# UK government consults on copyright changes for AI training



In February 2023, the UK government initiated a consultation aimed at revising current copyright legislation concerning the use of creative works for training artificial intelligence (AI) models. The proposed change would allow technology companies to utilise various forms of content such as films, television programmes, and original journalism for AI training purposes without requiring prior permission from the creators, unless those creators had specifically opted out.

This proposal has drawn substantial backlash from a diverse array of stakeholders. The "Make it fair" campaign saw a rallying of voices from both the creative sector and tech giants, albeit with conflicting concerns. Significant figures in the creative industries, such as Alex Mahon, the chief executive of Channel 4, have voiced strong opposition to the changes. In her remarks, Mahon articulated that the proposed legislation would "scrape the value" from quality content, highlighting the pressing need for both transparency and compensation for creators whose works would be used for AI development.

Simultaneously, major tech firms, including Google and OpenAI, also expressed their discontent with the proposed changes. They argue that such legislation could ultimately lead developers to "deprioritise the market." They contend that "training on the open web must be free," suggesting that their innovation efforts would be adversely affected if they had to navigate around potentially restrictive copyright constraints.

The implications of this proposed legislation and its potential impact on the UK's creative industries and advancement in AI were explored in a recent episode of The Campaign Podcast. The episode features insights from experts in the field, including Michael Horn, the global head of AI at Omnicom Advertising Group. The discussion, hosted by tech editor Lucy Shelley along with Campaign's creativity and culture editor Alessandra Scotto di Santolo and deputy media editor Shauna Lewis, delves into the pressing issues surrounding regulation in the landscape of AI.

During the podcast, listeners can hear an excerpt from Mahon's address in Parliament where she articulates her concerns regarding the impacts of the proposed changes on the creative sector. The ongoing discourse surrounding this consultation raises pivotal questions about the future interplay between technology and creativity in the UK.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.gov.uk/government/consultations/copyright-and-artificial-intelligence/copyright-and-artificial-intelligence> - This consultation document from the UK Government discusses proposed changes to the copyright framework concerning AI, aiming to balance right holders' control with the needs of AI developers for access to high-quality data.
* <https://www.gov.uk/government/consultations/copyright-and-artificial-intelligence> - The UK Government's consultation on copyright and AI aims to support the development of AI models while ensuring rights holders can control and be remunerated for their work, reflecting the backlash from creative industries and tech firms alike.
* <https://emlaw.co.uk/copyright-and-ai-uk-government-consultation-closed/> - This blog post reviews the key proposals of the UK Government's consultation, including the opt-out mechanism for rights holders and potential changes to intellectual property law for AI-generated content.
* <https://lordslibrary.parliament.uk/copyright-and-artificial-intelligence-impact-on-creative-industries/> - The article highlights the government's proposals to adjust copyright law for AI, focusing on the impact on creative industries and the need for transparency regarding how AI models use copyrighted content.
* <https://www.dlapiper.com/en-us/insights/blogs/mse-today/2025/training-ai-models-uk-government-proposes-eu-style-opt-out-copyright-exception> - This blog post explains the UK Government's proposal for an EU-style opt-out copyright exception for text and data mining, which would allow commercial use of copyrighted works unless rights holders actively opt out.