

Artificial Intelligence & the Nigerian Film and TV Industry

Introduction

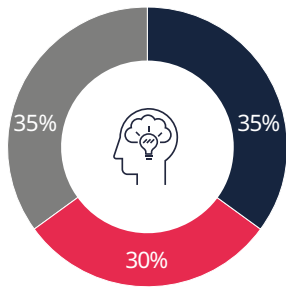
The role and benefits of generative AI in the creative industry are not in doubt and it is a useful tool to an ever-growing number of creatives. However, concerns regarding its negative impact continue to prevail. Such concerns include the threat to the work of writers and actors and the unauthorized use of name, image and likeness (NIL) rights¹. This is what led to the highly publicized strikes in the United States by the Writers Guild of America (WGA) and the Screen Actors Guild and the American Federation of Television and Radio Artists (SAG-AFTRA)².

All this raised our curiosity as to the use of AI in Nigeria's Film and TV industry and the concerns if any. We conducted a survey on a group of creatives including film directors, producers, script-writers, film and TV crew, post-production personnel and YouTubers, with some very interesting results.

¹ [Navigating Generative AI and Personality Rights: Legal Implications and Creative Innovation - Lexology](#); [Entertainment and Media Guide to AI - Rights of publicity: Legal issues of AI in the entertainment and media sector part 1 - Lexology](#)

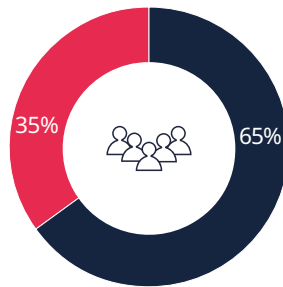
² [How the SAG-AFTRA Strike Affects TV and Movies | TIME](#)

Analysis



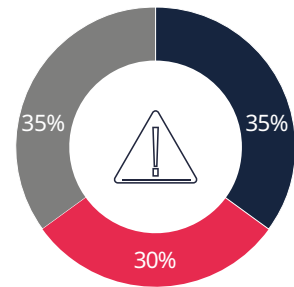
USE OF AI

- 35% of participants use AI in their work, 30% of participants do not and 35% are considering using it.
- Chat GPT and Midjourney are the most commonly used AI platforms for the creation of pre-script synopsis, script breakdown etc.



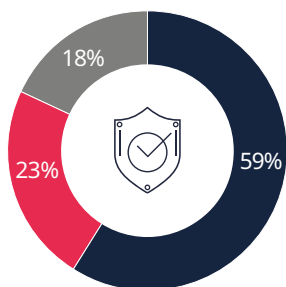
USE OF PARTICIPANTS' DATA IN AI PLATFORMS

- 65% of participants were comfortable with their name, image, likeness, work and voice being used in or integrated with AI tools BUT with their prior permission must. 35% of participants were opposed to their data being used in or integrated with AI tools.



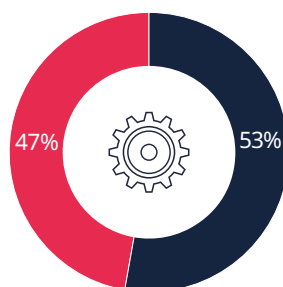
CONCERN ABOUT THE IMPACT OF AI IN THE CREATIVE INDUSTRY

- 35% of participants are worried about the impact of AI on the Nigerian creative industry. 30% are not worried and 35% are unsure about the impact of AI.



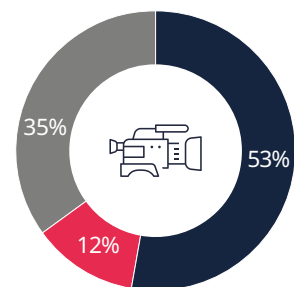
PROTECTIVE MEASURES AGAINST THE NEGATIVE IMPACTS OF AI

- 59% of participants do not include protective clauses re AI in their film and TV contracts/deals. 23% include such clauses and 18% only do so sometimes.



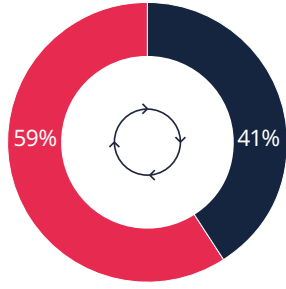
DISCUSSIONS ON THE IMPACT OF AI

- 53% of participants are aware of discussions on the impact of AI on the creative industry. 47% are not.



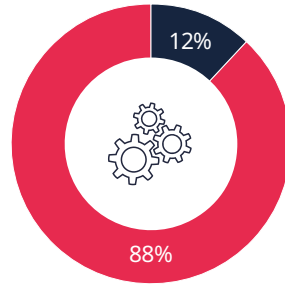
CONCERN BY FILM AND TV GUILDS, ASSOCIATIONS ETC

- 53% of participants confirmed that their film and TV associations are not focused on the use or impact of AI. 12% of participants reported the concern of their associations. 35% of participants noted that the question did not apply to them.



WHO SHOULD DRIVE DISCUSSIONS ON THE IMPACT OF AI?

- 41% of participants think creatives, their guilds and associations should drive discussions on the impact of AI in the creative industry. 59% of participants think both government and creatives should drive such discussions. No participant thought the government should be solely responsible for leading such discussions.



AWARENESS OF REGULATIONS, LAWS AND POLICIES GOVERNING THE USE OF AI

- 12% of participants are aware of regulations, laws or policies governing the use of AI while 88% are unaware.
- 88% of participants are aware that Nigeria has intellectual property and data protection laws and 12% are unaware of this information.
- 88% of participants are unaware that IP and DP laws guide and govern the development and use of AI in Nigeria. 12% are aware.

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