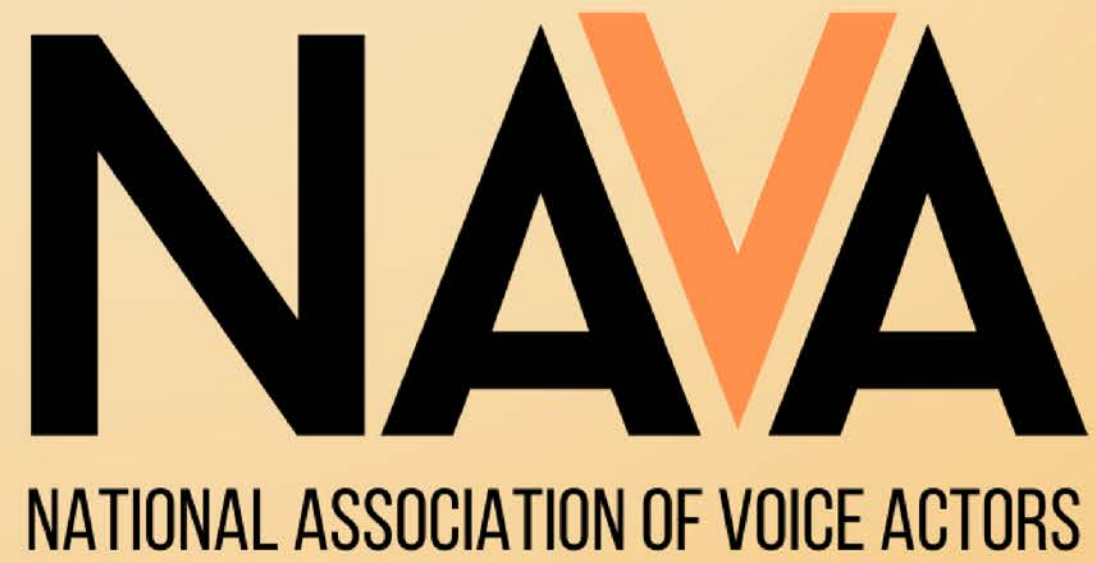




AI/SYNTHETIC VOICE
TALK AND Q&A



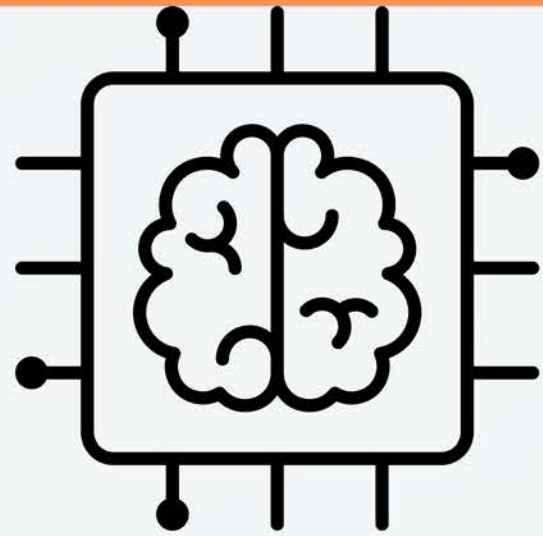


We are not anti-technology
WE ARE PRO VOICE ACTOR

*We need to be part of the
conversation about AI*

AI & MACHINE LEARNING

Artificial Intelligence



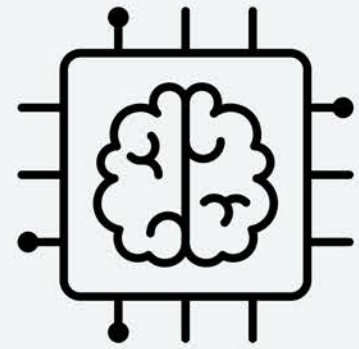
- Computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

- The study of computer algorithms that allow computer programs to automatically improve through experience.

Machine Learning



WHAT DOES THIS MEAN?



