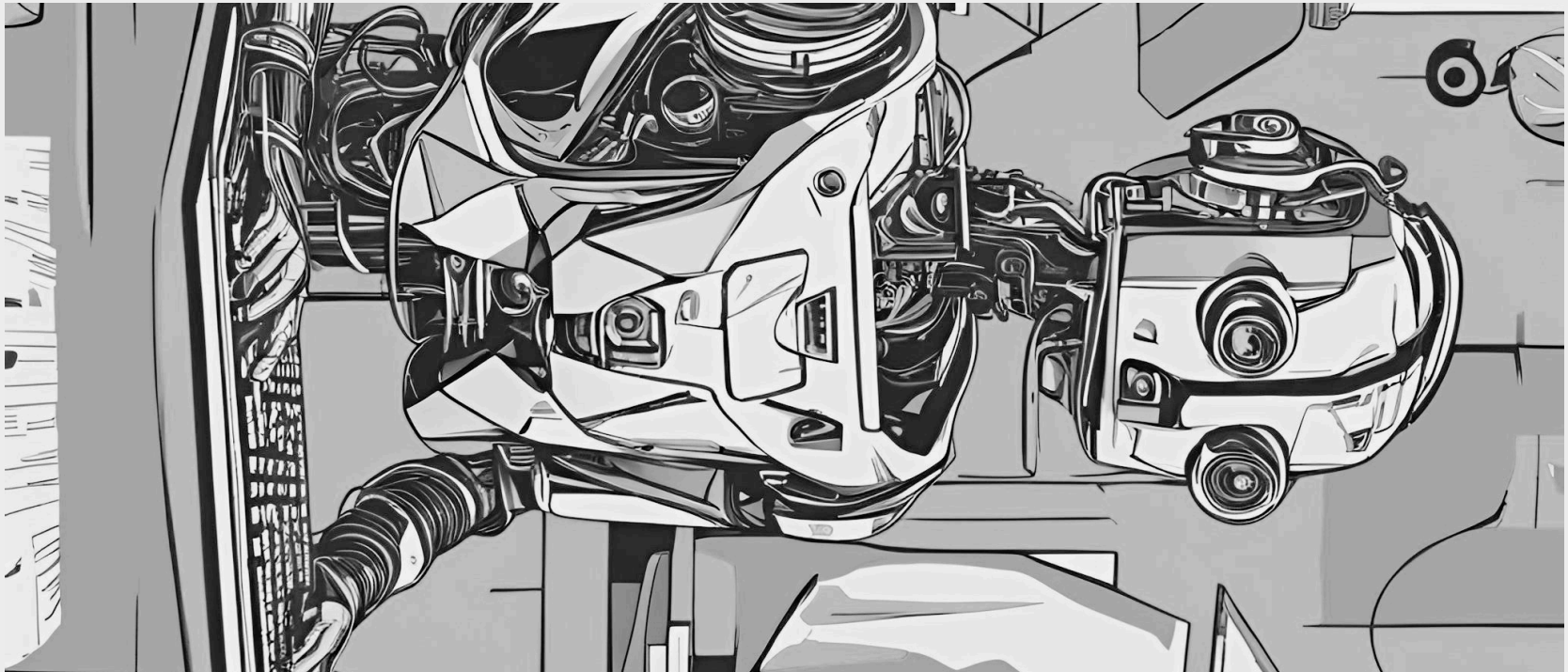
AI ADVICE

THE NZWG HANDBOOK FOR SCREENWRITERS



NZWG
New Zealand Writers Guild
Puni Taatuhi O Aotearoa

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TABLE OF CONTENTS

03 SECTION ONE: CREATIVITY

12 SECTION TWO: MĀTAURANGA MĀORI

15 SECTION THREE: PRODUCTIVITY

18 DEFINITIONS

19 CONCLUSION



DISCLAIMER

This Handbook is intended as a guide only and does not constitute legal advice. NZWG recommends that screenwriters seek out professional advice when utilising AI in any creative work. This can be through the NZWG Contract Advice Service or through a specialist entertainment or Intellectual Property (IP) lawyer. Ensure that your legal expert is experienced with copyright, IP, and rights assignments.

The intersection of AI and copyright is complex and still developing, staying informed about legal developments is essential for screenwriters and their creative partners when using AI Tools.

NZWG used AI to generate all images within this handbook.

SECTION ONE: CREATIVITY



The following is NZWG's overall position on the use of artificial intelligence within the screen sector, specifically concerning screenwriters.

NZWG does not support the use of AI to generate stories for screen:
CREATIVITY

WHY?

Because copyright cannot be guaranteed when a story is generated through any form of Artificial Intelligence (AI) or Large Language Model (LLM).

AI and LLMs are trained using stolen copyrighted materials, and LLMs continue to learn from user generated inputs which means neither copyright nor originality can be guaranteed with stories generated using any form of AI.

Copyright is the basis of a successful screenwriting career. Without this right, writers cannot make a living from their works!

NZWG does support the use of AI to create better efficiencies in the screen sector:
PRODUCTIVITY

WHY?

Because productivity isn't copyright dependent.

NZWG supports screenwriters and the wider screen sector to utilise the tools available to assist within productions, for example: schedules, budgets, finance planning, logistics, and non-creative application writing, and any other use that supports efficiencies and productivity.

We support tools that create better equity, access, and productivity without losing your rights and ability to earn from your creations!

