

Rt Hon Lisa Nandy, MP
Secretary of State
Department for Culture, Media and Sport
100 Parliament Street
London SW1A 2BQ

Rt Hon Peter Kyle, MP
Secretary of State
Department for Science, Innovation & Technology
100 Parliament Street
London SW1A 2BQ

Wednesday 23 July 2025

Dear Secretaries of State,

Working Groups for AI and Copyright

It is with interest that I read your Departmental press release on the creation of the working groups for AI and Copyright¹. The creation of such working groups is vital to move towards a fairer and equitable arrangement for creatives as AI develops and we are pleased that you are taking practical steps to develop policy in conjunction with creative organisations. However, despite having 'a vital role in helping to drive forward practical, workable solutions', there are no performer-facing organisations involved. It is imperative that this oversight be corrected swiftly.

As we have already said in our responses to the Government consultations on AI and Copyright it is vital that AI is harnessed responsibly, augmenting creativity, and respecting the privacy and rights of all those performers in the entertainment and creative industries that use our platform. Performers are the face of the UK, whether they work in TV, film, gaming or advertising. They are essential to how we are seen across the world and they are the ambassadors for our cultural output when they appear on screens however large or small. Any strategy to deal with AI must have their interests, both financial and reputational, at the forefront of any decision making. This is particularly important because the use of AI in the production of creative works has proliferated exponentially. AI is now used to generate, copy or mimic performances often using source material that does not have permissions available for that use.

1

https://www.gov.uk/government/news/creative-and-ai-sectors-kick-off-next-steps-in-finding-solutions-to-ai-and-copyright?utm_medium=email&utm_campaign=govuk-notifications-topic&utm_source=d353b777-fe49-46de-8982-a6fced00770f&utm_content=weekly

It is disappointing therefore that no performer-led, performer-engaged or performer-representing organisation is involved in the working group. Without their input it is likely that the concerns of performers will not be addressed, or indeed overlooked altogether.

While we would, of course, offer our organisation to be part of that dialogue moving forward, we would welcome any organisation with the interests of performers at their core to be engaged in this working group and we trust that omission will be rectified in due course.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Matt Hood', with a stylized flourish extending from the end.

Matt Hood
Managing Director