

NEWS MEDIA EUROPE

European Press Publishers welcome adoption of EP report on Copyright and GenAI and call for swift Commission action

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European press publishers, represented by the European Magazine Media Association (**EMMA**), European Newspaper Publishers' Association (**ENPA**) and News Media Europe (**NME**) welcome today's plenary adoption, by a robust majority, of the [European Parliament report](#) on “**Copyright and generative artificial intelligence – opportunities and challenges**”.

This clear political message by Parliament is of vital importance for all European content creators in the age of (generative) AI: our Union, in line with its values and principles and reflecting the invaluable societal and economic contributions of its creative sectors, including the irreplaceable democratic role of the free press, **requires a fit-for-purpose legal framework which fosters innovation and competitiveness whilst also ensuring full transparency, effective control and enforcement over content use, and a functioning licensing market that enables fair remuneration for European rights holders.**

Indeed, as the report rightly highlights, “the development of new technologies such as AI and the upholding of established rights, including those enshrined in copyright law, should not be mutually exclusive, but should rather be advanced together.”

The European Commission is now called upon to act swiftly and take the necessary measures to translate the report's key demands into concrete proposals and bring forth the robust and enforceable rules which press publishers and content creators in general have been denied for far too long.