



Equity congratulates SAG-AFTRA and says AI standards must become UK benchmark

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Hands holding a placard with AI crossed out SAG-AFTRA and Equity AI campaigns

Equity, the UK performing arts and entertainment [union](#) has today congratulated US union SAG-AFTRA on reaching a new agreement for film and TV [workers](#). Crucially, the US agreement includes stronger protections around AI and [Equity](#) says its members:

will accept no less than the global industry standard on AI protections.

A ballot of SAG-AFTRA members closed on Thursday 4 June, with 91% voting to ratify the new agreement. The agreement with studio trade association the Alliance of Motion Picture and Television Producers is wide-ranging. It covers pay, pensions, healthcare, and working conditions.

Equity continues push for AI protections

The issue of AI is common across the industry and Equity is now seeking to secure the same AI provisions and protections for UK performers as part of negotiations with Pact (Producers Alliance for Film and TV).

In an indicative ballot in December 2025, [Equity members voted 99%](#) in favour of taking industrial action to secure adequate AI protections.

Paul W Fleming, Equity general secretary, said:

We congratulate our sister union SAG-AFTRA on securing a significant new contract for film and TV performers, ratified by an overwhelming number of their members. We were proud to stand shoulder to shoulder with our SAG colleagues when we attended their negotiations in LA in April.

We now see a clear global minimum standard for AI protections for performers, which covers key issues of scanning, consent, data security for digital replicas, remuneration and a commitment to favour human performances.

This foundation must now be built on in our legislative and industrial context in what we hope are the closing weeks of our own negotiations.

Equity members have shown their determination, through their historic ballot in December, to secure no less than this new standard achieved by SAG-AFTRA.

Now this floor has been established, PACT and the streamers need to propose a package which meets this and its application to our agreements.

Critically, if standards in the US are adopted on AI, then we expect to see movement to implement equivalent royalties in the instances where agreements do not have an equivalent or superior provision.

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The SAG-AFTRA agreement is available on its website. The strengthened AI protections include explicit protections for “no scan” digital replicas, consent for dubbing, digital replica security and transfer protection, a commitment to “strongly favouring human performances” over synthetics, and more.

Equity sent a delegation to LA in April and attended various negotiation meetings as well as holding bilateral meetings with producers covered by the PACT agreement.

There are currently no AI protections in the Equity “PACT” agreement. Equity is in negotiations with PACT seeking widespread improvements in pay, royalties, and working conditions “including for the first time ever, AI protections.”

In December 2025, Equity members voted 99% in favour of taking industrial action to refuse digital scanning on set in an indicative ballot aimed at securing adequate AI protections.

The significant turnout of 75% and strong yes vote brought an improved offer from PACT, but Equity wants to secure the rights afforded in the new SAG “AMPTP” agreement, something that would be unprecedented if successful.

Featured image via Getty Images

By [The Canary](#)

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