



The AI Act is a vital piece of legislation that will regulate the role of AI in Europe and help set a global standard for how we expect AI systems to operate. Europe has a unique opportunity to show global leadership in the AI framework, for the benefit of EU citizens, creators, rights holders, industry, and the wider economy.

Following the recent rapid emergence of popular generative AI tools, the text agreed upon by the trilogue negotiators proposes light-touch obligations for “General Purpose AI Models.”

These obligations represent a minimum basis to build on efforts to enable European creators and rights holders to ensure their rights are being respected and that authorisation is sought for the use of their content.

Doing so would foster an environment where rights and commercial freedoms are respected by simultaneously fostering the licensing of creative content to AI models – kickstarting partnership and innovation opportunities.

The introduction of such obligations with respect to generative AI is not only the right thing to do but would position the EU to help set a global standard in AI regulation. It would also be an essential enabler for the creation of value in AI and a platform for future development and innovation in the EU.