**Entraînement Type Mines Ponts**

**Digital clones made by AI tech could make Hollywood extras obsolete**

Body scanning can make a handful of extras into an army, and the process has become a flash point between actors and studio executives in contract negotiations.

When Steven Rigsby was working as a background actor on a movie set in Atlanta in the summer of 2018, he became a digital clone. The film crew ushered him into a small black tent, where he stood on a tiny podium as cameras scanned his entire body. In just a minute, they had built his duplicate. As dozens of extras waited in line for scans, Rigsby said he heard the crew talk about using the scans to add more people into a scene. “It felt a little bit disorienting,” he said. “All I could think about was how many extras they weren’t paying in order to do that.”

For years, Hollywood’s biggest productions [have relied](https://www.washingtonpost.com/technology/2023/04/14/ai-hollywood-filmmaking-dalle/?itid=lk_inline_manual_7) on artificial intelligence along withsophisticated graphic design software for cinematic effect — it de-ages movie stars, creates [realistic cartoon](https://www.washingtonpost.com/blogs/comic-riffs/post/assembling-a-supreme-hulk-avengers-artists-reveal-how-they-fleshed-out-ruffalos-character/2012/05/17/gIQA1D0NXU_blog.html?itid=lk_inline_manual_7) heroes and allows directors to tweak performances without reshooting.Body scanning technology, in particular, has been a boon for productions flush out big crowds. “Game of Thrones” and the Lord of the Rings franchise used AI to create imposing 10,000 strong armies. When the pandemic limited on-set actors, Apple TV’s “Ted Lasso” used digital software to fill out the fans in the soccer stadium.

But advancements in [generative AI](https://www.washingtonpost.com/technology/2023/05/07/ai-beginners-guide/?itid=lk_inline_manual_10), a technology that can create audio, works and images, now allow companies to do more than create an invading throng: it can replicate faces and voices with eerie precision. And digital cloning has become a central tension between actors and studio executives as they face off in a strike that’s halted Hollywood.

The quickly improving technology provides studio executives a tantalizing way to save costs and time when making movies without compromising quality, media analysts say. But actors worry that without limits, the tools could eventually chip away at their shoot days or put them out of work entirely.(…)

Hollywood is [no stranger](https://www.washingtonpost.com/technology/2023/06/08/labor-unions-fight-ai/?itid=lk_inline_manual_17) to artificial intelligence. The technology has made Harrison Ford [look younger](https://variety.com/2023/film/news/indiana-jones-5-artificial-intelligence-de-age-harrison-ford-unreleased-footage-1235514222/) for his most recent “Indiana Jones” film. It gave Val Kilmer [his voice back](https://www.washingtonpost.com/technology/2021/08/18/val-kilmer-ai-voice-cloning/?itid=lk_inline_manual_10&itid=lk_inline_manual_17) for “Top Gun: Maverick.”

But the recent rise of generative artificial intelligence, which has spawned chatbots, image makers and voice-cloning tools that can mimic human output with lifelike precision has created a stir in Hollywood, as actors, writers and directors raise alarm that it could upend the industry. The Directors Guild of America successfully won protections in June to prevent being replaced with AI tools. The Writers Guild of America is trying to gain similar assurances in its negotiations. The union doesn’t want AI to be considered the creator of “source” or “literary” material, two key provisions that partially determine how credit is given to script writers and how they are paid.

For actors, a key concern is that body scans could be used to exploit background performers — using their image for little pay and robbing them of creative control.

In a [statement released on Monday](https://www.sagaftrastrike.org/post/we-re-fighting-for-the-survival-of-our-profession), the Screen Actors Guild-American Federation of Television and Radio Artists negotiating committee said Hollywood studios want to abuse the technology to “scan a background actor’s image, pay them for a half a day’s labor” and use the likeness “forever without their consent.” SAG-AFTRA added that studios have asked for the right to “make changes to principal performers’ dialogue, and even create new scenes, without informed consent.”(…)

But if studios were to use these digital clones for background scenes throughout a movie, the result would eliminate a huge amount of work for low-level actors, said actress and director Justine Bateman, who has been advising the Screen Actors Guild leadership on artificial intelligence.

“Let’s say it’s a big movie, where extras would work for 30 days. They want you to work for one day and scan you, and then not use you for the other 29,” said Bateman, who has a computer science degree from UCLA.

“Everything they proposed that related to AI is to eliminate paying for talent. It’s all bound up and inspired by greed,” she added. “It does not solve a problem that currently exists in entertainment. It is only solving the problem of profit margins.”(…)

Some celebrities welcome the use of artificial intelligence to create a digital double, allowing them to monetize their form and be in multiple places at once.

Chmir said this allows celebrities to be present in two places at once, increasing their revenue streams, and also creates a job for the person who is required to be the stand-in actor.

Daniel J. Gervais, an intellectual property expert and professor at Vanderbilt University Law School, said creating AI generated images of celebrities based on algorithms trained on millions of photos is legally tricky.

Currently, if an AI-generated image competes with an original image, it is not deemed a fair use, he said. But it’s unlikely for U.S. courts to provide more direction on this until the middle of 2024, as several cases around artificial intelligence’s learning process work their way through the legal system.

Still, Chmir said that it’s highly unlikely that artificial intelligence will be a Hollywood job-killer anytime soon.

“We can’t replace the actor,” she said. “This is impossible. We need the performance, we need the charisma. … This is the place in which AI is not good.”

**The Washington Post, July 19, 2023**

**Q1: What concerns do digital clones raise in the Hollywood industry?**

Digital clones in the Hollywood industry raise concerns about the potential exploitation of background performers, loss of creative control, and decreased work opportunities for low-level actors. Generative AI's ability to replicate faces and voices with eerie precision has sparked tensions between actors and studio executives, with the Screen Actors Guild expressing fears that studios might use digital clones to exploit actors' images without informed consent. While AI offers cost-saving benefits and improved efficiency, actors worry that unrestricted use of the technology could undermine their roles and creative input. (88 words)

**Q2: To what extent should we embrace AI? (200 words)**

The rapid advancement of Artificial Intelligence has recently sparked debates. While AI offers numerous benefits, the extent to which we should embrace it requires careful consideration.

In healthcare, AI-powered diagnostic tools can analyze medical data faster and more accurately than humans, enabling early detection of diseases and personalized treatment plans. For example, AI algorithms have demonstrated remarkable accuracy in detecting various cancers. In transportation, autonomous vehicles like Tesla driven by AI promise safer roads, reduced accidents, and improved traffic flow. Moreover, AI can revolutionize industries like manufacturing, agriculture, and finance, optimizing processes, increasing productivity, and reducing costs. For instance, AI-powered robots can perform repetitive tasks in manufacturing with precision and consistency, freeing up human workers for more creative and strategic roles.

However, embracing AI should not be without restraint. Ethical concerns surrounding data privacy, security, and AI bias necessitate careful regulation and oversight. For example, facial recognition technology raises privacy issues, and AI algorithms can inherit biases from their training data, leading to unfair or discriminatory outcomes.

Embracing AI to the fullest extent must prioritize ethical considerations, transparency, and human oversight to ensure that AI systems are aligned with human values and societal well-being. (194 words)