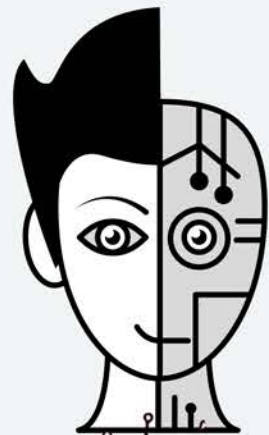
Artificial Intelligence

- The programs that take what they have learned and synthesize it



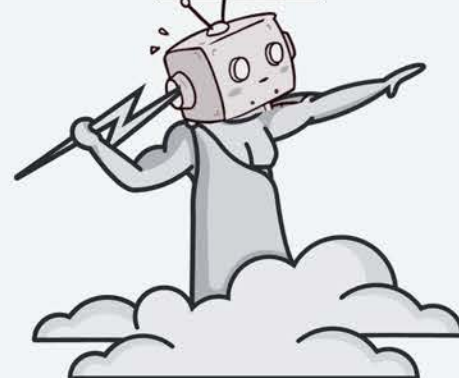
Machine Learning

- Feeding data to computers to teach them how to recreate and/or understand



*Synthetic Voice
Digital Double
Voice Dub*

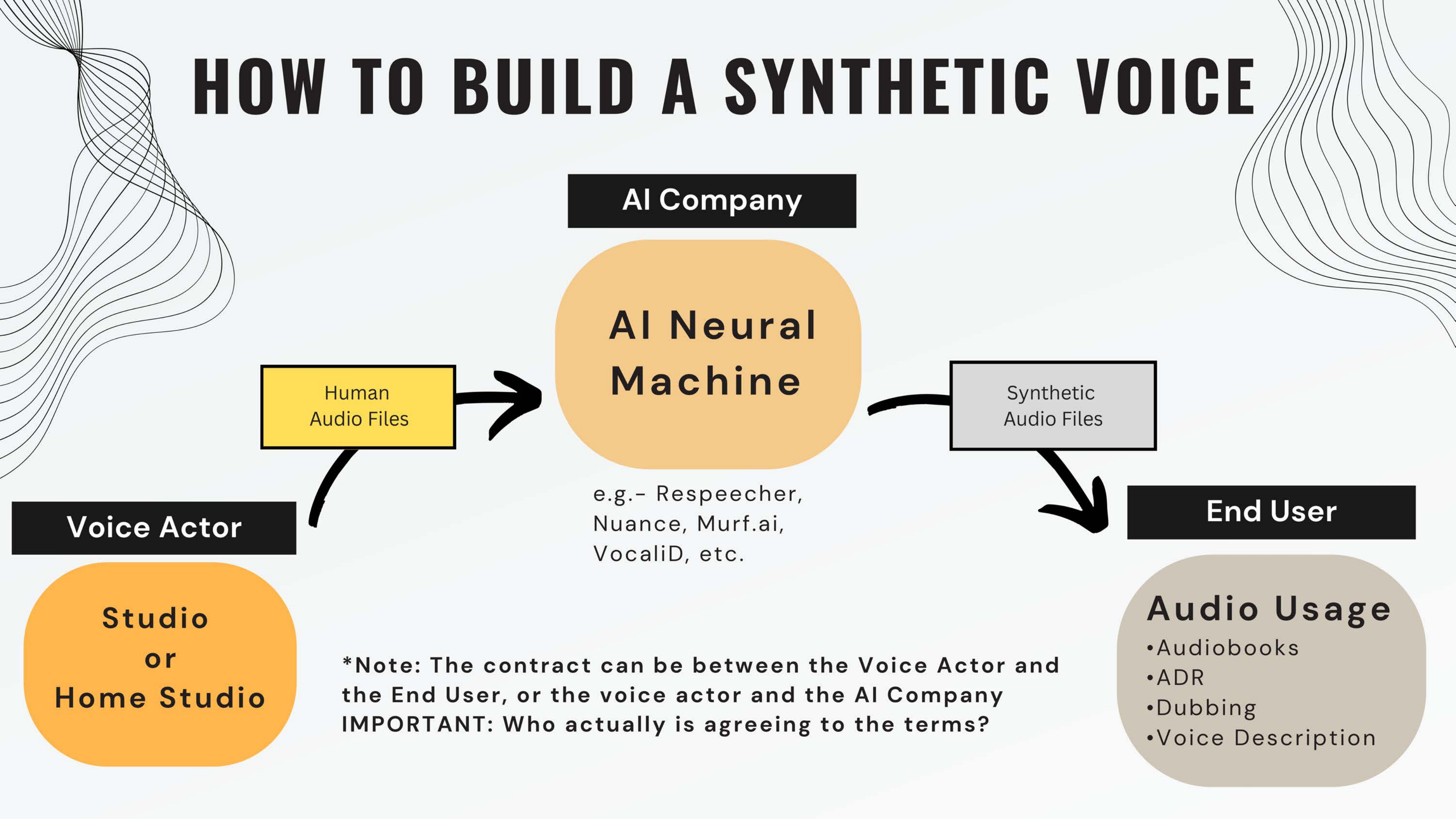
- What is created



Generative AI

- A type of AI that can create new data from source material

HOW TO BUILD A SYNTHETIC VOICE



TTS- TEXT TO SPEECH

AI Company

AI Neural
Machine

End User

Text Input

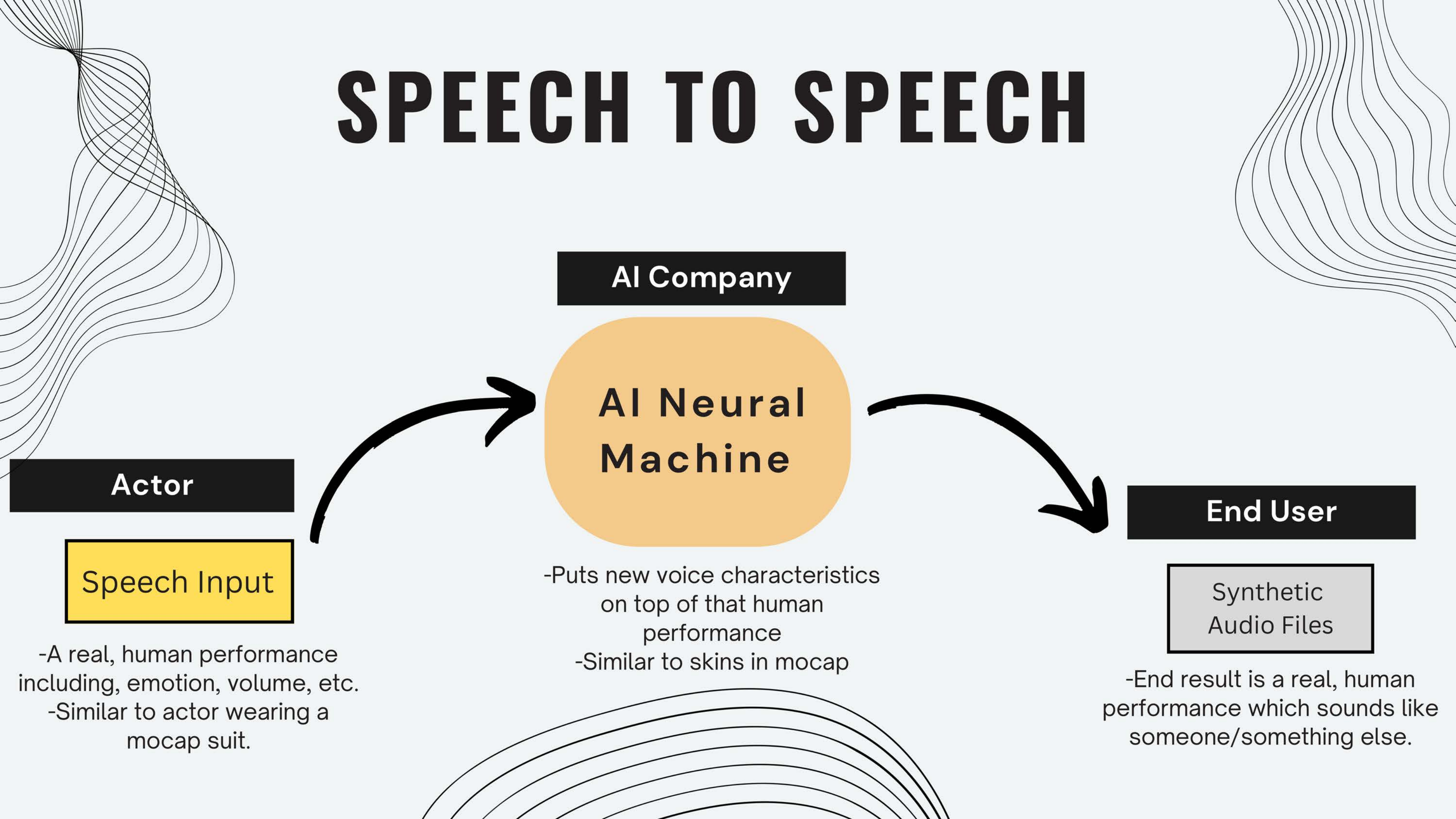
End User

Synthetic
Audio Files

