

YouTube says that soon, its tech will be able to find AI copies of celebs and creators

YouTube is partnering with the Creative Artists Agency (CAA) to help creators identify content using their AI-generated likenesses on the platform and submit removal requests. The company will test the controls with celebrities and athletes early next year before rolling it out to “top YouTube creators, creative professionals, and other leading partners representing talent.”

In September, YouTube announced plans for tools that would help manage AI-generated depictions of creators and their voices. Now, the company says it can give celebrities (and soon, creators) the ability to manage AI copies of their likeness, such as their face, “at scale.”

Last year, CAA introduced the CAAVault, which scans and stores the digital likenesses of its clients, including their faces, bodies, and voices.

<https://www.theverge.com/2024/12/17/24323558/youtube-detect-remove-creators-ai-likeness>