AIMM: Unveils Everything About The ELVIS Act, Safeguarding Artists in the Digital Age

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The Atlanta Institute of Music and Media (AIMM) has recently made an announcement detailing the nuances of the Ensuring Likeness Voice and Image Security (ELVIS) Act of 2024. A legislative measure enacted in Tennessee, the ELVIS Act aims to protect artists from the unauthorized exploitation of their name, image, or voice by artificial intelligence (AI) applications within the music realm. The Act, acknowledging the issue of AI-generated ?voice clones? that can replicate an artist?s unique singing style, extends its protective reach to encompass voice actors, podcasters, and others whose livelihoods are anchored in their vocal distinctiveness.

By amending Tennessee's Personal Rights Protection Act to include a person?s voice as a characteristic worthy of safeguard, the ELVIS Act introduces both civil and criminal liabilities for the illicit utilization of an individual?s voice or likeness. It, however, carves out exceptions for fair use as defined under copyright law. Despite debates amongst those in the film and television industry about its potential constraints, the law?s unanimous endorsement by Tennessee's legislature signals a collective acknowledgment of the necessity to shield artists in the digital era.

Additionally, the article sheds light on two pertinent federal proposals, the No Artificial Intelligence Fake Replicas And Unauthorized Duplications Act (No AI FRAUD Act) and the Nurture Originals, Foster Art, and Keep Entertainment Safe Act (No Fakes Act), that aim to fortify the protection of individual voices and likenesses nationwide. These initiatives, akin to the ELVIS Act, play a crucial part in the battle against the unauthorized capitalization on artists? unique vocal talents by burgeoning tech.

Dr. David Mitchell of AIMM articulated the paramount importance of these legal safeguards, stating, "As we navigate the rapidly evolving landscape of music production and media, it's imperative that we safeguard the rights and voices of artists. The ELVIS Act and the discussions around the No Fakes Act are monumental in setting a precedent for how we approach copyright and personal rights in the age of AI tools. It's about ensuring fairness and respect for the talent that fuels our industry."

For those interested in learning more about the programs and courses offered at the Atlanta Institute of Music and Media, including the opportunity to become Pro Tools Certified, please visit their website. Dr. Mitchell?s article, "The Future of AI and Music" featured on AIMM?s blog, delves into the ambivalent potential of AI in music, advocating for a regulatory ecosystem that perpetuates artist rights amidst technological progression. The piece cogently argues for augmented copyright safeguards and governance over AI?s interaction with artists' catalogs, emphasizing the necessity to honor artistic contributions while fostering innovation.

AIMM positions itself as a leader in preparing aspiring professionals for a career in music and media, stressing the significance of comprehending current developments and regulatory landscapes such as the ELVIS Act, AI tools, and the No Fakes Act. This orientation ensures that students are not only technically proficient but are also morally and legally informed.

Dr. Mitchell summarizes, "At AIMM, we are dedicated to fostering a rich learning environment that equips our students not only with the technical skills necessary for success but also with a deep understanding of the ethical and legal considerations that inform their work. By staying informed about laws like the ELVIS Act, we empower our community to lead with integrity and foresight in the dynamic world of music and media."
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Atlanta Institute of Music and Media

Atlanta Institute of Music and Media has a uniquely effective approach to vocational training for musicians, production, and audio engineering students.

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