***Notes:**

- There is no standard compensation model for this type of usage
- Companies track metrics like character throughput or hours of audio processed
- Companies may also charge for initial development or neural model hosting

SPEECH TO SPEECH



Actor

Speech Input

-A real, human performance including, emotion, volume, etc.
-Similar to actor wearing a mocap suit.

AI Company

AI Neural Machine

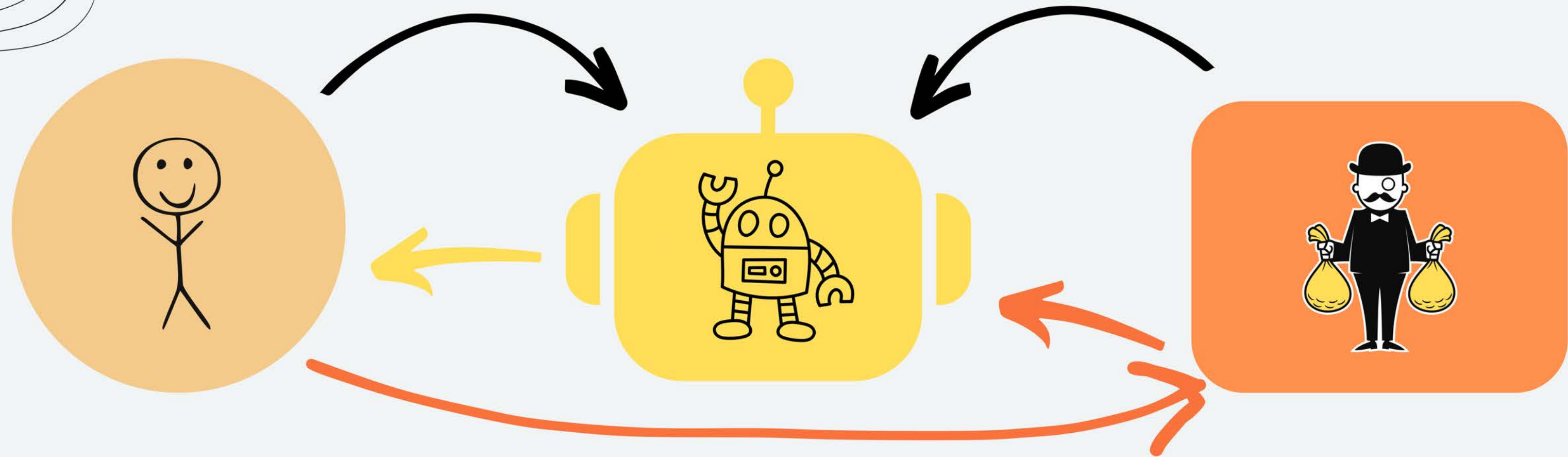
-Puts new voice characteristics on top of that human performance
-Similar to skins in mocap

End User

Synthetic Audio Files

-End result is a real, human performance which sounds like someone/something else.