COPYRIGHT IS A HUMAN RIGHT

COPYRIGHT & ARTIFICIAL INTELLIGENCE

NZWG investigates using Artificial Intelligence as a creative tool. What are the authorship and copyright implications for screenwriters?

WHAT IS COPYRIGHT?

In Aotearoa New Zealand the Copyright Act 1994 protects "original works of authorship" fixed in a tangible medium (e.g. scripts) created by a human author. For a work to qualify for copyright, it must demonstrate creativity and originality and be created by a human.

Copyright is the right that a screenwriter needs to assign or licence their stories, to generate any income.

AUTHORSHIP AND LLMS

The use of LLMs like ChatGPT to generate or recreate original scripts or stories introduces unique challenges and complexities around copyright law.

See Definitions page to assist with terminology.

When entering an original script or screenplay into an LLM, the data may be retained and used to train the model. This could result in an LLM producing outputs based on, or similar to your script for other users.

LLMs are trained on large datasets, which includes stolen copyrighted materials. While they don't "copy and paste," they may generate unoriginal content, as they are by definition incapable of generating original content. LLMs and other AI models generate a probabilistic remix of previously existing material.

The US Copyright Office's second report assessing the issues raised by the use of AI, makes clear that purely AI generated works cannot be copyrighted.

Internationally, courts are currently questioning how and when LLM-assisted works can be copyrighted, if at all, depending on the level of human creative authorship integrated into the work.

OWNERSHIP CHALLENGES

AI, including LLMs, cannot yet be legally recognised as an "author" in New Zealand. Copyright cannot be attributed to non-human creators.

If a script is generated solely by, or with the assistance of an LLM, it may not qualify for copyright protection.

Meaning you may not have the right to use it, pitch it, or create it!

AI AWARENESS

NZWG has identified four main areas for screenwriter awareness when using AI:

1 LOSS OF COPYRIGHT IN ORIGINAL WORKS

When you enter material into an LLM or AI Model you may not be able to assert sole copyright ownership, which could also allow for reuse or imitation of your original material.

2 RISK OF COPYRIGHT INFRINGEMENT

LLMs may reproduce or derive from copyrighted material, leading to potential infringement.

3 CHALLENGES IN ENFORCEMENT

Some AI-generated work lacks the ability to guarantee enforceable copyright due to the absence of human authorship and originality.

4 LOSS OF TRADITIONAL KNOWLEDGE

Mātauranga Māori, including pūrākau, and traditional knowledge may not qualify for copyright under existing laws, making these stories, taonga, and history vulnerable to unregulated use by LLMs and AI Models.

ADVICE FOR SCREENWRITERS

SCREENWRITERS WORKING ON THEIR OWN & WITH OTHERS

When screenwriters use LLMs to generate scripts or stories for screen, it can lead to several scenarios where challenges can occur. Outlined below are the concerns and NZWG advice for screenwriters working on their own, or with others.

ENTERING ORIGINAL MATERIAL INTO AN LLM

Entering original written material, and any form of pūrākau (story), into an LLM that trains on user data can have significant implications, depending on its Terms of Service or Terms of Use.

EXAMPLE

A writer enters a detailed script or pūrākau into an LLM for refinement. Later, another user generates a screenplay with a similar plotline and characters because the model was influenced by the original input.

IMPLICATION

The original writer may have difficulty proving that the second screenplay was derived from their work and not an independent creation by the model.

NZWG ADVICE

- Check Terms of Service / Terms of Use of an LLM and use models that guarantee privacy or offer opt-out options for data collection (this includes apps like Google Docs, Microsoft Office Suite products, and other apps that interface with LLMs) .
- Use offline or privacy focused tools – confirm they don't retain user data for training and have offline ability.
- Remove the risk of reuse or imitation of your works by refraining from entering fully developed ideas, like a polished, original piece into an LLM.

CONCERNS

PROVING AUTHORSHIP / COPYRIGHT OWNERSHIP

If the LLM generates content based on your input that closely resembles your original work, this makes it harder for you to assert sole copyright ownership. Copyright law requires a clear demonstration of authorship to enforce rights. If an LLM generates content resembling your script for someone else, disputes over authorship might arise.

LOSS OF EXCLUSIVITY

Copyright grants the creator exclusive rights to reproduce, distribute, and adapt their work. If an LLM uses your script for training, it could generate derivative outputs for other users without your consent.

SURRENDERING MATERIAL TO THE PUBLIC DOMAIN

Entering material into an LLM does not automatically place it into the public domain.
That depends on the LLM's terms of service, and whether you agree to those terms, can affect ownership of copyright over your material.

GRANTING USAGE RIGHTS TO THE LLM PROVIDER

By accepting the terms of service, you may grant the LLM provider a license to use your input for training or improving the model. An LLM provider may claim the right to use your input as part of its data set, even if that means derivative works influenced by your content could be generated for others.

SCREENWRITER CREATING DERIVATIVE OR PLAGIARISED WORKS

A screenwriter prompts the LLM to "Write a fantasy story about a school for young wizards." The LLM then produces a story that mirrors Harry Potter in significant ways (e.g. setting, character archetypes), the copyright holder of Harry Potter could claim infringement.

Or, a screenwriter prompts the LLM with "Generate dialogue between two detectives solving a mystery." The LLM inadvertently reproduces verbatim or nearly verbatim excerpts (e.g. full scenes of dialogue) of an existing detective film from its training data. The screenwriter could face a copyright infringement claim.

