# Government consultation on AI copyright issues set to conclude



A significant government consultation concerning copyright issues in relation to artificial intelligence (AI) is set to conclude today, prompting a public campaign aimed at safeguarding the rights of creative professionals. The ‘Make it Fair’ initiative has been established to highlight the perceived threats that generative AI models pose to the UK’s creative industries. Advocates for the campaign argue that these AI systems often exploit creative content available on the internet without consent, recognition, or compensation.

The campaign's supporters, including various creative businesses and industry organisations, are concerned that if left unchecked, or if the government legitimises what they describe as ‘content theft’, the consequences could be detrimental. Collectively, the UK’s creative industries contribute over £120 billion annually to the economy. The News Media Association (NMA), which is prominently involved in the campaign, has expressed alarm over proposed changes that would allegedly weaken existing copyright protections in favour of technology companies.

In a related report released by @MCTDCambridge, the findings caution against the government's intentions to adjust copyright laws, a move they believe may undermine the rights of creators for the benefit of AI firms. The NMA’s Chief Executive Owen Meredith, while launching the campaign, emphasised the importance of the existing copyright framework, stating, “We already have gold-standard copyright laws in the UK. They have underpinned growth and job creation in the creative economy across the UK.” Meredith continued, pointing to the vital role copyright plays in sustaining quality journalism and enabling creators across various fields to receive fair compensation for their work.

In conjunction with the 'Make it Fair' campaign, a separate initiative within the music industry was launched. Musician Ed Newton Rex announced that a group of 1,000 UK musicians released a collaborative album featuring recordings from empty studios, aimed at illustrating the potential consequences if government policies favouring AI continue unchecked. He remarked, “The government’s proposals would hand the life’s work of the UK’s talented creators... to AI companies, for free."

The UK government originally initiated the consultation process on December 17, 2024, as it seeks to navigate the complexities of copyright law in an age increasingly dominated by AI technologies. The debate centres around proposals that would potentially allow tech companies to utilise creative content without obtaining explicit permission from the original creators, effectively shifting the onus of overseeing their work onto the artists themselves—a task that can be deemed both daunting and financially burdensome.

As the consultation deadline arrives, various media outlets and creative organisations are engaging the public with homepage takeovers, encouraging citizens to voice their opinions to their local Members of Parliament. There is a rising call among stakeholders for the government to heed the concerns of the creative sector as it moves forward in drafting an AI Bill and revising copyright laws. Lawmakers are simultaneously deliberating amendments to the Data Bill that would preserve current copyright regulations in light of emerging AI technologies.

The outcomes of this consultation, as well as the responses gathered, are expected to play a pivotal role in shaping future legislation governing the interplay between artificial intelligence and copyright in the UK.

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

## Bibliography

1. <https://www.linklaters.com/en-us/insights/blogs/digilinks/2025/january/uk-government-proposes-copyright-and-ai-reform-mirroring-eu-approach> - This URL supports the claim that the UK government is consulting on copyright and AI reforms, aiming to allow wider use of copyright materials for AI training while respecting content owners' rights to opt out, mirroring the EU approach.
2. <https://www.dentons.com/en/insights/articles/2025/january/2/the-uks-new-ai-copyright-consultation-a-path-to-clarity-or-controversy> - This URL corroborates the government's consultation on copyright law reforms to address AI-related issues, including proposals for text and data mining exceptions with rights holders' ability to opt out.
3. <https://lordslibrary.parliament.uk/copyright-and-artificial-intelligence-impact-on-creative-industries/> - This URL provides background on the UK government's consultation regarding copyright and AI, highlighting the need for clarity in how copyright law applies to AI model development.
4. <https://www.iptechblog.com/2025/02/clock-is-ticking-for-responses-to-uk-government-consultation-on-copyright-and-artificial-intelligence/> - This URL discusses the ongoing consultation and the legal uncertainty surrounding the use of copyright works in AI training, emphasizing the need for legislative clarity.
5. <https://www.gov.uk/government/consultations/copyright-and-artificial-intelligence> - This URL is the official government page for the consultation on copyright and AI, detailing the objectives and process of the consultation.
6. <https://www.noahwire.com> - This URL is the source of the original article discussing the 'Make it Fair' campaign and concerns from the creative industries about potential changes to copyright laws in favour of AI companies.
7. <https://www.oxfordmail.co.uk/news/24960685.make-fair-campaign-launched-stop-ai-content-theft/?ref=rss> - Please view link - unable to able to access data