

Concerns around Copyright exemption for AI, machine learning and digital technologies.

I am a cultural producer and arts worker with over 20 years' experience in the creative and events industries. I make a living from designing and delivering creative projects and working with writers, artists and creative practitioners across publishing, screen, gaming, and exhibition.

My primary concern in submitting to the Productivity Commission is the proposed exemption to copyright that will allow data and digital technologies to use **any** copyrighted materials to feed machine learning and AI.

By providing a copyright exemption for AI and machine learning you are devaluing the expertise of the creatives, experts and specialists who create these products – minimising their earning potential and capacity to support themselves longterm.

This exemption supports only one area of technology and development, disregarding the needs and innovation of creatives and craftspeople to feed the demand of technology companies.

Over 350,000 Australians work in film, television, music and publishing combined and this exemption will limit their capacity to support themselves – myself included. In my role, I work closely with these industries and seen the impact digital technologies and pirated content has already had on earning potential. Artists and creatives are already forced to supplement their income due to competition from global markets and ease and access of digital content. Digital technologies have already driven down the earning potential of authors and artists through Digital Rights Managements (DRMs). Scam sites frequently pirate and steal content, designs, imagery and earnings from independent practitioners and small business owners who rely on copyright to protect this level of fraud.

Additionally, these industries generate over generate over \$6.8billion p/annum – not including the additional industries supported by its existence such as tourism and other entertainment. This exemption limits the commercial potential of these industries further (figures provided by ABS).

This exemption does not support productivity – this is creative theft.

It robs the respective industries of skills and training opportunities and resource building. It limits Australia's cultural footprint and will crush the low-income and independent markets – if they can't earn money from folks buying their product, there will be no more product, there will be no more innovation.

Separately data centres are one of the largest producers of CO2 emissions, and have demonstrated a track record of driving up energy prices, water and sound pollution, and ecological disruption in areas they are built.

Making a copyright exemption will crush publishing, screen, music and gaming industries, creative arts, research and academic industries – jeopardising earning capacities and sustainability of careers - for an area of technology that does not economically or culturally contribute to regional or local communities.

Digital technology is a tool to be used – a means to an end. Not the end itself. Artists and craftspeople should have the option to contribute. Not have it decided for them. To remove the capacity to choose, undermines the rights of tradespeople and creatives as individuals and organisations.

The companies running data centres and digital technology don't share their algorithms with each other, and have their rights and intellectual property protected, yet we are asking creative industries in particular to forfeit those same rights to fuel the data and technology industries.