

Tuesday March 11, 2025

## **AI: Adami exercises its right to opt-out on behalf of performers**

Adami exercises its right to opt-out on behalf of the rights entrusted to it by its more than 49,000 associate performers, subject to rights already assigned to third parties. This opt-out is intended to protect all Adami associate artists against the unauthorized use of their performances for artificial intelligence training.

It has now been established that artificial intelligence models have already used performers' recordings for training purposes without their authorization.

Adami's decision falls within the scope of articles L. 211-3 8° and L.122-5-3 of the French Intellectual Property Code, which govern the use of works for training purposes by allowing authors and performers to object.

By exercising this opt-out, Adami affirms the right of performers to oppose any non-consensual use of their performances. From now on, data mining of performers' sound, audiovisual and cinematographic performances will require prior authorization.

*"Artificial intelligence must not feed on artists' talent without their consent. This battle is essential for the preservation of creation and performers' rights. As it has done for 70 years, Adami will continue to work alongside the unions to defend their interests", says Anne Bouvier, Chairman of Adami.*

Adami calls on all digital players and public authorities to guarantee ethical AI that respects the creative world, without which generative AI could not exist.

Adami will continue to defend the rights of performers by contributing to the discussions that are due to take place between culture and the tech world under the leadership of Madame Rachida Dati, Minister of Culture, and Madame Clara Chappaz, Minister Delegate for Artificial Intelligence and Digital. Performers are also eagerly awaiting the conclusions of the report by Alexandra Bensamoun and Joëlle Farchy on the remuneration of rights holders.

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Retrouvez toute notre actualité sur [www.adami.fr](http://www.adami.fr)



L'Adami accompagne les artistes-interprètes tout le long de leur carrière. De la gestion des droits à l'aide à la création, nous soutenons et défendons leur travail en France et dans le monde.