WHO IS YOUR CONTRACT WITH?



Actor

•You

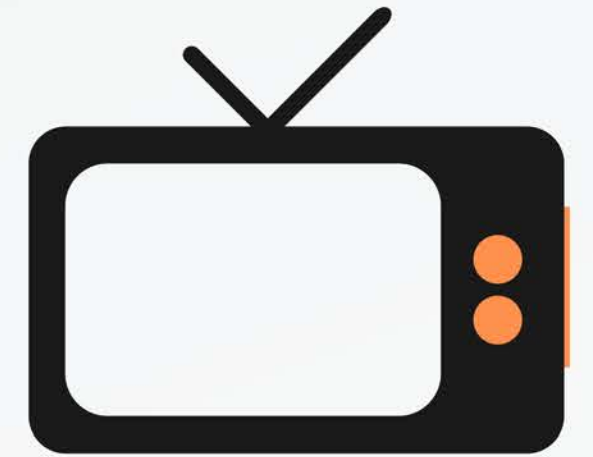
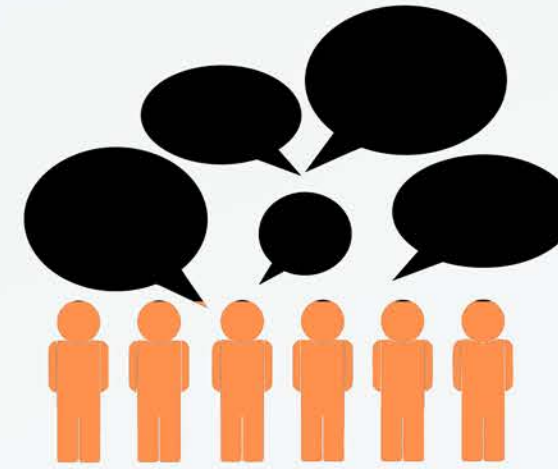
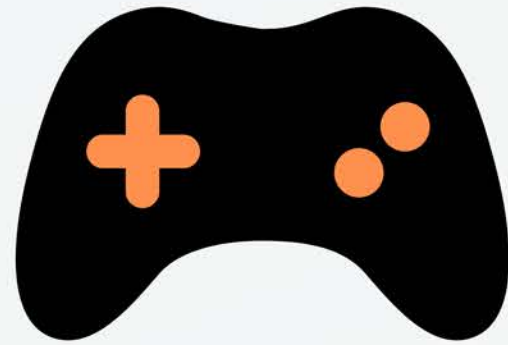
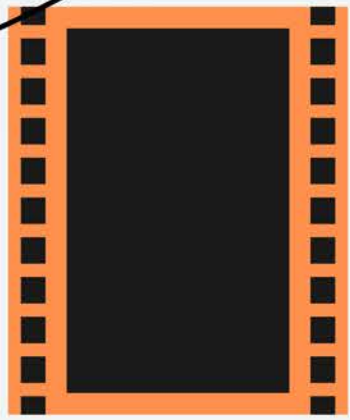
Tech Company

•The company making your voice

End Client

•The company using the end product with your voice

ENTERTAINMENT USE



FILM/TV

- The Irishman
- Indiana Jones
- Obi Wan
- The Mandalorian

VIDEO GAMES

- Internal Demo/scratch, High on Life, God of War 2022, Skyrim
- AI/Synth voices proposed and used for many NPCs

DUBBING

- The Fall (flawless.ai and translation models)
- With Speech to Speech this will become more prevalent.

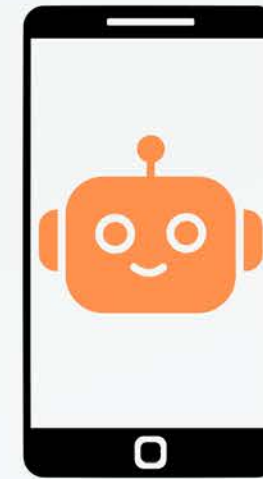
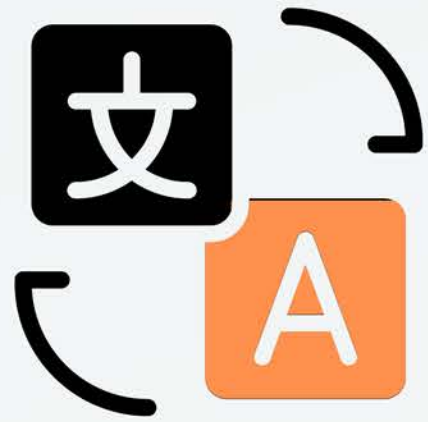
LOOPING

- There are several use cases and more are coming.

COMMERCIALS

- Scratch tracks and demos are being increasingly voiced by AI
- Tagging is done by AI
- Regional cable companies are offering AI voices

NON BROADCAST/INDUSTRIAL USE



TRANSLATION

- AI/Synth Voices are being used to translate non-broadcast content into multiple languages

ELEARNING

- Much of this genre will be taken over by AI
- This is an area where contracts need to be clear

VOICE ASST

- This genre has always been AI.
- More smart speaker use means more opportunities.

