Legend

- Risks/Challenges
- Opportunities/Changes

Equity

Screen-Based Performance

* Film Actors
* TV Actors
* Supporting Actors
* Interactive Media Performers
* Stunt Performers
* Presenters/Hosts
* Comedians

- AI can create realistic digital doubles enabling performer multiplication
- Famous actors can license their digital likeness for projects they can't physically attend
- Virtual costume fittings reducing preparation time and costs
- Flawless AI tools streamlining filming reshoots
- Technology potentially helping with self-tapes (camera setup, lighting, sound optimisation)
- Motion capture technology evolving with AI enhancing capabilities
- Reducing the need for actors in certain roles or scenes, especially supporting artists
- AI-generated performances challenging demand for human actors in roles easily replicated digitally
- Legal battles over likeness rights (e.g., Indian actor Anil Kapoor's court case)
- Union contracts playing catch-up with AI protections
- Established stars selling image rights creating barriers for emerging talent
- Loss of residual payments when performances are AI-recreated

Live Performance

* Theatre Actors
* Corporate & Medical Role Players
* Dancers
* Variety Performers
* Puppeteers
* Circus Performers
* Presenters/Hosts
* Street Performers/Buskers
* Comedians

- Virtual reality spaces for remote rehearsal and training
- AI tools assisting with choreography and staging visualisation
- Creating digital puppet characters complementing physical puppetry
- Virtual costume design and pre-visualisation
- Pre-planning tools reducing on-site preparation time
- Enhanced multimedia integration for puppetry performances
- AI-driven virtual performances competing with live attendance
- Reduced unique value proposition of in-person experiences
- Traditional puppeteering and physical performance techniques being undervalued
- Live performers expected to compete with "perfection" of digital versions
- Potential standardisation of performances across venues
- Corporate training increasingly using AI simulations instead of role players

Voice Performance

* Radio Actors
* Voice Artists
* Singers
* Opera Singers
* Recorded Singers
* Live Singers
* Comedians
* Audiobook Narrators
* Comedians

- AI vocal warm-up and tuning tools for performers
- Voice cloning allowing work on multiple projects simultaneously
- Script writing assistance tools for content generation
- Potential for voice preservation/legacy opportunities
- Technology potentially expanding distribution channels
- Translation tools expanding international reach
- AI-generated voices increasingly indistinguishable from human performances
- Voice actors unknowingly training their replacements through audition material
- Unauthorised recreation of artists' voices (e.g., Drake/Weeknd AI song, slain rapper's voice)
- Dubbing industry transformation through AI translation and voice synthesis
- Comedy nuance and audience interaction difficult but not impossible to replicate
- Audiobook narration market increasingly threatened by AI voices
- Jobs shifting from creation to "training" AI systems
- Recorded singers particularly vulnerable to replacement

Visual Media

* Photographers
* Models
* Visual Artists
* Graphic Designers

- AI assisting with image editing and enhancement
- Automated background removal and composition tools
- Style transfer and concept generation assistance
- Reduced time for repetitive tasks
- Enhanced visualisation tools for planning
- Wider experimentation possibilities
- Generated images competing with professional photography
- Models increasingly competing with AI-generated figures
- Copyright and attribution issues for visual artists
- Style appropriation without compensation
- Devaluation of artistic training and technique
- Shift toward AI supervision rather than original creation
- Loss of distinctive human touches in visual media

Production Roles

* Designers
* Directors
* Stage Managers
* Dramaturgs
* Writers/Scriptwriters
* Lighting Designers
* Choreographers
* Make-up Artists
* Special Effects Artists
* Costume Designers
* Sound Designers/Engineers
* Fight Directors/Choreographers
* Movement Directors

- Design concept generation and exploration tools
- Digital theater mapping for pre-planning designs
- Quick research tools for directors and dramaturgs
- Scheduling automation for stage management
- Text analysis for dramaturgy research
- Pre-visualisation of lighting designs
- Technical planning efficiency reducing in-venue time
- More efficient stage management tools
- Design roles shifting toward supervisory positions over AI systems
- Standardisation of creative decision-making reducing artistic diversity
- Consumer acceptance of AI-generated creative content growing
- Traditional stage management functions being automated
- Over-reliance on digital pre-planning affecting spontaneous creativity
- Increased expectations for output without corresponding pay increases
- Designers becoming AI operators rather than original creators
- Writers facing competition from increasingly capable text generation systems

General Impacts Across All Categories

- Environmental benefits through reduced physical resources and travel
- Increased accessibility through automation, transcription and translation
- Streamlined administrative and preparatory tasks
- Enhanced collaboration possibilities through digital tools
- Potential for preserved performances and extended careers
- Loss of work opportunities, particularly affecting marginalised groups
- Loss of ongoing royalty/residual payments
- Lack of control over one's artistic identity and output
- Over-standardisation of creative expression
- Increased output expectations without additional compensation
- Contract complexities around data rights and GDPR implications
- Downward wage pressure due to AI alternatives
- Fewer creatives involved in productions impacting diversity
- Deepfaking concerns, especially affecting women performers
- Quality potentially sacrificed for efficiency and cost reduction