

FAKE DRAKE...

Background

“Heart on My Sleeve,” a track that used A.I. versions of Drake and the Weeknd voices to create a passable mimicry...

The song got millions of plays across TikTok, Spotify, YouTube and more before it was removed...

*Track was created by an anon known as Ghostwriter977

*Some listeners beleived the music was “authentic,” others knew the truth and did not care...

An A.I. Hit of Fake ‘Drake’ and ‘The Weeknd’ Rattles the Music World

A track like “Heart on My Sleeve,” which went viral before being taken down by streaming services this week, may be a novelty for now. But the legal and creative questions it raises are here to stay.

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 209



FAKE DRAKE...

What ethical questions arise, and for whom?

Universal Music Group, the largest of the major labels asked “which side of history all stakeholders in the music ecosystem want to be on: the side of artists, fans and human creative expression, or on the side of deep fakes, fraud and denying artists their due compensation.”

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209



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In the past, musicians including Tom Waits and Bette Midler have successfully argued in court that they had a right to not just their musical compositions or recordings, but their voices, in the face of sound-alike imitators in advertisements.

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What ethical questions arise, and for whom?

- The streaming platforms YouTube etc.
- The creators of the foundational models? (Open AI...)
- The fine-tuners (Ghostwriter977)
- Listeners
- The original artists (Drake etc.)

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FAKE DRAKE... NOTE



📷 : Andrés Mañón

I'm excited to finally share something I have been working on for the last year ✨ [Holly+](#)

I am releasing [Holly+](#) in collaboration with [Never Before Heard Sounds](#), the first tool of many to allow for others to make artwork with my voice, and will distribute ownership of my digital likeness through the creation of the Holly+ DAO 👥

FAKE DRAKE... POSTER

Justify:

Making this video (You are an AI engineer that can do it...)

Taking down this video (You moderate content at streaming service...)

Broader audit...

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ETHICS & EVALUATION

- **Autonomy (Aristotle)**

- Self-determination

- Do what you want... up to point where interferes with others' autonomy (Freedom limited only by freedom)

- **Dignity (Kant)**

- Treat others and ourselves as ends, not only as means

- You are protected from exploitation as instrument, and have the right to accountability

- **Privacy (Westin)**

- Control over access to your personal information

- You have the right to your own identity, and to change it

- **Fairness (Aristotle)**

- Treat equals equally and unequals proportionately
unequally within decision domain

- **Solidarity (Rawls)**

- Max/Min - Greatest advantage to least advantaged

- No one left behind/out/apart: Inclusiveness

- **Social wellbeing (utilitarianism)**

- Greatest good to greatest number

- Happiness calculation

- **Explainability/Accountability**

- Describe why/how output was produced
in languages of the various stakeholders

- **Safety**

- AI dependably operates in accordance with designers' expectations even when confronted with unexpected changes, anomalies, and perturbations.
(Robust and resilient)

- **Performance**

- How well the machine serves its purpose