PHONE SYSTEMS

- This has been an AI/Synthetic voice genre for years because of IVR
- There is an opportunity for more human-like speech and personalization with AI

AUDIOBOOKS

- Apple is offering synthetic narrators
- Findaway Voices

WHAT WE'RE SEEING IN THE VO INDUSTRY

Hundreds of AI tech companies have sprung up. They are trying to sign performers to contracts directly through P2P sites.

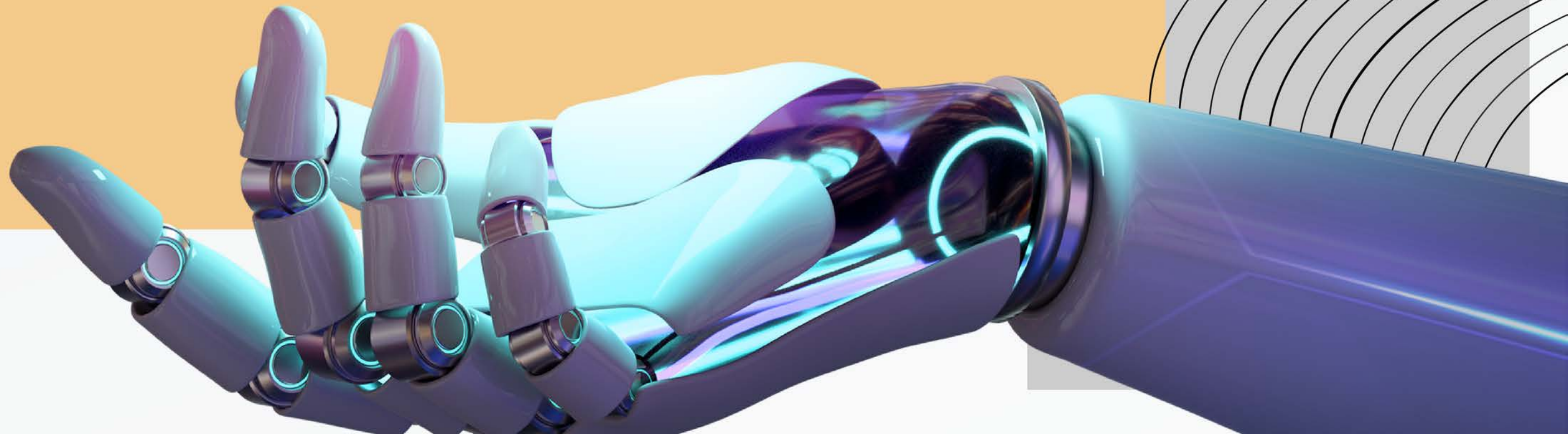
Broad range of rates and terms

Some producers are familiar with the entertainment industry (video games, COED industrial) and are open to bargaining favorable terms.





**The tech industry won't wait. If we don't
act now we will lose our opportunity to
have a voice in the conversation..
(pun intended).**



TECH/AI COMPANIES



elevenlabs.io (Doxxing, fake voices, can create your own synthetic voice from any audio file. Some safety features now in place)

waymark.com (TV and CTV Advertising with AI video. Spectrum, etc)

fakeyou.ai (Thousands of voice actor files. The community has helped get close to 2k files removed)



Uberduck.ai (NAVA met with CEO and lawyer and discussed the issues)

murf.ai (Currently recruiting voice actors through direct emails)



voices.ai (Owned by voices.com)

Voice.ai (Not owned by voices.com. You can create your own AI voices for free for (from) anybody.)



deepdub.ai. (High-quality seamless localization of entertainment content)

largo.ai (NOT a voice AI company. AI casting company. Scraped iMDB for contact info)

WHAT WE'RE SEEING IN SAG-AFTRA CONTRACTS

contribution of and will not have adverse effect upon Producer or its assignees and the Project. Performer expressly consents to Producer or its assignees using a voice which simulates the characteristics of the role(s) or character(s) portrayed by Performer for the Project or any Services provided hereunder ("Character Simulation"), and in addition to any other rights and remedies Producer may have under this Agreement, Producer, or its assignees may elect to use a Character Simulation without further obligation to Performer, and the Performer waives his/her moral rights in relation to such use to the fullest extent permissible under applicable law.

a. Player consents to the use of Player's name, voice (actual or simulated), likeness (actual or simulated) and biography, with no additional compensation to Player, in any and all media and by all technologies and processes now known or hereafter developed, throughout the universe and in perpetuity, in connection with: (i) the production, distribution, advertising,

SAG-AFTRA STATEMENT ON THE USE OF ARTIFICIAL INTELLIGENCE AND DIGITAL DOUBLES IN MEDIA AND ENTERTAINMENT

SAG-AFTRA proudly supports the Human Artistry Campaign's core principles for Artificial Intelligence Applications in support of Human Creativity and Accomplishment and today reaffirmed its position on digital voice, likeness and performance simulations. The terms and conditions involving rights to digitally simulate a performer to create new performances must be bargained with the union. In addition, any use or reuse of recorded performances is limited by our collectively bargained contract provisions, including those requiring consent and negotiation of compensation.

