enforceable, and internationally aligned approach to AI.

# THE SURVEY RESULTS

## Attitudes towards AI

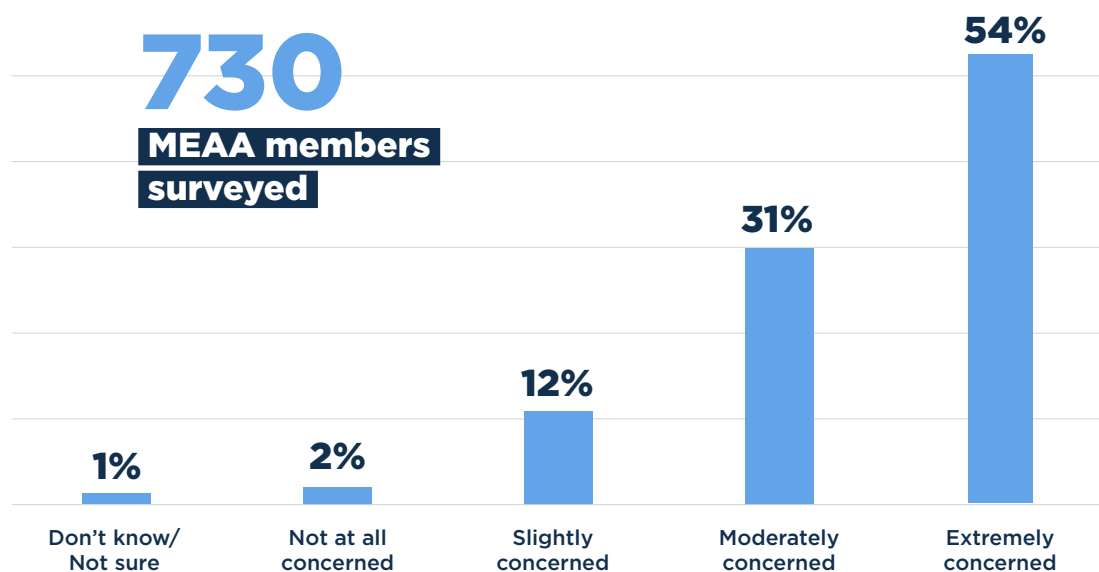
MEAA members have significant concerns about the rise of AI.

A majority of respondents flagged general concerns about AI, with more than 50 signalling that they were “extremely concerned”.

When asked about specific issues, misinformation, loss of human-centred creativity, theft of work, and transparency recorded the highest levels of concerns.

More than 80% were extremely or moderately concerned about job losses, while close to three quarters were either extremely or moderately concerned about the lack of watermarking associated with AI-generated content.

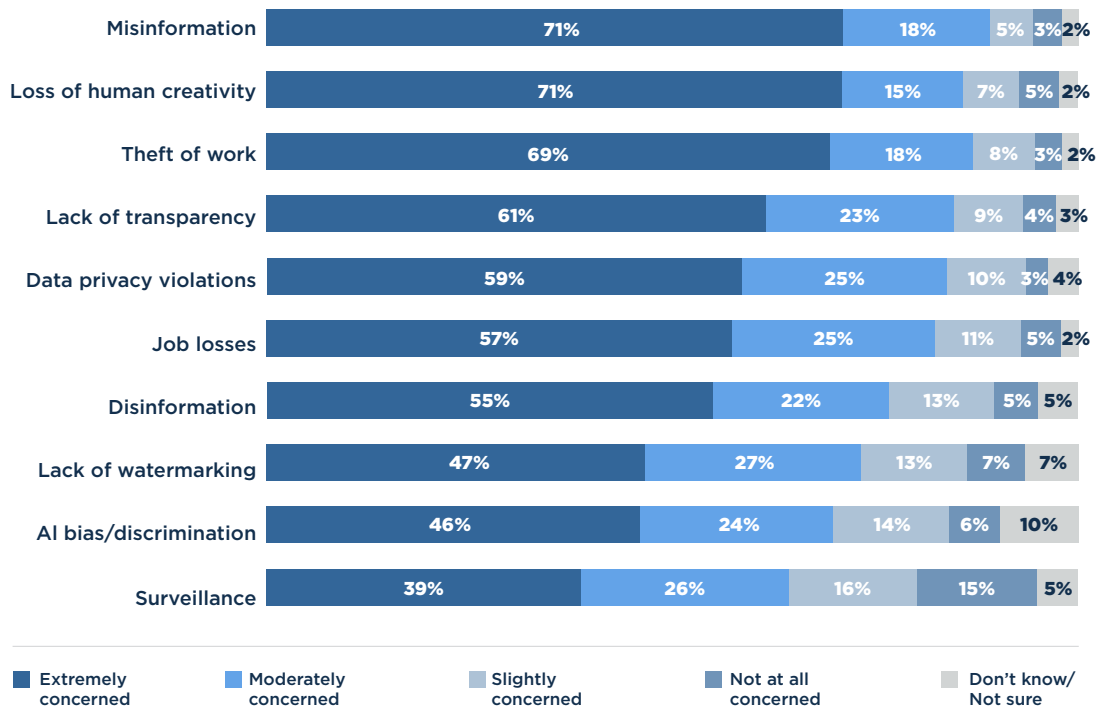
**How concerned are you about AI?** Fig. 1



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***It is quite possible that my past work has been used to train AI models. But how would I know?***

## How concerned are you about potential AI-related issues? Fig. 2

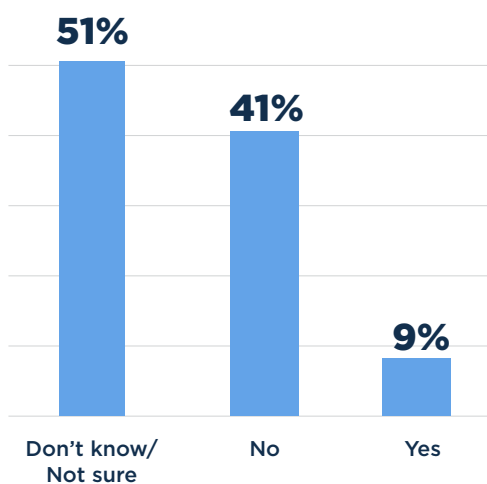


## Impacts of AI

Most MEAA members (51%) did not know if their work had ever been used to train AI. About one in ten (9%) reported that their image, work and/or voice had been used to train AI.

