



Statement of Mitch Glazier
Chairman and Chief Executive Officer
Recording Industry Association of America
Before the
Subcommittee on Privacy, Technology, and the Law
Committee on the Judiciary
United States Senate
on
"The Good, the Bad, and the Ugly: AI-Generated Deepfakes in 2025"
May 21, 2025

Chairman Blackburn, Ranking Member Klobuchar, and members of the Subcommittee,

I am Mitch Glazier, Chairman and CEO of the Recording Industry Association of America, and I am honored to testify today alongside Martina McBride, a ground-breaking artist who can speak firsthand to the value of one's voice – personally and professionally – and the threats posed by abuses of deepfake technology.

RIAA is the trade organization that supports and promotes the creative and commercial vitality of music labels in the United States, the most vibrant recorded music community in the world. Our membership – which includes several hundred companies, ranging from small-to-medium-sized enterprises to global businesses – creates, manufactures and/or distributes sound recordings.

Artists' voices and likenesses are fundamental to their work, their credibility and expression, and their careers. In many ways, these deeply personal, highly valuable attributes are the foundation of the entire music ecosystem, and unauthorized exploitation of them using deepfakes can cause devastating harm. We must prevent that harm.

My deepest thanks and those of a grateful music community go out to Chairman Blackburn, Senator Coons, and Ranking Member Klobuchar for introducing the NO FAKES Act. You did it! After months of work with each other, stakeholders, and your counterparts in the House, you have been able to do something very rare these days – build bipartisan bicameral broad-based consensus around legislation that will protect not just artists, but all victims of deepfake abuses including child exploitation and voice clone scams. You have shaped a common-sense bill that has won the support of AI companies like Google, OpenAI, and IBM, as well as broadcasters, motion picture studios, child protection groups, free market groups, labor unions, and virtually the entire creative community.

The NO FAKES Act provides balanced yet effective protections for all Americans while also supporting free speech, reducing litigation, and promoting the development of AI technology.

It empowers individuals to have unlawful deepfakes removed as soon as a platform is able without requiring anyone to hire lawyers or go to court. It contains clear exemptions for uses typically protected by the First Amendment – such as parody, news reporting, and critical



commentary – so free expression and public dialogue will continue to flourish. And it paves the way for genuine AI development and innovation, targeting only malicious applications and setting the stage for legitimate licensing of these rights – but only with real and meaningful consent.

NO FAKES is the perfect next step to build on the recent and important TAKE IT DOWN Act. It provides a remedy to victims of invasive harms that go beyond the intimate images addressed by that legislation, protecting artists like Martina from non-consensual deepfakes and voice clones that breach the trust she has built with millions of fans.

American music is the most valuable in the world. We lead in investment, exports, and market power. Music drives the success of other important American industries, including the tech industry, through thriving partnerships.

If we signal to the rest of the world that it's acceptable to steal American voices and likenesses, the US has the most to lose. Our voices and our music are the most popular in the world, and will be taken the most, destabilizing the music economy, our intellectual property system, our national identity, and the very humanity of the individuals who bless us with their genius.

The NO FAKES Act is a critical step in setting America up to continue and extend its global leadership in innovation and creativity. It shows that we can protect AI innovation while preserving every individual's autonomy and protecting our property rights. We are proud to support this legislation and vow to help you pass it into law this year.