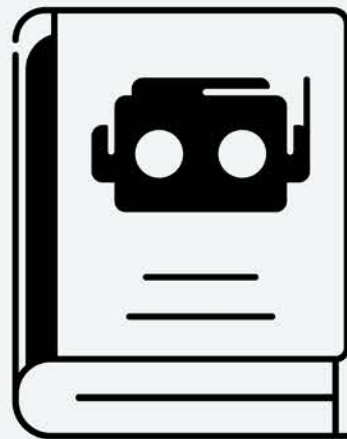
These rights are mandatory subjects of bargaining under the National Labor Relations Act. Companies are required to bargain with SAG-AFTRA before attempting to acquire these rights in individual performers' contracts. To attempt to circumvent SAG-AFTRA and deal directly with the performers on these issues is a clear violation of the NLRA.

Additionally, Global Rule One, a fundamental principle of the union stating that SAG-AFTRA members must always work under a union contract anywhere they work, covers entering into any agreement with an employer to digitally simulate a member's voice or likeness to create a new performance. As such, members should not assign these rights to any employer who has not executed a basic minimum agreement with the union.

**- SAG-AFTRA Communications is developing an AI campaign:
Slogan, Website, Social, Swag, etc.**

REGARDING AUDIOBOOKS

The Authors Guild



- Audiobook Clause- With respect to any audiobook created or distributed under this Agreement, Publisher shall not permit or cause the Work to be narrated by artificial intelligence technologies or other non-human narrator, without Author's prior and express written consent.

- No member may enter into agreements with companies seeking to create, and license or use digital replicas of their voice or to train AI systems for use in audiobooks until such time as the company becomes signatory to a SAG-AFTRA agreement.

SAG-AFTRA Audiobook



6 TENETS FOR CONTRACTS

- 1** Ability for the performer to **consent to use**.
- 2** **Explicit limits on use** of the results and proceeds of an AI/Synthetic voice and Machine Training.
- 3** **Ability to opt out or term limits** for AI/Synthetic voice use and Machine Training.
- 4** Appropriate **payment** for use.
- 5** Clearly denoted **exclusivity**.
- 6** **Safe Storage and tracking** of the performer's voice, likeness, performance and all products created from them.

TERMS TO LOOK OUT FOR



SYNTHETIC/SYNTHESIZATION



DIGITAL DOUBLE



VOICE DOUBLE



VOICE CLONE



TTS



COMPOSITE VOICES



BLENDED VOICES



FULLY SYNTHETIC VOICES



AI TRAINING



VOICE MODELING

•“Simulation” can cover soundalike/voicematch but we need to define it industry-wide.

•Digital ANYTHING, be aware.

