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also reacted positively to detailed explanations from developers of how companies are keeping their tech safe "even if these seemed very technical, because they [illegible] expertise." But respondents also felt that internal testing alone wouldn't be enough, as it would look like companies are marking their own homework.

No buck passing: Respondents also took a tougher line when it comes to apportioning responsibility for deepfakes. They expect "companies throughout the tech stack" to share responsibility for tackling them, with labeling and watermarking identified as effective protections. Rather predictably, free-speech loving U.S. respondents were more likely to be less concerned about imitative content compared to European and British counterparts.

OPEN IT UP: Taking quite a different tact, OpenUK set out the case for open source to be put at the heart of AI safety and public sector adoption in its "State of Open 2024" manifesto released yesterday. It's firmly pitched at a likely Labour government.

We need to split: Writing in the report, Mike Bracken, founder of Public Digital, which advises governments (and the Labour Party) on digital adoption, described the relationship between the U.K. government and its technology supply chain as "broken".

Where closed got us: Citing remarks made by Phoenix Group CEO Frank Hester about Diane Abbott, Bracken writes: "The Government has little choice to continue using his software and services as the market he supplies is closed to innovation."

World-leading: Launching the paper on Wednesday, OpenUK chief executive Amanda Brock flagged the potential of Britain's open source community, saying the country had five percent of all GitHub accounts, higher per capita than any other country.