

This manifest was written after Worldwide Dubb24, the professional workshop hosted by UPAD (French Professional Union of Dubbing Writers) on June 12th 2024.

With the incoming challenges and changes AI will bring to their specific jobs, representatives of the Dubbing industry got together to express their wishes and create work groups with other European dubbing professionals. The goal is to shape the policies and laws that will be needed to regulate the use of AI. Through monitoring, reflection proposition and action, they aim to raise general awareness and unite more professional organizations and government agencies around the defense of human-made, quality dubbing.

In defense of Human Dubbing: Original quality in dubbed version

On International Dubbing Day, June 12th 2024, for the very first time, delegates from several partners at different levels of the movie and TV dubbing process got together to express their common issues with the integration of AI in their respective areas.

This manifesto is the founding text of a united European dubbing value chain. All the partners gathered today: Dubbing Writers, Voice Actors, Studios, Government Agencies and Broadcasters form an important part of the movie and TV industry and are indispensable to the free distribution and circulation – and thus, production - of cultural works around the world.

Use of our works, our creations, our productions, our performances, can only be acceptable within a legal framework, which we will endeavor to strengthen, to make it more responsible and respectful of ethical values, artistic intelligence and the audience.

We will keep working to create a universal ethical standard offering transparency, respect for our intellectual property rights and ensuring a fair and honest use of our creations.

The original manifest was written in French and translated by a human being.



Contact: upad.doublage.vb@gmail.com - www.upad.fr