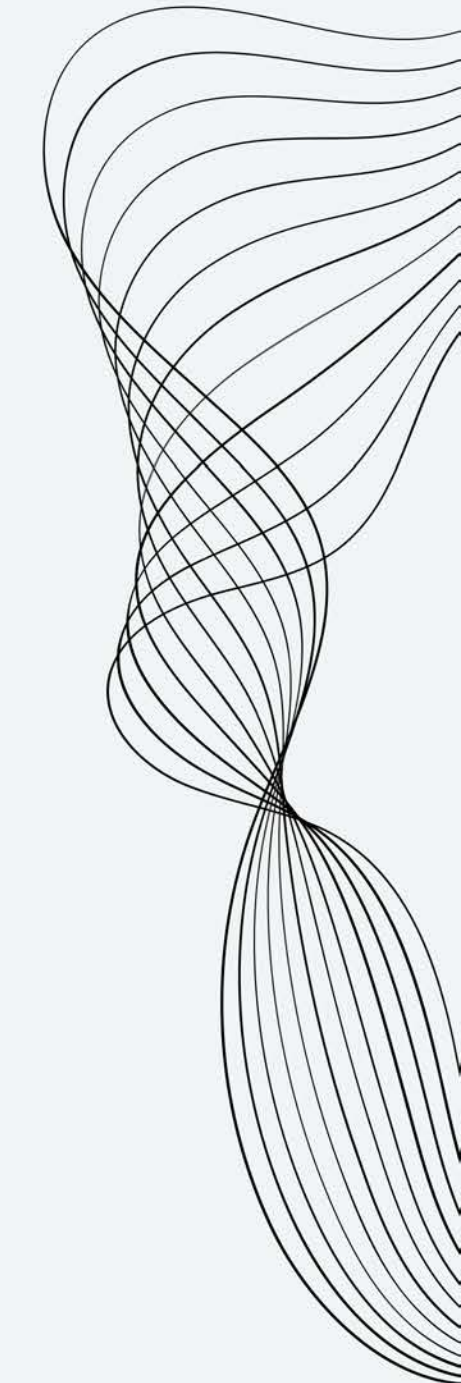


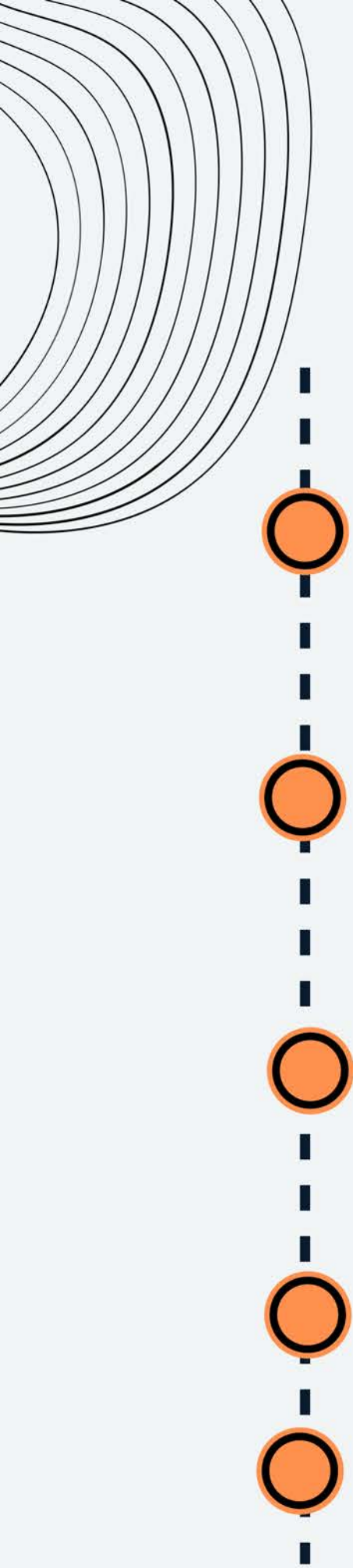
13 QUESTIONS TO ASK

COURTESY OF MELISSA MEDINA

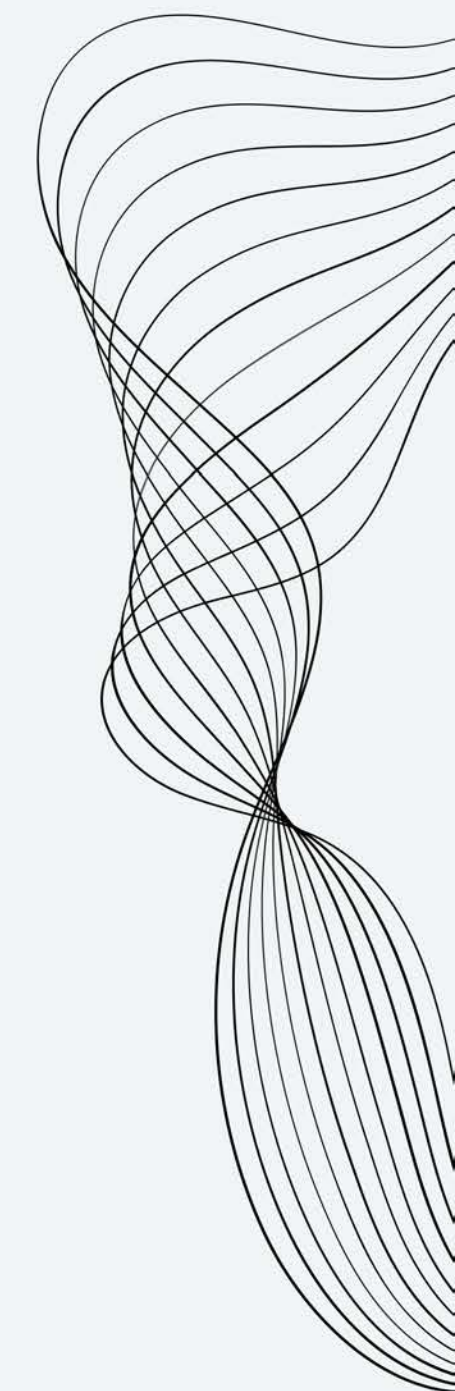


“Is the compensation for this job enough to offset future lost work & income for the rest of my career?”





<https://navavoices.org/ai-questions/>





SYNTH/AI CONTRACT RIDER

- Can be added to any non-union contract
- Can be added to SAG-AFTRA contract if the client agrees
- Helps protect against the unauthorized use of a talent's voice to create or train AI and Synthetic Voices
- Has already been adopted by many voice actors, producers, and large companies



www.NAVAVoices.org/synth-ai



THE NAVA **FAIR** VOICES CAMPAIGN

#fAIrVoices

- fAIr consent
- fAIr compensation
- fAIr control

Creatives for the
fAIr & ethical use of AI



THE NAVA **FAIR** VOICES PLEDGE



Voice123



•These companies have pledged not to FARM our sound files for the creation or training of AI/Synthetic Voices

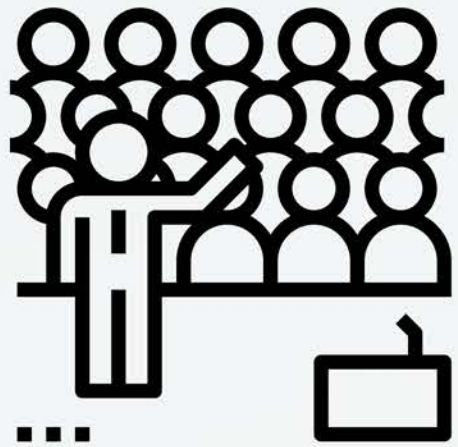
•Clients are still free to post AI/Synthetic Voice jobs to their sites

****It is up to us to educate clients about what we want.****

GROUPS NAVA IS WORKING ALONGSIDE

- SAG-AFTRA
- Concept Art Association
- Human Artistry Campaign
- United Voice Artists (18 nation coalition based in the EU)
- VALK (Voice Actors League of Kenya)
- The Voice Over Conference (Nigeria)

WAYS NAVA IS GETTING INVOLVED



CONVENTIONS/ EVENTS

-NAVA is trying to be present at industry conventions and events to get the word out



EDUCATION

-We are giving free talks and offering free resources



AI/SYNTH RIDER

-A free, downloadable contract to help protect against the unauthorized creation of AI/Synthetic voices



P2P ACTION

-Working with online casting companies where many of these synthetic voice jobs originate.
-Reviewing and helping shape terms of service



MEDIA

-Giving interviews and bringing attention to the issues.
-NY Times, Wired, Washington Post, The Guardian, Gizmodo, and many more.

