

**Question for written answer E-000127/2024
to the Commission**

Rule 138

Carles Puigdemont i Casamajó (NI), Antoni Comín i Oliveres (NI)

Subject: AI and content creators

The advent of big tech platforms such as Google has had consequences for the journalist/artistic content created by newspapers and magazines, as platforms can misappropriate publishers' content and republish it. They can also mine 'user data and [sell] it back to [users] in ways that create lower input costs and higher profit margins for platforms'.¹

The advent of artificial intelligence (AI) is posing further challenges for content creators. Systems such as ChatGPT or Bard use advanced machine learning to retrieve content from news outlets and other online content created by artists, journalists, writers to display it in the AI software's interface². This retrieval is not compensated and tends not to acknowledge the copyright of the original creator³.

The proposed Artificial Intelligence Act⁴ focuses on content generated by and/or manipulated with AI. Paragraph 3 of Article 52 establishes that 'users of an AI system [...] shall disclose that the content has been artificially generated or manipulated.'

1. How will the Commission ensure that content creators will be protected from unremunerated retrieval of their content by AI-driven software?
2. Will the Commission establish procedures whereby big tech companies owning AI-powered software compensate content creators, such as news outlets, in the EU?

Submitted: 16.1.2024

¹ <https://www.ft.com/content/39e74df4-3adc-4e8f-8b85-f8561284e138>.

² <https://www.techpolicy.press/google-and-meta-owe-us-publishers-14-billion-a-year/>.

³ <https://policydialogue.org/files/publications/papers/LatestVersion.pdf>.

⁴ Proposal for a Regulation laying down harmonised rules on artificial intelligence (Artificial Intelligence Act) and amending certain union legislative acts (COM(2021)0206).