CONCERNS

COPYRIGHT INFRINGEMENT

If the generated script or story resembles another work (in terms of plot, characters, or dialogue), it may be considered a derivative work and infringe on the original creator's copyright.
If parts of the script match pre-existing works, the screenwriter may face claims of copyright infringement, even if the replication was unintentional.

NZWG ADVICE

- In these scenarios the burden of proof for copyright sits with the Screenwriter.
- Writers should check copyright ownership / authorship prior to stating they are the original creator.
- Writers should ensure all works are their own original creation, made by themselves, including LLM prompts as evidence, prior to stating they are the original creator.

SCREENWRITER PROVIDING PROOF OF ORIGINALITY

The screenwriter fails to document their process of using the LLM.

A producer questions whether the script was primarily AI-generated. Without records showing the writer's prompts, edits, and creative decisions, it may be difficult to prove the writer's authorship.

SCREENWRITER'S EXCLUSIVE CONTROL OVER GENERATED CONTENT

Some LLM's terms of service allow other users to generate similar or identical outputs.

Two screenwriters use the same LLM with the prompt, "Write a romantic comedy about rival bakers in a small town." If the outputs are similar, neither can claim exclusive copyright.

CONCERNS

LACK OF OWNERSHIP OVER THE COPYRIGHT

Copyright law requires human authorship for a work to be protected. If the screenwriter cannot demonstrate they directly created the output, it may not qualify for copyright protection.

If a dispute arises over the script's originality or authorship, the screenwriter may lack evidence to support their work and may not be able to get a project funded, or even attract a producer to the work.

PRODUCER PROVIDES AN AI GENERATED TREATMENT

A producer generates a treatment using an AI tool and then hires a screenwriter to expand it into a full script.

CONCERNS

OWNERSHIP OF THE TREATMENT

If the treatment is AI-generated, it will lack protection, as copyright law does not recognise AI as an author. The producer may not legally own the treatment, raising questions about who controls the copyright.

DERIVATIVE WORK ISSUES

The screenwriter's script, based on an AI-generated treatment, might not qualify for copyright if the underlying material (treatment) is not copyrightable.

OVERLAP WITH EXISTING WORKS

If the AI-generated treatment unintentionally replicates parts of an existing copyrighted work, the script might also infringe on that existing work or works.

LOWER FEE OFFERS

A producer offers the writer a lower fee as they're adapting from an AI-generated treatment rather than from a basic idea. AI-generated treatments currently create more work for a screenwriter than developing from a basic idea.

NZWG ADVICE

- In these scenarios the burden of proof for copyright sits with the Producer.
- Writers should check authorship prior to commencing work.
- Writers should not accept lower fees when supplied with material generated by an AI tool.
- Writer credit should be Written By, or another original writer credit, and paid in full.
- Seek legal or NZWG advice.

SCREENWRITER HIRED TO REWRITE AN AI-GENERATED PLOT INSPIRED BY A KNOWN FRANCHISE

A producer uses AI to generate a plot heavily inspired by a popular franchise and asks the screenwriter to adapt it into a unique story.

CONCERNS

DERIVATIVE WORK RISK

If the AI-generated plot closely mirrors the franchise (e.g. setting, characters, plotlines), it could infringe on the original creator's copyright.

AMBIGUITY OF ADAPTATION

The script might be seen as an adaptation rather than an original work, limiting its copyright protection.

SCREENWRITER HIRED TO REWRITE AI-GENERATED SCRIPT

A producer uses AI to generate an entire script but finds it lacks craft and coherence and then hires a screenwriter to rewrite and improve it.

CONCERNS

CO-AUTHORSHIP CONFUSION

The screenwriter's contributions might qualify as copyrightable, but the AI-generated portions may not, leading to an unclear ownership structure.

RISK OF USING UNORIGINAL MATERIAL

The AI-generated script may inadvertently draw from copyrighted sources, leaving the rewritten version vulnerable to infringement claims.

DIFFICULTY ESTABLISHING ORIGINALITY

The rewritten script may struggle to demonstrate sufficient originality if it closely follows the AI-generated story structure or language.

CREDIT AND PAYMENT

The producer considers the AI-generated script to be a draft, they may attempt to engage the screenwriter for a "polish" (or similar) when a full rewrite is required for legal or creative purposes. Offering the screenwriter an incorrect credit and a payment that doesn't align with the work required.

PRODUCER PROVIDES AI-GENERATED CHARACTERS, SCENES OR DIALOGUE

The producer creates detailed characters, scenes or dialogue using an AI tool and asks the screenwriter to incorporate them into a script.

CONCERNS

PLAGIARISM RISKS

AI-generated characters, scenes or dialogue might inadvertently include material copied from its training data, exposing the screenwriter and producer to copyright infringement claims. For example: the AI-generated dialogue might replicate lines from existing works, exposing the screenwriter to infringement claims even after revisions.

LACK OF COPYRIGHT OWNERSHIP

The AI-generated characters, scenes or dialogue might not qualify for copyright protection, making it harder to assert control over the script.

NZWG ADVICE

- In these scenarios the burden of proof for copyright sits with the Producer.
- Writers should check authorship prior to commencing work.
- Keep clear and accurate records of all creative inputs and writing.
- Even clear record keeping may not support any claim of authorship, and therefore ownership of copyright.
- Seek legal or NZWG advice.

COLLABORATIVE WRITING USING AI

The producer and screenwriter collaborate, using an AI tool to brainstorm scenes, dialogue, or character descriptions.