Of those, an overwhelming majority (78%) neither consented nor were compensated for this use.

## Has your image, work, and/or voice been used to train AI? Fig. 3



only

**3%**

**consented and received compensation for the use of their work to train AI**

## Views on regulation

An overwhelming majority (93%) of MEAA members agreed that greater government intervention was needed to regulate AI. Only 2% disagreed that greater government intervention was needed to regulate AI.

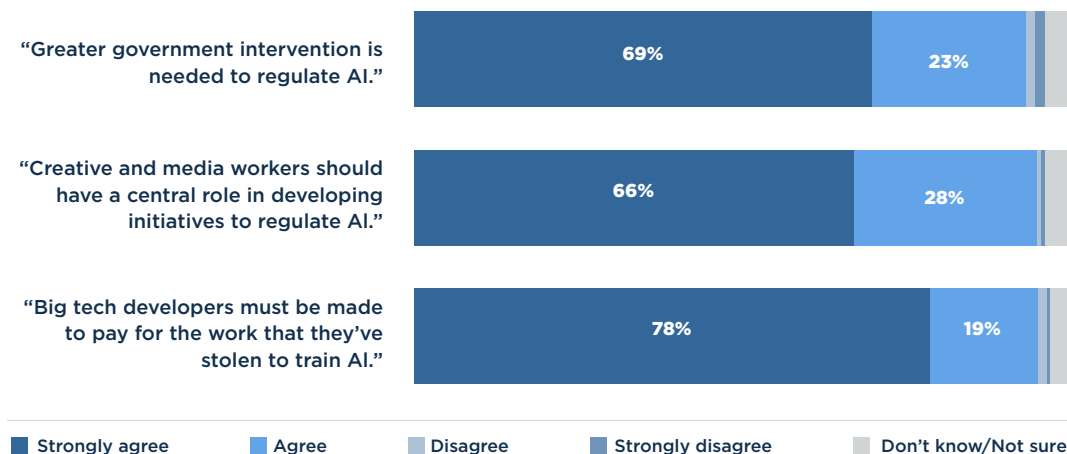
Respondents were also overwhelmingly supportive (94%) of creative and media workers having a central role in developing initiatives to regulate AI.

Further, there was overwhelmingly agreement that big tech developers must be made to pay for the work that they've stolen to train AI. Only 2% of members disagreed.

# 94%

**want big tech developers to pay for the work that they've stolen to train AI**

### Summary of views on regulation Fig. 4



Respondents signalled strong support for a range of measures to regulate AI.

Labelling of all AI-generated content and mandating the public disclosure of all materials used to train AI attracted 93% support while mandating consent and compensation for materials used to train AI rallied 92% support.

Respondents also supported a mandated right to opt-out of digital platforms using personal data to train AI (91%) and supported outlawing of unauthorised digital replicas (89%). Enforcing Indigenous Cultural and Intellectual Property (ICIP) laws garnered 84% support, with keeping copyright for human-made works attracting 79% support.

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***Creatives have to be properly paid for their work – the use of their image, the use of their voice. It is hard enough ... to make even a basic living out of being in the industry.***

# 52%

**of workplaces do not have an official policy governing the use of AI**

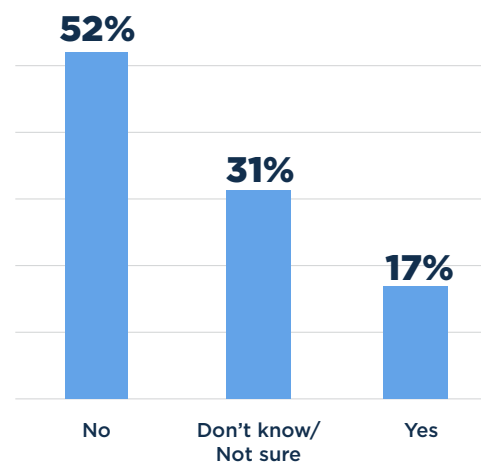
## AI in the workplace

About one in four MEAA members are using AI in the workplace. Of those using AI in the workplace, 43% are using it for brainstorming, storyboarding, or ideas generation, 42% are using it for research, 40% for administrative tasks, 35% for transcription, and 25% for editing, sub-editing, and/or fact-checking.

Yet, most workplaces (52%) do not have an official policy governing the use of AI. Only one in six members (17%) reported that their workplace had an official policy governing the use of AI. A large portion (31%) of members did not know or were not sure if their workplace had an official policy governing the use of AI.

Of those directed to use AI at work, 40% reported that their workplace did not have an official policy governing the use of AI. Another quarter (26%) were unsure.

**Does your place of work have an official policy governing use of AI?** Fig. 5



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***AI has already stolen the work of authors, actors and visual artists ... We are moving way too slowly. We need regulation yesterday!***

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***We should be using AI as a tool for work, but it cannot become the way we work ... And human creativity cannot be something that is replaced by AI.***