[Transcript] AI Hustle: News on Open AI, ChatGPT, Midjourney, NVIDIA, Anthropic, Open Source LLMs / Writers' AI Strike Ends: Unveiling the Results

Welcome to the OpenAI podcast, the podcast that opens up the world of AI in a quick and concise manner.

Tune in daily to hear the latest news and breakthroughs in the rapidly evolving world of artificial intelligence.

If you've been following the podcast for a while, you'll know that over the last six months I've been working on a stealth AI startup.

Of the hundreds of projects I've covered, this is the one that I believe has the greatest potential.

So today I'm excited to announce AIBOX.

AIBOX is a no-code AI app building platform paired with the App Store for AI that lets you monetize your AI tools.

The platform lets you build apps by linking together AI models like chatGPT, mid-journey and 11 labs, eventually will integrate with software like Gmail, Trello and Salesforce so you can use AI to automate every function in your organization.

To get notified when we launch and be one of the first to build on the platform, you can join the wait list at AIBOX.AI, the link is in the show notes.

We are currently raising a seed round of funding.

If you're an investor that is focused on disruptive tech, I'd love to tell you more about the platform.

You can reach out to me at jaden at AIBOX.AI, I'll leave that email in the show notes.

The long-running Writers Guild of America strike, which is stretched to, it essentially was around, I think, five months.

It closed off at the end of last month.

This is kind of what happened.

Essentially, screenwriters are going to be back at their desks now with this new inked contract that kind of speaks to the rapidly changing landscape of Hollywood and some of the unique challenges brought by emerging technologies and artificial intelligence.

One of the challenges, of course, is really how AI is impacting the world of screenwriting.

For those on kind of the fringes of the industry, it might be surprising to hear that text-based generative AI tools like chat should be tea while definitely limited to their creative capabilities have become really a focal point to a lot of these deliberations.

However, the concern isn't purely about AI capabilities.

As comedy writer Adam Conover recently said, he said, quote, I'm not worried about the technology.

I'm worried about the companies using the technology that is not, in fact, very good to undermine our working conditions.

Of course, he's saying, he's like, I'm not worried that technology is going to be better than me.

I'm just worried that a big corporation is going to use it because it's cheaper and then they're going to create poor quality content.

That's where he stands on that.

The WGA's new agreement essentially spells out plainly.

It's not that writers are against AI per se.

To be honest, I'm sure many of them will be using it for a lot of the stuff they're doing. They're just against its potential misuse.

The contract prohibits studios from employing AI for writing or rewriting scripts.

Further AI-generated content won't be acknowledged as source material, which ensures that writers aren't denied credits before because of AI's hand in the process.

What I think is really interesting here is, on the one hand, they're like, yeah, no one can use AI to write scripts or to rewrite scripts, but how is anyone going to actually know what was written by AI?

I know different people are working on the technology, different people are trying to tackle that problem, but OpenAI itself, as we all know, came out with their AI text classifier technology to essentially identify AI written text.

They shut the thing down three months later or four months later because they're like, this is too hard.

This is not going to work.

It'll come up with something in the future, but as it stands, it's very difficult to know what's written by AI.

Furthermore, I use AI a lot when I'm trying to write concepts or articles or notes or emails or things.

It's not like I just say, hey, write X, Y, and Z, and it does it.

I'm like, write X, Y, and Z, include these facts or do it in this order, make sure you touch on this topic.

Here's a bunch of background, here's a bunch of context, here's my previous email thread.

There's so much stuff I throw in there that, of course, AI could never know that's my own content.

It's honestly, in a weird way, training it on my own little personal set of my own little personal data set or whatever you want to call it.

Give it a bunch of stuff, give it a bunch of stipulations, get it to write the thing, and then it writes the thing and I'm like, okay, half of it's good, but modify blah, blah, blah, there's some modifications and I take it, I edit it a bit, I publish it.

Okay.

Technically, according to this new contract, that wouldn't be allowed because AI generated it.

There's no way anyone would be able to tell, plus if they tweak it a little bit and fix a few words or a few things and just pass it off as their own, there's no way anyone would know.

