



Executive Dinner Report: AI, Copyright, and the Future of Content

Date: 13th May 2025
Host: RWS
Home Grown Members
Club, London



GUEST LIST

Gordon Glenister – Host

Clive Elleforde – RWS

Richard Roberts – RWS

Graham Swanson – British Chamber of Commerce

Archana Dhankar – Sutherland Global

Anita Verma – Dell Computers

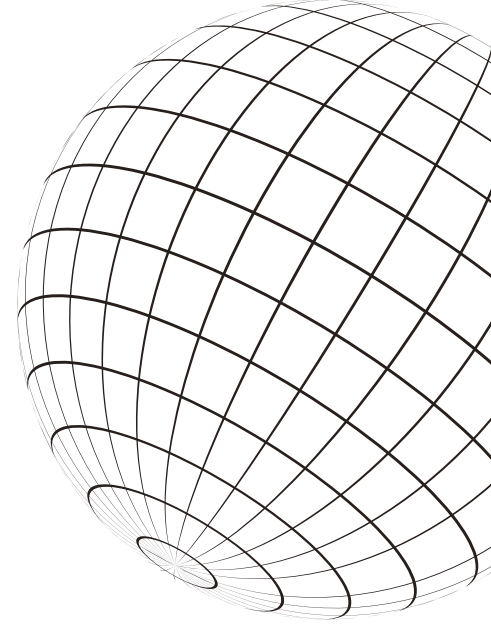
Marian Brannelly – Cannes Lions

Elodie Gonzalez – RWS

Alessia Caldara – Georg Fisher

Kaltrina Nuhiu – Georg Fisher

Bruno Hermann – International Achievers Group/LT innovate



Opening Discussion: The AI Copyright Debate

The evening began with a reflection on the **U.S. Screenwriters' strike**, highlighting anxieties over AI replacing creative jobs. Richard Roberts posed a pivotal question: “Who owns AI-generated content?” Especially when prompts are user-generated but the content is AI-produced, copyright and data privacy concerns are at the forefront.

Real-World Legal Cases Discussed:

1. **Authors Guild vs. OpenAI** – Claim AI was trained on copyrighted literature without permission.
2. **Getty Images vs. Stability AI** – Use of copyrighted images without consent.
3. **New York Times vs. OpenAI** – News content used to train AI models allegedly without authorization.
4. **Thomson Reuters vs. ROSS Intelligence** – Legal data used for AI training under dispute.
5. **Kadrey vs. Meta** – Literary content allegedly mimicked by AI systems.
6. **Lovo Class Action** – Voice actors suing over unauthorized use of voice in AI voiceover tech.

Data Governance and Responsible AI Use

Gordon Glenister shared an alarming anecdote about a membership executive nearly uploading sensitive member data into an AI tool without considering data security implications.

To mitigate this, **RWS has introduced an AI Model Card**, helping clients understand whether their data feeds into public or private models—critical for compliance, especially in regulated industries.

There was collective concern over the rise of “DIY AI platforms” that prey on those unaware of data journey risks, reinforcing the need for **education at all levels**.

AI Adoption: Readiness vs. Reality

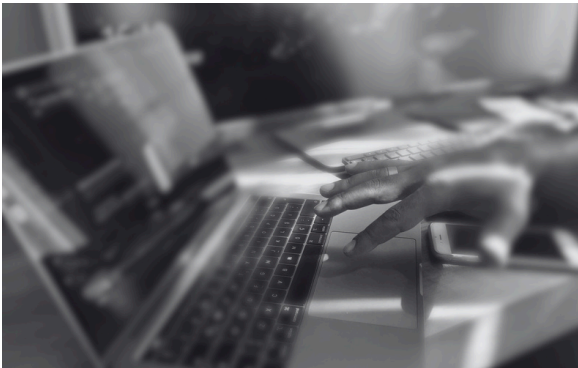
Bruno Hermann warned about hasty adoption: *“Just because you have a language model, doesn’t mean your data is safe.”* Concerns over **AI awareness, data cleanliness, and source credibility** were raised.

