

News/Media Alliance AI Talking Points

Key points:

- While Generative AI (GAI) represents a significant opportunity for many who use it, unauthorized and uncompensated use of quality journalism by AI companies presents an existential threat to those who create the content in the first place.
- Big Tech and other AI companies have been using vast amounts of journalistic content without authorization to train their generative artificial intelligence large-language models and to build AI products that compete with creative industries.
- Big Tech companies recognize the value of publisher content. Studies show that news and digital media ranks third among all categories of sources in Google's C4 training set, which was used to develop Google's generative AI-powered products like Bard. Half of the top ten sites represented in the data set are news outlets.
- News and media organizations in the U.S. spend billions of dollars to investigate, gather, and report the news and other valuable information that is critical to an informed society and a functional democracy, particularly in local communities across the country.
- GAI systems' unlicensed use of content created by publishers and journalists is an intellectual property infringement. A constructive solution will benefit all interested parties and society at large and avoid protracted litigation and uncertainty.
- Use of publisher content by GAI systems for training, surfacing and synthesizing is not authorized by most publishers' terms and conditions. While many publishers use techniques to try to block bots from scraping their sites, these tools are not comprehensive and are sometimes ignored or evaded by GAI developers. AI crawlers and scrapers should respect bot blocking signals.
- According to a study by the content licensing platform TollBit, AI search engines send 96% less referral traffic to news sites and blogs than traditional Google search. If Big Tech companies are allowed to continue undermining publishers' work *with their own content*, those publishers will no longer be able to afford to produce quality content, depriving both consumers and AI companies the information and content they rely on.
- The US economy is the envy of the world in large part because of its centuries-old dedication to protecting intellectual property rights, which has allowed many creative industries to thrive. Recent attempts by Big Tech to legitimize their theft of copyrighted content go against everything that has made this country great, and would weaken the American economy. Stealing American content ends up hurting everyone.

Calls to Action:

- GAI systems should be transparent to publishers. Publishers have a right to know who copied our content and what they are using it for. We call for strong regulations and policies imposing transparency requirements to the extent necessary for publishers to enforce their rights.
- Congress should update federal law to prohibit unfair competition by AI companies through stealing news and other information from publishers and using it to compete against publishers.