On the one hand, I'm like, okay, looks like they tried to get a deal done.

On the other hand, I think this is fairly unenforceable.

I think it's probably more just a token deal where no one can actually openly admit to using AI, but probably everyone's going to use AI at least in part for a lot of their different things.

I don't know, I think it's kind of interesting.

In any case, further AI generated content is not going to be acknowledged as source material, which ensures, like we said, essentially, authors are worried that they're not going

to get any credit for what they actually do because AI might have helped, so no one is going to be sourcing AI material on this.

One of the more, I think a more personal note, the contract gives writers the autonomy to use AI tools if they choose to do so, but at the same time, studios can't force writers to use particular AI tools in their work.

Additionally, studios have an obligation to inform writers if they're being handed AI-generated content to integrate into their projects.

Really I think people just want to know what's AI and what isn't.

They want that transparency, which typically I'm all for transparency, but at the same time, it's kind of funny.

Writers are allowed to use AI tools, and of course, why not?

It's impossible to stop them, so obviously the writers want to use AI tools, they just don't want to be forced to use a particular AI tool, and they don't want for essentially them to be like, hey, you help work on this or that, or here's a scene that we want you to put in here and there, and they don't want that to be generated by AI without them knowing, which is kind of interesting.

In any case, a standout provision in this WGA contract hints at the broader legal ambiguities surrounding AI, saying, quote, the WGA reserves the right to assert that exploitation of writers' materials to train AI is prohibited by the contract or other law.

This kind of indicates the contentious space between AI, LLMs, and copyrighted content, which is a space that's currently under, you know, it's kind of under defined in state and federal laws.

I think there's going to be a lot more regulation and stuff that's kind of coming down the pipe in this space, but that is currently the state.

But at the same time, Hollywood writers aren't the only ones kind of in the spotlight.

SAG, AFTRA, which is the union representing actors, also remains on strike and has recently shown a strong intent to push back against the video game industry.

So their concerns echo the WGAs and it's usually mostly just like surrounding AI.

They worry that these could be weaponized to kind of undercut union members, especially as technology pushes to scan or even replicate voices for use in media, right?

So like, you could go use a tool like 11 Labs, you give it like a minute of yourself talking and it can clone your voice.

And they're kind of worried that people have more sophisticated versions.

I think some that I've seen are, you know, people are worried that essentially deep fakes will be made of them.

Like this recent debacle where someone made like a deep fake of Tom Cruise and used it to like promote some dental insurance or something.

And he was like, Hey, that's not me, blah, blah, blah.

I'm just probably going to sue them.

I don't know.

But in any case, the whole deep fake thing, I think they're concerned about.

So there's kind of like a bit of a telling statement on their website, which kind of I think underscores this, which says, quote, for many performers, their first job may be

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their last as companies become increasingly eager to scan our members or train AI with their voices as soon as they show up for work.

I think when like the studios kind of pushed back on this, like pretty much what they were saying is like, we don't want our actors to go there.

You like do a 3D scan of them, get a scan of their voice, send them away and then just use their like, their likeness forever, pretty much.

And studios were saying, no, you know, we're paying people for a full day's work if they came and then we would just use them like in the context of a specific film if they agree to it or whatever.

So I don't really know.

It seems more like a play by play contract, but I guess it's kind of something that they're trying to litigate or, you know, the strike is kind of going after.

So I think while it's uncertain how the SAG, AFTRA negotiations are going to unfold, the WGA's resolution I think provides a bit of a glimpse into how industries might address AI's kind of impact into creative sectors.

I think it's definitely a pioneering move for now.

It lays down, you know, essentially what people are trying to get out of it in the entertainment industry.

It'll be interesting to see what sticks, what doesn't, what they're able to, you know, essentially do and how this unfolds in the future as it pertains to AI and entertainment.

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It's a lot easier than a podcast as you can see screenshots, you can share and comment on things that are currently working.

So if this sounds interesting to you, check out the link in the comment.

We'd love to have you in the community.

Thanks for joining me on the open AI podcast.

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