Towards an AI Levy for Human Work Substitution

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Future scenario

Human creative choices traceable in AI output

Hugenholtz and Quintais, *IIC* 52 (2021), 1190

But what if…

• AI systems and products get more and more sophisticated?

• mass-scale human work substitution may become a reality rather sooner than later
  – lower production costs
  – faster production time

• humans hardly able to compete: erosion of the market for human productions

= dethroning of the human author
Why should we care?

...not the first automation process disrupting the labour market

- comparable products at lower prices
- workforce will find different employment
But this is different...
Fundamental societal question
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Loss of visions for a better society

- machine-generated reflection of source material = endless repetition of existing expression
- lack of impulses to change unsatisfactory conditions
- critical impetus *ex machina*?
  - NO, because machine does not experience and suffer societal conditions
  - even if YES, machine still had no template for new solutions
Change of the copyright/AI discourse

from © as an incentive or reward scheme
to © as a vehicle to increase the price of AI products
Practical ingredients

- Mandatory payment for AI substitutes
- Mandatory collective management
- Statutory levy rate at sufficiently high level
- Use of revenue to finance human creative projects
Template: Article 8(2) RLRD

‘Member States shall provide a right in order to ensure that a single equitable remuneration is paid by the user, if a literary and artistic product generated by an AI system, is used as a substitute for a work made by a human author, and to ensure that this remuneration is paid to cultural funds of collective management organisations for the purpose of fostering and supporting human literary and artistic productions.’
The End. Thank you!

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