Question for written answer E-000498/2025
to the Commission
Rule 144
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Subject: Measures to protect creators and the cultural and creative industry from the challenges of generative AI

The evolution of generative AI poses significant challenges for creative industries, as GenAI companies take copyright-protected content, without a licence and on an industrial scale, to develop their models.

It is estimated[1] that music and audiovisual creators will see respectively 24 % and 21 % of their revenues (totalling EUR 22 billion) at risk of loss by 2028. This significantly affects the income and living conditions of creators and other professionals and threatens Europe's cultural heritage and diversity.

In view of the above:

1. How does the Commission intend to ensure that companies operating in Europe, whether they are based inside or outside the EU, are complying with EU copyright legislation, which requires them to obtain a licence from creators' collective management organisations?

2. Is it looking into the possibility of implementing techniques and systems, such as digital watermarks, that will enable the identification of AI-generated content and help creators to protect their content and identify offenders more effectively, thereby discouraging the unauthorised use of copyright-protected material?

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[1] PMP Strategy-CISAC study on the economic impact of generative AI in the music and audiovisual industries.