CONCERNS

ATTRIBUTION AND OWNERSHIP

If the AI generates significant portions of the work, it may be unclear whether the producer, screenwriter, or neither can claim authorship.

DOCUMENTATION CHALLENGES

Without clear records of who contributed what, disputes over ownership and authorship may arise.

EXCLUSIVITY RISKS

If the AI outputs are not unique (e.g. other users could generate similar content using the same AI tool), the script may not have clear, or enforceable copyright.

SCREENWRITER CREDITS

DEVELOPED BY

A screenwriter, contracted as a 'writer-for-hire', who is provided with an LLM generated story to develop into a feature length or series concept.
Does the screenwriter receive a Developed By credit?

YES, if that credit is in the writer's development agreement.

WRITTEN BY

A screenwriter, contracted as a 'writer-for-hire', who is provided with an LLM generated story to develop into a feature length script or series episodic script or script(s).
Does the screenwriter receive a Written By Credit?

YES, if that credit is in the writer's agreement.

Take Note: the burden of proof of copyright on the projects within these scenarios sits with the Producer. If the producer cannot show a clear chain of title (proof of copyright ownership), then the project may not receive funding and proceed into production.
Meaning: it may not get made.

GENERAL ADVICE FOR SCREENWRITERS

THINGS FOR SCREENWRITERS
TO CONSIDER WHEN USING AI

These are the starting points for screenwriters to consider when using AI. By taking these steps, screenwriters can start to reduce risk and better understand how AI works.

AGREE CONTRACTS: BEFORE WORK COMMENCES

Ensure contracts outline the ownership of AI-generated materials and the extent of the screenwriter's role in creating the final product.

CHECK FOR PLAGIARISM: BEFORE WORK COMMENCES

Use tools to verify that the AI-generated content does not inadvertently replicate copyrighted works.

Ensure the Producer has checked the work does not replicate copyrighted works.

LLM-generated text that "looks original" may still contain copyrighted material from sources not known to the user. Plagiarism resulting from the use of LLMs is still plagiarism even if the user is personally unfamiliar with the material being plagiarised.

As AI evolves so do the tools for detecting AI use within written works. NZWG is already utilising these tools.

BIAS IN TRAINING DATA

If the training data contains biases, the outputs will reflect those biases. If trained primarily on Western literature, the model may have limited material to draw from regarding non-Western cultural contexts.

DATA INPUT QUALITY AFFECTS OUTPUT

Clearer, more specific inputs typically result in more accurate and relevant outputs.

CONSULT LEGAL EXPERTS OR NZWG: BEFORE WORK COMMENCES

Seek advice to clarify ownership and copyright implications when using AI tools.

NZWG offer contract advice and negotiation services to screenwriter members.

UNDERSTAND AI TERMS OF USE: BEFORE USING ANY LLMS OR AI TOOLS

Review the LLM provider's terms and conditions prior to use, to ensure you understand any limitations or risks regarding ownership of generated content.

AVOID OVER-RELIANCE ON AI

Utilise LLMs for brainstorming or drafting, but ensure the final script reflects significant original contributions.

The only way to guarantee these issues do not affect a script is to not use an LLM at all.

LIMITS OF TRAINING

LLMs cannot "learn" during regular interactions unless explicitly designed for fine-tuning. It generates responses based on its pre-existing training.

Because an LLM runs probabilistically, it will generate results that "look" right, but because it cannot understand context or meaning of words, it often "hallucinates" – for example, confidently citing academic sources that do not exist.

RISKS FOR SCREENWRITERS

INFRINGEMENT RISKS & MITIGATIONS

COPYRIGHT INFRINGEMENT RISKS

UNKNOWINGLY INFRINGING

If an LLM generates content like an existing work, you might publish or use that content without realising that it infringes someone else's copyright.

For example, an AI generated story contains passages from an obscure novel. You publish that story; you could face a copyright claim.

LIABILITY

Who is responsible if the LLM generates infringing content? This is unclear:

- The LLM provider (e.g. OpenAI) could be implicated for not adequately filtering outputs.
- The user (you), as the one who prompted the AI, may bear responsibility.

LEGAL PRECEDENTS AND EVOLVING POLICIES

Lack of Precedent: AI and copyright laws are evolving. Courts have yet to definitively rule on many issues involving AI-generated works.

AI Training Datasets: Training LLMs on copyrighted data (e.g. books, movies) without explicit permission could itself violate copyright.

This is an ongoing legal debate.

PRACTICAL STEPS TO MINIMISE RISK

USE RESTRAINT

Refrain from entering Original Material into an AI Tool in the first place. You then minimise the risk of not being able to assert sole copyright in your works. This also minimises the risks of reuse or imitation of your original material.

Protect your creativity by learning to stop your data from being used as a training dataset!

RUN A COPYRIGHT CHECK

Use tools (see Productivity Tools) to check for potential overlap between your AI-generated content and existing copyrighted works.

UNDERSTAND AI TOOLS TERMS OF SERVICE

Many LLM providers include disclaimers in their terms stating that users are responsible for legal compliance when using AI-generated outputs.

Check on the Terms and Conditions of the AI tool you are using, with this helpful ChatGPT Prompt.

ADVICE WHEN APPLYING FOR PUBLIC FUNDING

KEY CONSIDERATIONS FOR SCREENWRITERS AND THEIR PRODUCING PARTNERS

In Aotearoa New Zealand, securing public funding for screen productions typically requires clear evidence of copyright ownership.
Agencies such as the New Zealand Film Commission (NZFC), NZ On Air (NZOA) and Te Māngai Pāho (TMP), and the administration of the New Zealand Screen Production Rebate (NZSPR), typically require that applicants demonstrate legal rights to develop, produce, and distribute their projects.

