

## Australian Government Productivity Commission

### [Harnessing data and digital technology](#)

## Screenrights Response to Pillar 3

*Submitted 6 June 2025*

### **Enable AI's productivity potential**

AI is increasingly being used in a range of contexts, including business and academic. We are interested in better understanding how individuals and organisations are taking advantage of the AI tools already on the market.

#### **1. How are you currently using AI? Please provide details of the context and uses**

Screenrights has been using AI for several years to automate matching of data sets which is a core function of our business. We use both proprietary third party systems and in-house developed machine learning systems both of which are trained on our data.

#### **2. Do you think there are opportunities to make greater use of AI in your work or home environment? What do you see as the biggest upsides?**

There are very significant opportunities to make greater use of AI for Screenrights' purposes. The success of our existing data matching algorithms is driving us to expand the use cases to more data sets with the goal of automating a substantial part of our production process.

Like many other organisations, we are also very keen to use generative AI technologies to expand the role of AI across the company, however, this is hampered by a lack of transparency over the licensing of data used in the training of models. Screenrights respects the intellectual property rights of creators and is concerned that these have been ignored in the rush to train these systems. We are aware of some models which use licensed data in training, and we are seeking to rely on those where possible.

#### **3. What challenges do you face in accessing or using AI? How can these challenges be overcome?**

The biggest challenges are the lack of transparency over licensing of training data for foundation models, and the lack of clarity about the use of our in-house information by generative AI services to train their models.

This is both a question of respect for rights, and a real practical concern for companies wishing to use these systems. Screenrights' members include filmmakers many of whom are very keen to use these technologies in production. However, they are limited in doing so, because the technology companies will not (and presumably can not) warrant the provenance of materials used in the creation of outputs. Without such a warranty, filmmakers are prevented from obtaining bonds which are necessary for sale of content in many markets including the largest market for English language content, the United States.

Respect for others IP and privacy of data are both critical to ensure support for these technologies in future. Ignoring the rights of others is limiting their usability for organisations and individuals that seek to respect others rights. Ultimately, it could undermine the social licence of these technologies altogether.

The challenges can be overcome by requiring that the services respect copyright in their creation and provide transparency about materials used in training.

By contrast, the challenges will not be overcome by creating legal loopholes for technology companies to exploit. This will only undermine the long term goal of ensuring an ongoing viable creative sector and a social licence for generative AI.

#### **4. Do you have any concerns about using AI? What are the reasons for your answer? What can be done to lower your level of your concerns?**

Screenrights' concerns relate to the issues referred to above: the unlicensed use of third party content; the lack of transparency about content used in training; and the privacy of internal data used in context setting for generative AI.

These can be resolved by setting clear guardrails for AI that require generative AI service companies to licence content used for training; be transparent about the content used (which is a precondition for licensing to occur) and to clearly set out how internal content is used when the AI systems are operated.

We are also concerned about the potential impact of generative AI on the creative sector workforce. Many screen practitioners are concerned the AI will undermine their creative input and eliminate important roles which will have the effect of reducing the creative value of the Australian screen sector. Furthermore, as the roles most impacted are relatively junior, it could dramatically limit the ability for people early in the careers to enter the industry which ultimately will mean that there is no pipeline of people coming through to fill more senior creative roles.