LAWS AND LEGISLATION



EU AI ACT

-UVA Submitted amendment proposal on July 31st.

FEDERAL RIGHT OF PUBLICITY

-Legislation regarding deepfakes (Image and voice)

NY SENATE BILLS

-Removing tax credits for companies that replace people with AI

-Require advertisements disclose if they use AI.

US HOUSE BILL

-Labeling and notification that something is AI generated.

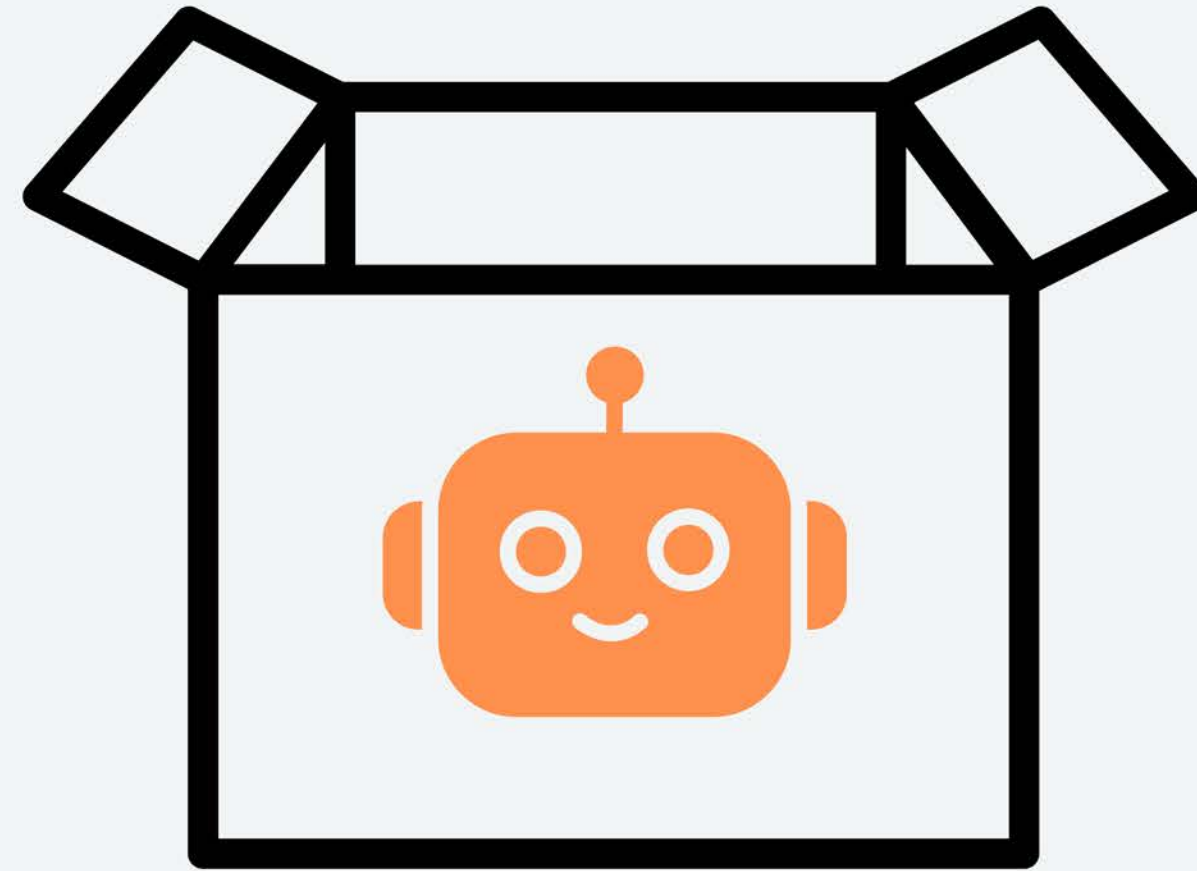
REMOVE SECTION 230 PROTECTIONS

-Remove Section 230 protections for anything AI generated.


WAYS ACTORS CAN GET INVOLVED

- Keep the VO Community in the loop when it comes to auditions and AI/Synthetic terms you are seeing.
- READ YOUR CONTRACTS. All of them. Not just contracts for AI.
- Send your clients the AI/Synthetic Voice Rider when necessary. Make these protections standard.
- Share the fAIrVoices Campaign and information with others.
- Ask questions. And don't be afraid to say no.

We CANNOT close pandora's box.



The tech is here and will only improve.
It will improve at an exponential rate due to
machine learning.

The background features several abstract, wavy line patterns. At the top, a series of thin black lines form a wave that curves across the upper portion of the frame. On the left side, a set of thicker orange lines forms a large, sweeping arc. On the right side, a more complex pattern of orange lines creates a dense, overlapping structure. At the bottom, another set of thin black lines forms a wave similar to the one at the top, but with a different phase.

Q & A