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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
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Artificial Intelligence (AI) is facilitating content creation by offering accessible and cost-effective tools that broaden creative possibilities and foster new business models. Although AI raises concerns among professionals and consumers¹, its adoption is growing. For instance, it is estimated that over 3% of generative AI activities are already related to creative industries².

The Commission has taken important steps to monitor and accompany the development of trustworthy AI. The AI Act³ has introduced disclosure obligations on AI-generated and manipulated content and transparency requirements for general purpose AI models. In addition, the Digital Markets Act (DMA)⁴ has introduced obligations to guarantee that the use of AI on gatekeepers' core platform services doesn't hamper the development of fair and constable digital markets.

In line with the AI Continent Action Plan⁵, the Commission will propose in the Apply AI Strategy⁶ further actions to support a responsible uptake of AI. The Commission will also develop an AI strategy for Cultural and Creative Sectors focused on ensuring that AI enables and supports human creativity and that it contributes to safeguarding European cultural and linguistic diversity.

In the future, the Commission will continue to examine opportunities and challenges related to the use of AI for creators and artists before deciding whether to propose potential further regulatory or legislative measures.

¹ <https://europa.eu/eurobarometer/surveys/detail/3364>.

² <https://publications.jrc.ec.europa.eu/repository/handle/JRC142598#:~:text=This%20Outlook%20report%2C%20prepared%20by%20the%20European%20Commission%E2%80%99s,of%20GenAI%20for%20innovation%2C%20productivity%2C%20and%20societal%20change>.

³ https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=OJ:L_202401689.

⁴ <https://eur-lex.europa.eu/eli/reg/2022/1925/oj>.

⁵ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:52025DC0165>.

⁶ <https://digital-strategy.ec.europa.eu/en/consultations/commission-launches-public-consultation-and-call-evidence-apply-ai-strategy>.