



Frequently Asked Questions

On Oct. 28, 2024, SAG-AFTRA and Ethovox announced a new agreement that will cover the use of performers' voices should they wish to participate in the creation of Ethovox's foundational voice model. The agreement includes the elements required in every SAG-AFTRA contract that involves A.I. technology: informed consent, fair compensation and the ability for the performer to control the use of their voice. The agreement also includes other crucial A.I. guardrails.

What is Ethovox?

Ethovox is a company creating a "fully consented" foundational voice model. A "foundational voice model" (or "base model") is a voice model - trained on large volumes of anonymized data files - that does not have individually identifiable unique characteristics (such as sound, tone, rhythm, or cadence) that remain consistent and recognizable when used to synthesize speech. A foundational voice model provides the basis for a digital replica, which is trained on the speech of an individual or individuals and generates speech. Ethovox's foundational voice model is not intended to be user-facing and the voices included in the model will not be identifiable in any of the speech generated.

Why has SAG-AFTRA created an agreement with Ethovox?

By creating this agreement, SAG-AFTRA and Ethovox have worked to ensure that our members can participate in the creation of Ethovox's consensual foundational model while knowing that they will be protected and compensated fairly.

Where can I read the full Ethovox Agreement?

You can read the full Ethovox Agreement [HERE](#).

How does the agreement with Ethovox work?

Performers will be compensated for the voice material they provide and also receive ongoing payments for the life of the foundation model. Performers who are engaged to record material for use in the voice model shall be compensated for the first hour and then each additional ½ hour at no less than the Corporate/Educational & Non-Broadcast ("Co-Ed") Contract rates. Health and Retirement contributions shall also be based on the Co-Ed rate. Performers who contribute their voice material in the form of existing audio recordings shall be paid no less than a session fee. Additionally Ethovox must obtain express written consent from the performer — or, if deceased, their estate — for the use of their recordings in the voice model.

For use of their voice materials within the foundational voice model, performers shall be compensated based on a percentage of the gross revenue generated from the license, sale, or use of the foundational model. This percentage will be shared proportionally among the performers based on each performer's hours of recording that are incorporated into the foundational voice model.

Who approved the Ethovox Agreement?

The Ethovox Agreement was initially approved by the Corporate/Educational & Non-Broadcast Committee before being presented to and approved by SAG-AFTRA's National Executive Committee.

What protections are included in the Ethovox Agreement?

A performer's recorded materials cannot be used in any manner other than as negotiated and consented to by the performer. In the event that Ethovox sells, transfers, or assigns its right to license and/or use the foundational voice model, the union must be notified and provided an assumption agreement signed by both parties. SAG-AFTRA has the complete discretion concerning whether to accept the assumption agreement and all performer consent will expire until the union has done so.

Ethovox must take commercially reasonable steps to ensure the security of the foundational voice model and related materials.

What happens if there is a violation of any of the terms of the Ethovox Agreement?

The Ethovox Agreement includes language regarding the grievance and arbitration process for addressing disputes. These terms are for disputes between performers and Ethovox as well as between SAG-AFTRA and Ethovox.

Is Ethovox required to provide regular reports to SAG-AFTRA?

Ethovox has committed to providing SAG-AFTRA a complete list of performers who are included in the foundational voice model and their revenue share percentage. This information must be provided not more than 60 days following the inclusion of a performer's material in the foundational model. Also, Ethovox must provide SAG-AFTRA written reports with the company's quarterly gross revenue sources and amounts earned by Ethovox from the Foundational Voice Model.

In addition, Ethovox will provide information to SAG-AFTRA and the performers it employs about the licensing of the foundational model, including the nature of each licensee's use of the model.

Questions? Email us at ethovox@sagaftra.org.