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aaron moss featured in *slate* and *puck* on openai's sora 2 and its impact on hollywood

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Aaron Moss was recently featured in *Slate* and *Puck* discussing the copyright and entertainment industry implications of OpenAI's newly released video generator, Sora 2.

The *Slate* article, "A.I. Is Ready to Crush Hollywood as We've Known It," featured Moss's *Copyright Lately* blog post in which he observed (after testing Sora 2) that while some well-known characters are blocked from replication, others remain available - highlighting that studios and rightsholders may face an uphill battle in monitoring and enforcing their rights under the platform's opt-out system. He also noted how Sora's "cameo" feature provides individual users with greater control over their digital likenesses compared to studios and talent agencies seeking to safeguard intellectual property.

Moss also participated in a Q&A with *Puck* in the article, "A.I.'s 'Lazy Sunday' Moment," in which he discussed Sora 2's unusual "opt-out" approach to copyright, the challenges it poses for rights holders, and whether sparking lawsuits may be part of OpenAI's business strategy. He emphasized that while the Digital Millennium Copyright Act (DMCA) provides safe harbors for passive platforms, OpenAI may face unique challenges because its tool directly produces copyrighted content. You can read the interview transcript in *Copyright Lately*.

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Aaron J. Moss

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Artificial Intelligence (AI)

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