

Nott Brothers AI Policy:

In a world of rapid technological change, particularly in the field of Artificial Intelligence (AI), we remain committed to ensuring this technology furthers human-generated craft, rather than replacing it. We apply the following principles when approaching our projects, and seek to work with brands, agencies and production partners with shared values:

1. Empowering departments, not replacing them.

We are happy for skilled professionals across different departments to use AI tools that allow them to accelerate existing production processes or unlock different creative options that would otherwise have been impossible. However, we will never replace a department with an AI. In particular, we will never knowingly use AI generated music in our films, rely on AI-created storyboards, or use AI actors or voice actors.

2. Maintaining transparency.

Where we do use AI in our projects, we will always be transparent about its use, and will happily disclose when AI tools have been used in our workflows.

3. Championing practical effects.

Where possible within the scope of a project, we will always look to achieve effects practically and in-camera. We believe that the best effects feel real and tangible, and this cannot be achieved without the work of talented human artists.

For any questions or concerns about the use of AI on a Nott Brothers project, please contact Mark at mark@nottbrothers.com