

ICDA INTERNATIONAL CASTING DIRECTORS ASSOCIATION

ICDA Statement on the Use of AI in Casting

Summary

The International Casting Directors Association (ICDA) recognises the transformative impact of artificial intelligence (AI) on casting. While AI offers opportunities to streamline processes, we want to prevent it from replacing the creative and professional expertise of Casting Directors (CDs). The ICDA emphasises the importance of human decision-making, ethical data use, and transparency in AI applications in general and especially within databases and digital systems used for casting. We call for clear regulations to protect actors' rights, ensure fair casting practices, and maintain the integrity of the casting profession.

The Role of AI in Casting

AI is increasingly being used in the casting process and integrated into casting platforms, whether to summarise breakdowns, scripts, and role descriptions, facilitate searches, or analyse self-tape submissions. While this can enhance efficiency, it must not be used to make final casting decisions. The ICDA firmly believes that AI should function as a supportive tool only and never become a replacement for human judgment.

Actors' Rights and Data Protection

A major concern is the unauthorised use of actors' data and likenesses. AI must not be used to mine, manipulate, or commercially exploit personal data without explicit consent. Data uploaded by Actors, Agents, and Casting Directors into any system used to support casting must only be used for the intended purpose (i.e., casting or visibility, etc.) and must not be repurposed, especially not for the training of AI algorithms or other unauthorised uses. The ICDA advocates for strict data protection measures and calls upon unions to reinforce these safeguards.

Transparency and Ethical AI Use

Casting Directors require transparency into any area(s) of casting platforms where AI functions can be used, and the ability to decide whether to use these or not. Furthermore, AI should not be used to create automated casting suggestions that undermine the expertise of CDs. The ICDA demands that any casting (including casting supported by AI) maintain strict ethical standards, ensuring fair and unbiased casting practices that promote diversity and inclusion. AI systems must be regularly evaluated for bias and discriminatory outcomes. Platforms using AI in casting-related functions must provide clear documentation explaining how AI systems operate within their platform.

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Exclusive Access for Casting Directors

Platforms must offer exclusive casting functionalities for Casting Directors to safeguard their creative role. The professional responsibility of a CD is distinct from that of a producer or director, and platforms must recognise this distinction. The ICDA opposes any systems used for casting that blur these roles, as this threatens the integrity of the profession and the industry.

ICDA's AI Principles

To ensure responsible AI use in casting, the ICDA upholds the following principles:

1. **Human Decisions:** AI must never replace human autonomy in casting.
2. **Creative Application:** AI should support, not replace, human-driven casting processes.
3. **Diversity and Inclusion:** AI must prevent discrimination and promote equal opportunities.
4. **Transparency:** the use of AI in systems used for casting must be optional to the Casting Director, and functions using AI must be clearly identifiable as such.
5. **Ethics and Fairness:** AI misuse, especially in actor selection, is unacceptable.
6. **Human Interaction:** Personal relationships remain essential in the casting process.
7. **Responsibility:** The ultimate decision-making power must always rest with humans.
8. **Data Protection:** Personal and sensitive data of actors must only be accessible, stored, or used with explicit consent.
9. **Regular Review:** AI applications must continually assess their compliance with ethical standards.

Protecting the Casting Profession

The ICDA recognises the growing threat posed by AI-driven systems that attempt to replace Casting Directors. Certain platforms have marketed AI-based casting solutions that undermine the profession. The ICDA stands firmly against such developments and urges casting professionals, industry stakeholders, and unions to take a proactive stance in safeguarding their roles.

Strategic Actions and Industry Collaboration

To counteract the risks posed by AI, the ICDA is committed to:

- Partnering with associations such as the UK Casting Directors Guild (CDG), the German Bundesverband Casting (BVC), the Italian Unione Italiana Casting Directors (UICD), the French Association des Responsables de Distribution Artistique (ARDA), APDICE (Asociación Profesional de Dirección de Casting de España) in Spain, the Austrian Verband Österreichischer Casting Directors (VOeCD), the

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Polish Casting Directors Guild (PCDG), the Dutch Casting Society (DCS) in the Netherlands, the Swedish Casting Directors Professional Network, the Casting Society (CSA), and others.

- Advocating for GDPR compliance and strict data protection policies.
- Promoting and using systems that comply with these ICDA standards only.
- Ensuring that platforms and/or the use of AI do not facilitate self-casting by producers or directors.
- Establishing advisory boards to oversee the above-described ethical and supportive-only use of AI in casting.

Rejections

The ICDA explicitly rejects the following practices:

- AI-generated casting suggestions that bypass CDs.
- Unauthorised use of biometric data or actors' likenesses.
- Unauthorised AI training based on casting directors' or actors' proprietary data.
- Casting systems that equate Casting Directors' roles with those of producers or directors.
- AI-driven workshops and training sessions that undermine Casting Directors' authority.

Working Document

As technology and the industry are rapidly evolving, this statement shall be considered a working document, subject to periodic review and updates as new information becomes available. Updates will be published on our website at the-icda.com.

Conclusion

The ICDA is committed to upholding the integrity of the casting profession. While AI may be used as a valuable supportive tool, it must never be used to replace human expertise, creativity, and ethical decision-making. We call upon all casting professionals, industry stakeholders, and unions to take a firm stand against the misuse of AI and to advocate for responsible, transparent, and fair casting practices.

Cannes, 13 May 2026