CONSIDERATIONS

OWNERSHIP AND RIGHTS

Funding applicants must provide documentation proving ownership or licensed rights to the script, story, or underlying material.

This ensures the production can proceed without legal disputes over the intellectual property (IP) or copyright.

CHAIN OF TITLE (COT)

A clear chain of title outlines the history of ownership and rights transfers related to the project.

COT is a series of contracts or agreements, such as option & purchase agreements, writers agreements, directors or performers agreements, and co-production agreements that need be in place to establish rights and responsibilities. Ensure all contracts are agreed well before applying for funding.

Funding bodies require full COT to verify that any applicant has the right to produce and distribute the work.

Maintain detailed records of all agreements and rights acquisitions to support your funding application.

Engage with IP and entertainment lawyers to ensure all rights are properly secured and documented.

NZWG offer contract advice and negotiation services to members.

IMPLICATIONS

FUNDING INELIGIBILITY

Without proof of copyright ownership and control, funding applications are likely to be declined to avoid potential legal complications.

Demonstrating clear ownership or control over the IP of your project is crucial for accessing public funding from New Zealand's screen funding agencies.

PRODUCTION RISKS

Proceeding without clear rights can lead to legal disputes, disruptions to a production, distribution challenges, and financial losses.

Ensuring all rights are secured and documented will facilitate a smoother funding application process and help mitigate potential legal issues during production and distribution.

SECTION TWO: MĀTAURANGA MĀORI



NZWG investigates the use of LLMs in receiving and generating content that incorporates mātauranga Māori, including pūrākau and traditional knowledge of indigenous nations and communities. The investigation raises significant copyright, moral, and ethical concerns related to cultural appropriation and misuse.

AI lacks the ability to understand or take responsibility for the impact of its outputs.

It may generate harmful or offensive representations of indigenous stories and traditional knowledge, without recourse for affected communities.

LLMs can generate content that commodifies indigenous stories for commercial or creative purposes, stripping mātauranga Māori of cultural and spiritual significance, and using sacred narratives in entertainment without permission or proper understanding.

AI developers, researchers, and users must prioritise and address these concerns and adopt culturally sensitive practices that respect the rights, values, and protocols of Māori and other indigenous peoples and nations. NZWG highlights three areas of concern that experts need to address:

Copyright

Indigenous stories often lack protection under western copyright laws. Leading to misrepresentation or exploitation without consent.

Moral

Cultural appropriation and erosion of cultural integrity, violation of tikanga and disrespect for sacred narratives.

Ethical

Exclusion of Māori and other indigenous communities from decision making. Leading to exploitation of cultural knowledge for profit, without acknowledgment or benefit-sharing.

OWNERSHIP OF MĀTAURANGA MĀORI AND TRADITIONAL KNOWLEDGE

Mātauranga Māori, including pūrākau, and traditional knowledge of indigenous nations are often part of a collective cultural heritage rather than owned by an individual. Copyright law typically protects works created by identifiable individuals or groups, not traditional or communal knowledge. This perpetuates historical patterns of colonisation and cultural theft.

CONCERNS

CONSENT AND OWNERSHIP

Māori and other indigenous communities are often excluded from decision-making about how cultural knowledge is used in AI systems.

If indigenous knowledge and stories are included in publicly accessible datasets (e.g. online repositories, user inputs, or books), LLMs may use them without explicit consent.

LLMs are often trained on international datasets, making it difficult to enforce protections for mātauranga Māori outside of Aotearoa New Zealand.

The lack of legal safeguards for indigenous content means that an LLM could generate derivative works that exploit stories, without acknowledging or compensating those indigenous communities.

CULTURAL SAFTEY

AI systems are not inherently designed to recognise cultural sensitivities, requiring proactive human intervention.

LLMs create content inspired by mātauranga Māori and traditional indigenous knowledge could distort or oversimplify cultural context.

Māori culture is guided by tikanga, which dictates how stories are shared and used. Misrepresentation can damage the moral and cultural integrity, authenticity, and significance, of these stories.

APPROACHES

CONSENT AND PARTNERSHIP

Engage directly with Māori iwi and hapū, and other indigenous communities when utilising traditional knowledge in your script, to seek permission and guidance before using or adapting these stories.

CONSIDERATIONS FOR RESPONSIBLE USE

Do not input traditional knowledge, without consent, into any AI Model.

Restrict traditional knowledge from training datasets to ensure that these stories are used appropriately.

Collaborate with cultural experts to establish protocols for the inclusion and use of indigenous knowledge. Clearly identify outputs as AI-generated and ensure they align with tikanga or traditional protocols.

TRANSPARENCY MEASURES

NZWG supports efforts to ensure LLMs disclose whether indigenous content, such as Māori pūrākau, is included in training datasets.

NZWG supports efforts to hold AI developers accountable for inappropriate use of traditional knowledge.

WAI 262 & COPYRIGHT PROTECTIONS

The WAI 262 claim - often referred to as the "flora and fauna" claim - which is an unfulfilled negotiated settlement through the Waitangi Tribunal, is a landmark case in New Zealand that addresses the rights of Māori to exercise authority over mātauranga Māori and cultural expressions.

