

EN

E-002333/2025

Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(4.8.2025)

The EU copyright law provides performers, with exclusive rights to authorise or prohibit the fixation of their performances. This may include dubbing actors.

At the moment, the Commission does not plan to regulate the use of automated artificial intelligence (AI) dubbing. At the same time, it is important that users know whether content is AI-generated in order to allow them to make more informed decisions how to interact with or interpret that content.

Therefore, the Artificial Intelligence Act¹ sets out transparency obligations for AI systems that generate or manipulate content, including artistic content and deepfakes. These obligations will apply from 2 August 2026. Specifically, providers of AI systems (including general-purpose AI systems) generating synthetic audio, image, video or text content shall ensure that the outputs of the AI system are marked in a machine-readable format and are detectable as artificially generated or manipulated. Those rules aim at protecting the integrity and trust in the information ecosystem and mitigate inter alia the risk of impersonation.

To keep ensuring alignment of this technology with the EU's priorities, the Commission, in addition to the forthcoming Apply AI Strategy, will develop an AI strategy for Cultural and Creative Sectors²

¹ <https://eur-lex.europa.eu/eli/reg/2024/1689/oj/eng>.

² <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:52025DC0165>.