

Question for written answer E-002341/2025

to the Commission

Rule 144

Liesbet Sommen (PPE), Pascal Arimont (PPE)

Subject: Impact of AI on creative sectors

The rise of artificial intelligence (AI) is leading to an increasing number of creative works being generated wholly or partly by AI. Often, these creations are published without it being disclosed that they were created using AI. This lack of transparency is misleading for consumers and undermines the work of human creators.

On platforms such as Amazon, AI-generated books, whether with or without human intervention, are being sold without proper labelling, leading to unfair competition. Similar practices are emerging in the fields of AI-generated music and other forms of digital creation. This creates significant challenges for legitimate creators.

1. Does the Commission acknowledge that the rapid spread of AI-generated creative content is disrupting the market and having a detrimental impact on creators?
2. Beyond the Digital Markets Act¹ and the Artificial Intelligence Act², is the Commission considering additional legislative or regulatory measures specifically to address this issue, particularly to enhance transparency around AI-generated content?

Submitted: 11.6.2025

¹ Regulation (EU) 2022/1925 of 14 September 2022 on contestable and fair markets in the digital sector (OJ L 265, 12.10.2022, p. 1., ELI: <http://data.europa.eu/eli/reg/2022/1925/oj>).

² Regulation (EU) 2024/1689 of 13 June 2024 laying down harmonised rules on artificial intelligence (OJ L, 2024/1689, 12.7.2024, ELI: <http://data.europa.eu/eli/reg/2024/1689/oj>).