In the context of LLMs or AI systems, WAI 262 provides a framework to consider how pūrākau and mātauranga Māori could be safeguarded or supported when entered into these technologies.

However, the WAI 262 principles must be actively implemented through robust policies, legal reforms, and culturally informed AI practices to safeguard Māori cultural heritage from misuse or appropriation in the digital age.

TIAKI TAONGA

Recent positive discussions have occurred in recognising Māori data and creation sovereignty utilising the WAI 262 claim.

Tiaki Taonga is a collective movement working towards constitutional change to recognise kaitiakitanga of taonga and mātauranga by Māori, for Māori.

At the WAI 262 Tiaki Taonga Symposium in 2024, there was as a groundswell to enshrine WAI 262 within the copyright act and any new legislation relating to AI use and protections.

WHAT WAI 262 SAYS ABOUT MĀTAURANGA MĀORI

Rangatiratanga (Authority):
Māori have the right to control traditional knowledge, including stories, cultural practices, and language.

Kaitiakitanga (Guardianship):
Māori have a duty to safeguard knowledge for future generations, ensuring it is used respectfully and appropriately.

Partnership (Te Tiriti o Waitangi):
The Crown has a responsibility to work with Māori to protect cultural heritage and ensure equitable participation in decisions affecting it.

EXPLORATION OF WAI 262 IN ACTION

Here's an exploration of how the WAI 262 principles can guide and support the protection of pūrākau and mātauranga Māori treatment and inclusion in AI systems.

CONCERNS

LEGAL FRAMEWORKS

Copyright law often focuses on individual authorship, whereas mātauranga Māori is collectively owned. Current legal frameworks may not adequately protect communal knowledge when entered into AI systems.

INFORMED CONSENT

AI systems like LLMs are often trained on publicly available datasets. WAI 262 principles emphasise Māori authority over their knowledge, but this authority is often not recognised in the way AI training datasets are compiled.

MISREPRESENTATION

WAI 262 prioritises cultural authenticity and respect, but LLMs lack the capacity to ensure narratives are presented accurately or adhering to appropriate tikanga. They simply generate outputs based on patterns, which can distort cultural integrity.

APPROACH

LEGAL AND POLICY ADVOCACY

NZWG supports the establishment of Māori led legal frameworks (amendments to copyright and data protection laws) that allow for consent and benefit-sharing when mātauranga Māori is used in AI systems.

NZWG support Māori leading decisions affecting cultural knowledge.

LLM & AI MODEL PRACTICE

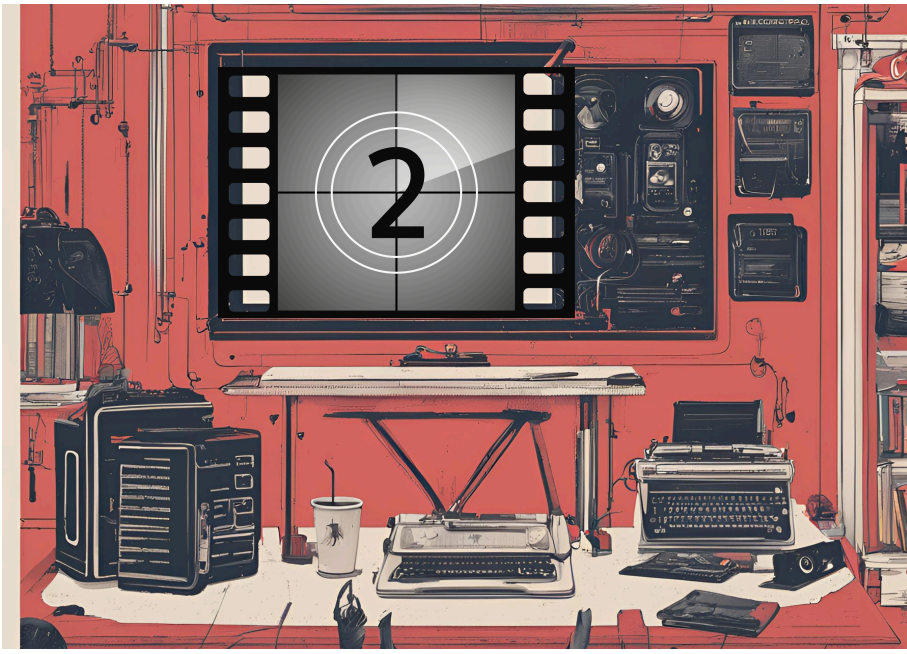
Require LLMs to disclose when and how mātauranga Māori were included in training data.
Create mechanisms for Māori to audit and request removal of inappropriate use of their knowledge.

Develop AI models specifically designed to respect and reflect Māori values. Train these models under Māori oversight, ensuring tikanga guides the use of mātauranga Māori.

DATA SOVEREIGNTY TOOLS

Māori led, designed, and built, models enabling retention of sovereignty over Māori data, ensuring that it is used only with explicit consent.

SECTION THREE: PRODUCTIVITY



AI is rapidly transforming the screen industry by automating repetitive tasks, optimising resource allocation, and enhancing decision-making processes. While AI cannot replace human creativity and storytelling, it serves as a powerful tool to reduce administrative burdens and improve overall production efficiency.
By embracing AI-driven solutions, production companies can save time, cut costs, and focus more on the creative aspects of filmmaking.

This section looks at AI for improving productivity.

NZWG has not investigated on-screen productivity related AI tools, choosing to focus on tools that directly intersect with screenwriters and their work.

