

Avail Launches creatorAPI, a New Collaborative Platform For Licensing Human Likeness in the age of AI

Avail launches creatorAPI, letting brands scale and test AI variations of human creator content while creators control and license their likeness and voice use.

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EINPresswire.com/ -- First-of-Its-Kind
Technology Lets Creators and Brands
Generate and Test AI-Powered

Variations of Human Creator Content While Keeping Creators in Control



creatorAPI

Avail launches creatorAPI today

NEW YORK, Sept. 15, 2026 — Avail, a product studio building technology for the media, entertainment and creator industries, today launched [creatorAPI](#), a new platform that allows brands to license the likeness of creators on an asset-by-asset basis.

As brands increasingly experiment with fully synthetic influencers, creatorAPI is making a different bet on AI: use it to help human creators compete rather than replace them.

Existing generative AI tools create increasingly realistic replicas of people. creatorAPI adds a new collaborative layer between the human creator and the brand, giving both sides a shared environment for producing content while allowing creators to establish the rules governing how their likeness, voice and performance can be used.

Figma for Human Performance

A creator can record an ad once and authorize a brand to generate dozens of variants of that human-recorded performance, including different hooks, messaging, calls to action, formats and other creative elements. Brands can then test and optimize those variants across audiences and channels without requiring the creator to repeatedly reshoot content.

“Generative AI shouldn’t force brands to choose between speed and working with real people,” said Chris Giliberti, CEO and Co-Founder of Avail. “Synthetic influencers are attractive because

they remove the traditional constraints of production. creatorAPI gives human creators that same flexibility while keeping a real person at the center. Creators can participate in more campaigns, brands can produce and test more creative, and the creator maintains control over their identity and gets compensated for its use."

Built for Collaboration, Not Replacement

creatorAPI is designed around the idea that AI-generated creator advertising should function as a collaboration between brands and people, rather than an unrestricted replication of them.

Creators can establish guidelines governing how brands may use their likeness, voice and performance, including which products, subjects, claims and creative treatments are permitted or off-limits. Brands can then generate within those agreed-upon parameters, creating a scalable workflow for consent, production, licensing and compensation.

The result is a new model for creator advertising in which neither side is limited by the economics and time constraints of traditional production. Brands can buy and test more creator content because each new variation does not require another shoot, while creators can participate in more campaigns without selling more of their time.

"creatorAPI empowers me to extend the reach of a single campaign and gives brand partners testing flexibility. The appeal is the chance to enhance the performance of my content so both the brand and I win," said Emily Higgins, curiosity science and AI educator represented by Night Media.

"From a manager's standpoint, creatorAPI has the potential to be a game changer," said Chas Lacaillade, Vice President at Night Media. "Anything that helps our clients earn more while maintaining control and integrity over the output is a win."

From Creator Campaigns to an Advertising Exchange

creatorAPI has been tested in closed beta with a small group of direct-to-consumer brands and creators, and is launching with Night Media and Higgins among its early users.

Avail sees creatorAPI as the foundation for something much larger.

Today, the platform allows brands and creators to collaborate on individual campaigns and generate approved variations of creator content. Over time, Avail envisions a system in which brands and human creators can increasingly negotiate, license, generate and execute campaigns through software, creating something closer to a programmatic marketplace for human creator advertising.

"The biggest version of this is two systems autonomously talking to each other," Giliberti said. "A

brand knows what creative it needs, a creator has established what they are willing to license and on what terms, and software can bring those two sides together. AI doesn't have to make the creator economy zero-sum. It can dramatically increase the amount of creator advertising that gets bought and sold."

Rather than replacing creators with synthetic influencers, Avail believes generative AI can remove the production bottleneck that has historically limited how much creator advertising both sides can produce.

About Avail: A product studio that builds technology for media, entertainment and creators, founded by Chris Giliberti and backed by Seven Seven Six and General Catalyst.

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