Chapter 13
Turkish Film Industry Stakeholders' Approaches to Artificial Intelligence and Copyright

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ABSTRACT

Artificial intelligence (AI) is transforming industries by automating production stages and enhancing efficiency, with significant applications in the film industry. However, AI's integration raises concerns about copyright, challenging traditional notions of authorship. This chapter examines the intersection of Generative AI (GenAI) and copyright within the Turkish film industry, exploring stakeholders' perspectives through two focus group interviews with 22 participants. The study reveals diverse views on GenAI's potential and challenges, highlighting its benefits in efficiency and cost-effectiveness, alongside risks like content homogenization, job displacement, and inadequate copyright protection. Participants also express concerns about Türkiye's delayed AI adoption and call for a robust legal framework to address the ethical implications of AI-generated content. The findings suggest that while GenAI is crucial for global competitiveness, it requires careful regulation and active involvement from professional organizations to protect creative diversity and labor rights.

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INTRODUCTION

The advent of Generative AI (GenAI) is reshaping the film industry, offering both revolutionary opportunities and significant challenges. As AI technologies increasingly integrate into filmmaking—from script writing and visual effects to music composition and camera optimization— they promise to enhance efficiency and creativity. AI systems, such as those used for creating visual effects and optimizing camera settings, are transforming traditional production processes, allowing for rapid and cost-effective realization of complex visual and auditory elements.

However, this technological evolution also raises profound concerns about the future of creativity and labor within the industry. There is a growing apprehension that AI's ability to replicate existing styles and trends could lead to a homogenized and repetitive cinematic landscape, potentially undermining the originality of independent films and the diversity of creative outputs. The industry's reliance on AI presents challenges related to labor displacement, intellectual property rights, and the preservation of artistic integrity.

This chapter aims to provide a viewpoint on the examination of GenAI's impact on the film industry, exploring the intersection of technology, creativity, and copyright. It discusses the potential for AI to drive innovation while addressing the critical issues of labor, creativity, and intellectual property that arise in this rapidly evolving field. However, it is crucial to recognize that the adoption of technology is not solely determined by its capabilities. The acceptance and integration of GenAI also hinges on the perspectives and readiness of sector stakeholders, including industry professionals, public institutions, and academic entities. Their willingness to engage with and adapt to these technological advancements plays a significant role in shaping the industry's trajectory. This broader perspective underscores the importance of not only assessing technological benefits but also understanding how various stakeholders perceive and respond to these changes in order to fully grasp the impact of GenAI on the film industry.

GENERATIVE AI AND CREATIVE INDUSTRIES

In its early years, the use of AI was defined as the formalization of common sense through mathematical logic and its resolution using logical reasoning (McCarthy, 1989: 161). AI refers to computer systems designed to produce human-like behaviors and make decisions through algorithms and computational techniques (Russell et al., 2022). It has numerous applications, ranging from robotics to autonomous vehicles, and from the automation of planning and scheduling tasks to translation and visual recognition/processing. With nearly a century of history in philosophical