The key areas that productivity tools can support screenwriters, and their producing partners are:

Script Analysis & Pre-Production Planning

Speeding up the script breakdown process, reducing the time spent on identifying key production elements while improving efficiency. Helping production teams reduce setup and transition time.

Generative Technology

Capable of diverse tasks including non-creative writing, editing, brainstorming, and explaining concepts.

Plagiarism Checkers

Tools that help professionals ensure their work is original and properly referenced. Some also check for AI-generated text, which is useful for content publishers.

SCREENWRITING & PRE-PRODUCTION

AI cannot replace the creative ingenuity of screenwriters; it can enhance efficiency in the administrative and logistical aspects of screenwriting and production, like pre-production planning, script breakdowns, character shoot schedules, and other non-creative yet essential tasks.

NZWG investigates AI-driven tools purporting to improve productivity for screenwriters.

SCRIPT ANALYSIS & BREAKDOWN

AUTOMATED SCRIPT BREAKDOWN

Scan a script and extract key production elements such as:

- Characters (including speaking vs. non-speaking roles)
- Scene transitions (interior/exterior, day/night)
- Locations

SCENE CATEGORISATION

For scheduling, track character appearances across the script and suggest optimised shooting schedules based on:

- Which characters appear in which scenes
- How often certain locations are used
- Grouping similar location-based scenes together

CHARACTER SCENE ANALYSIS

Tracks character appearances across scenes, automatically generating reports on:

- How many scenes each character appears in
- Where and when they appear

RESEARCH

INFORMATION GENERATION

Quickly generate information (ensure you fact check all outputs, as research always requires accuracy and AI cannot yet guarantee it is producing the truth) such as:

- Historical events, locations, and periods
- Technical jargon (medical, legal, scientific, etc.)
- Geographical and cultural references (90's New York club scene, 60's London fashion scene, etc).

NZWG ADVICE

- When generating outputs from any AI tools, ensure you check for accuracy and truth.
- AI productivity tools are constantly being added or updated - always search for the most current and accurate AI tools.
- Always check AI tools Terms of Service before use.

TOOLS FOR PRODUCTIVITY

Several AI-driven tools have been developed to assist screenwriters and production teams in streamlining these processes. Here are some examples:

TOOL	USES
Filmustage	Filmustage leverages AI to automate the script breakdown process, reducing time and effort in pre-production.
Studiovity	Studiovity is an AI-powered platform designed to simplify various pre-production tasks relating to the script.
NolanAI	NolanAI offers a suite of AI tools aimed at streamlining filmmaking and video creation processes.
RivetAI	RivetAI is an AI-powered platform specifically for pre-production.
Scriptation	Scriptation is a script management app for production teams to handle script revisions and annotations.

These tools are available and accurate as at 24 March 2025.
Check on the Terms and Conditions of the AI tool you are using with this helpful ChatGPT Prompt

NON-AI TOOLS FOR PRODUCTIVITY

Software has been available for many years that incorporates all of the above mentioned functionalities. Here are some examples:

Final Draft	Industry-standard screenwriting software offering all script reports. No AI used in tagging or analysis, all manual.
Movie Magic Scheduling	Production scheduling and breakdowns. No AI used in tagging or categorisation, all manual.
Gorilla Scheduling	Production planning and budgeting. No AI used in breakdown reports, all manual.

These tools are available and accurate as at 24 March 2025.
Check on the Terms and Conditions of the software you are using to confirm AI is not used.

GENERATIVE TECHNOLOGY

LLMs and tools that are considered relevant to writing are predominantly generative AI models.

LLMs like ChatGPT are all-purpose AI models capable of tasks including writing, editing, brainstorming, and explaining concepts.

Tools like Grammarly are specific-purpose tools designed to correct grammar and make suggestions for coherent writing.

PURPOSE & SCOPE

LLMS (E.G. CHATGPT)

Purpose: General-purpose models designed to understand and generate human-like text. They are capable of answering questions, writing essays, summarising text, translating languages, and so on.
Scope: Broad and flexible; can be applied to a wide range of tasks beyond language editing.

TOOLS (E.G. GRAMMARLY)

Purpose: A specialised tool for grammar and writing enhancement. It focuses on helping users improve the quality, clarity, and accuracy of their written communication.
Scope: Limited in scope to editing and enhancing written content.

UNDERLYING TECHNOLOGY

LLMS

Built on neural networks trained on vast amounts of data scraped from the internet, some of which is stolen copyright (e.g. books, websites, and articles).
Capable of learning complex patterns in language and applying them across various domains.

TOOLS

A specialised system with a rules-based engine supplemented by machine learning to correct and improve text based on language conventions.

LIMITATIONS

LLMS

Can produce incorrect or nonsensical answers.
Requires thoughtful prompts to get desired results, along with fact and accuracy checking of outputs.

TOOLS

Limited to correcting and enhancing text. Cannot generate complex content or provide creative responses.

PLAGIARISM CHECKERS

AI plagiarism checkers are tools that scan text and compare it to existing online content, academic papers, books, and other sources to detect copied or paraphrased material. They use AI and machine learning to spot similarities, even when text is rewritten or slightly altered.

