

October 19, 2023

The Honorable Arati Prabhakar
Director
Office of Science and Technology Policy
1650 Pennsylvania Avenue NW
Washington, DC 20502

Dear Director Prabhakar,

We, the undersigned organizations, are writing to you to express our support for the G7 effort to develop and adopt global Principles and a Code of Conduct for Artificial Intelligence (AI). This effort is an important opportunity to both harness and effectively regulate the power of this rapidly emerging technology so that its potential to increase our knowledge and wellbeing can be fully realized while protecting against societal and business harms.

Following your agreement in May to work towards achieving “the common vision and goal of trustworthy AI” that is “in line with our shared democratic values,” we were pleased to see this commitment reaffirmed in the September communique, including its recognition of the vital role of copyrighted works in facilitating AI. To inform your work on the Principles and the Code of Conduct, we are attaching here global AI principles agreed to by over two dozen publisher and content creator associations around the world, which provide insights into the priorities of copyright owners and creators as it comes to AI.

Together, our organizations represent thousands of creators and organizations from a cross-section of the American and European economies and societies, unified by our concern for the preservation of high-quality and trustworthy content, innovation, and competition in the online ecosystem. Our members include thousands of diverse news, magazine and entertainment publishers as well as other digital content companies internationally. Together, we keep our communities informed, entertained, and engaged, create new innovative content and products, employ thousands of people, and contribute millions to the American and European economies.

The attached principles are aimed at safeguarding the interests of content creators, publishers, and consumers and address critical dimensions relating to intellectual property, transparency, accountability, quality and integrity, fairness, safety, design, and sustainable development. We strongly believe that any AI framework – global or domestic – should be developed in accordance with such principles and protect content creators’ rights, brands, relationships, and investments.

We believe that these global principles can pave the way for the convergence of innovation and ethical development of AI and urge you to take them into consideration as you prepare the final proposal for the G7 AI Principles and Code of Conduct. While national efforts to regulate and guide the development of AI remain vitally important, and we continue to engage actively with those efforts, the G7 framework can set a global standard for national governments and

regulators to follow. In addition, international standardization would provide considerable benefits to governments, AI developers, content creators, and the public at large. Not only would it increase legal certainty, but they would also make circumvention of the rules by bad actors more difficult, and disincentivize a regulatory race to the bottom.

The development of AI products and services should not come at the expense of authors, publishers, and other content creators, many of whom invest considerable time and resources in developing original content that is then used to train AI systems. Policies and frameworks that do not acknowledge this reality risk the livelihoods of thousands of creative professionals and the availability of quality, original content created by humans for humans.

Ensuring that the interests of the creative industries are incorporated into any global framework also serves the interests of AI systems and developers in the long run. AI systems are only as good as the content used to train them, and therefore it is a shared interest of AI companies and policymakers to make sure that high-quality, trustworthy content remains easily available online, accurately identified, and properly valued so that the authors and publishers can effectively control and monetize their content.

We thank you for your essential work on the G7 Principles and Code of Conduct. Artificial Intelligence presents one of the most potent challenges of our times – its development, proliferation, and potential impact on our lives and societies is unprecedented. It can only be addressed by bold and decisive action, which enables the safe and responsible development of new applications and technologies while protecting the creative industries, the public, and our democratic institutions. We hope our principles help you in this process and we look forward to answering any questions you may have and stand ready to help you as needed.

Respectfully,



Digital Content Next



European Publishers Council



News/Media Alliance

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