Clive Elleforde discussed the need for **deep content audits** in enterprises. Regional disparities in AI uptake were noted—**Japan**, for example, lags due to an older population, while **Nigeria** sees high adoption due to its youth.

Surprisingly, **senior executives (40s–50s)** are adopting AI faster than younger employees, driven by **functional needs and leadership mandates**.

Internal AI Strategies and Governance

Organisations can effectively align with the EU AI Act, UK AI Principles, and other global standards by implementing the following strategies:



1

Dell has had a **Chief AI Officer** for 18 months—**Anita Verma** emphasized its strategic necessity.

2

Georg Fisher uses structured **AI guidelines**, with implementation tracked across departments.



3

Sutherland Global has an **AI Council** that prioritizes projects based on potential impact, in collaboration with **Google Cloud**.



Efficiency and Value Creation

A compelling example from RWS: An ecommerce brand reduced **5,000 product descriptions** from **15 weeks to 6 hours** with AI, in **12 languages**, advancing product launches by 6 weeks—translating to £6M in revenue gains.

The conversation shifted from “AI as a cost-cutter” to “AI as a **value generator**,” especially in regulated sectors like healthcare, where **compliance** is paramount.

Creativity vs. Curation

The group debated the evolving definition of creativity. Richard Roberts proposed: *“It’s not about being creative—it’s about being a curator.”*

AI-assisted creativity still requires human intervention to **refine, verify, and contextualize** content.

Marian Brannelly noted:

“Creativity today is about how you apply AI insights, not just the output.”



Risks to Jobs, Education & Certification

Archana Dhankar acknowledged reduced recruitment due to AI efficiency. She noted increasing candidate use of AI to generate CVs and interview responses. This raises serious concerns for hiring **integrity and academic honesty**.

Educational institutions are beginning to adapt—permitting AI use but enforcing **critical classroom reviews** of AI-generated content.

Anita Verma pointed to **deepfakes and credential fraud** as emerging risks. For high-stakes roles (e.g., engineering or finance), **AI impersonation** could lead to catastrophic errors, emphasizing the need for **robust identity verification systems**.

Misinformation and Media Trust

Growing distrust in media was highlighted. **BBC Verify** was cited as a response to rampant disinformation. The group discussed:

- Rise of **AI-generated fake news and deepfakes**
- **Bot farms** amplifying false narratives
- Impact of **algorithm bias** and **echo chambers**
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Elodie Gonzalez underscored the importance of **responsible AI use** to combat **bias and manipulation**—especially as young audiences become increasingly vulnerable to AI content.

Globalisation, Translation & Governance

AI allows for instant **multi-language translation**, creating global scalability. However, Richard Roberts warned of the **legal implications** of inaccurate translations—emphasizing the continued role of **human linguists** in high-risk content (e.g., manuals on airbags or brakes).

An **AI accreditation system** or “kite mark” was proposed to ensure content providers meet certain ethical and quality standards.

FINAL REFLECTIONS

- **Archana Dhankar** discussed a **strategy consultant** who questioned the value of AI-built strategies without human learning.
- **60% of LinkedIn posts** are AI-generated—raising concerns over engagement, reach, and originality.
- **Social media AI filters** are shaping perceptions—particularly harmful to mental health, as cited in BBC’s Adolescence.

Anita Verma mentioned actor-producer **Tyler Perry** halting a \$800M studio project after seeing OpenAI’s **Sora**, highlighting AI’s disruptive power.

CONCLUSION

Despite the rapid evolution of AI, the consensus was that **human relationships, ethical oversight, and creative engagement remain irreplaceable**. There is immense potential in AI, but its value must be **curated, not blindly adopted**.

The dinner closed on a positive note, recognizing the **power of informal dialogue** and shared expertise in navigating the AI revolution responsibly.