These tools help professionals ensure their work is original and properly referenced. Some also check for AI-generated text, which is useful for content publishers. Here are some examples:

TOOL	USES
Turnitin	Used by universities, detects plagiarism and AI-generated content.
Grammarly Plagiarism Checker	Part of Grammarly Premium, checks against academic databases and web sources.
Quetext	Uses DeepSearch™ AI to find paraphrased plagiarism.
Copyscape	Ideal for checking web content for duplication.
Plagscan	Used by institutions for academic integrity.
Scribbr Plagiarism Checker	Uses Turnitin's database for thorough checking.
Unicheck	Designed for academic and professional use.
Plagiarism Detector.net.	Free and paid options, AI-powered detection.

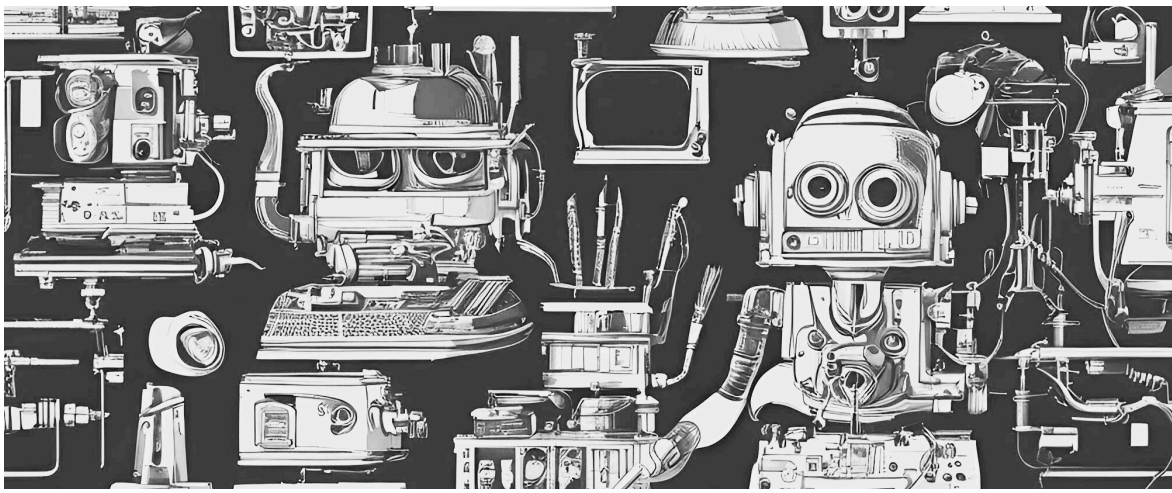
These tools are available and accurate as at 24 March 2025.
Check on the Terms and Conditions of the AI tool you are using with this helpful ChatGPT Prompt

DEFINITIONS

TERM	DEFINITION
Artificial Intelligence (AI)	A broad and long-running field of computer science that aims to create systems that can perform tasks that normally require human intelligence.
Algorithm	A step-by-step procedure or formula for solving a problem or performing a task.
Bias	When an AI system reflects or amplifies prejudices or imbalances present in its training data.
Fine Tuning	Adjusting a pre-trained AI model with new, specific data to make it perform better for a particular task.
Generative AI	A type of AI that can create new content, such as text, images, music, and videos, based on existing data and user prompts
Input	The data or information you provide to an AI system to process.
Large Language Model (LLM)	A type of AI / Machine Learning model trained on vast amounts of text data to generate, and respond to human language, simulating understanding.
Machine Learning (ML)	A subset of AI that involves training systems to learn patterns from data and improve their performance over time without being explicitly programmed for every scenario.
Model	A trained AI system capable of performing tasks such as classification, prediction, or text generation.
Natural Language Processing (NLP)	A field of AI that focuses on enabling computers to understand, interpret, and generate human language.
Neutral Network	A computing system inspired by the human brain, consisting of layers of interconnected nodes (like neurons) that process and analyse data.
Output	The result or response that the AI generates based on the input.
Prompt	A specific instruction or question given to an AI model to guide its response.
Reinforcement Learning	A method where the model learns by receiving rewards or penalties based on its actions.
Training	The process of teaching an AI model by feeding it data so it can learn patterns and make predictions.
Training Data	The information or dataset used to teach an AI model.

CONCLUSION

HARNESSING AI'S POTENTIAL WHILE SAFEGUARDING CREATIVE RIGHTS.



FINAL THOUGHTS

1 COPYRIGHT IMPLICATIONS

AI-generated content cannot be copyrighted under current laws as it lacks human authorship, which may affect its enforceability and eligibility for public funding.
Entering original works into LLMs can lead to data retention, training, potential reuse, and loss of exclusive rights.

2 PRACTICAL RECOMMENDATIONS

Screenwriters are encouraged to minimise risks by refraining from inputting fully developed works into AI tools. Understanding the terms of service of LLMs and conducting copyright checks are essential steps before utilising AI-generated content.

3 MĀTAURANGA MĀORI AND TRADITIONAL KNOWLEDGE

Respect for indigenous knowledge and cultural integrity is paramount.
The use of mātauranga Māori in AI systems raises moral, cultural, and copyright concerns. It is essential to engage with Māori and indigenous communities for consent and guidance to ensure ethical and respectful use.

4 AI TOOLS FOR PRODUCTIVITY

Various AI tools can support screenwriters in drafting, editing, and optimising content. Exercise caution to ensure originality and compliance with copyright law.

5 KEY TAKEAWAYS FOR COLLABORATION

Clear contracts and documentation are vital when using AI-generated materials in collaboration.
Screenwriters should negotiate for appropriate credits and fees aligned with their contributions.

NZWG

New Zealand Writers Guild
Puni Taatuhi O Aotearoa

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