

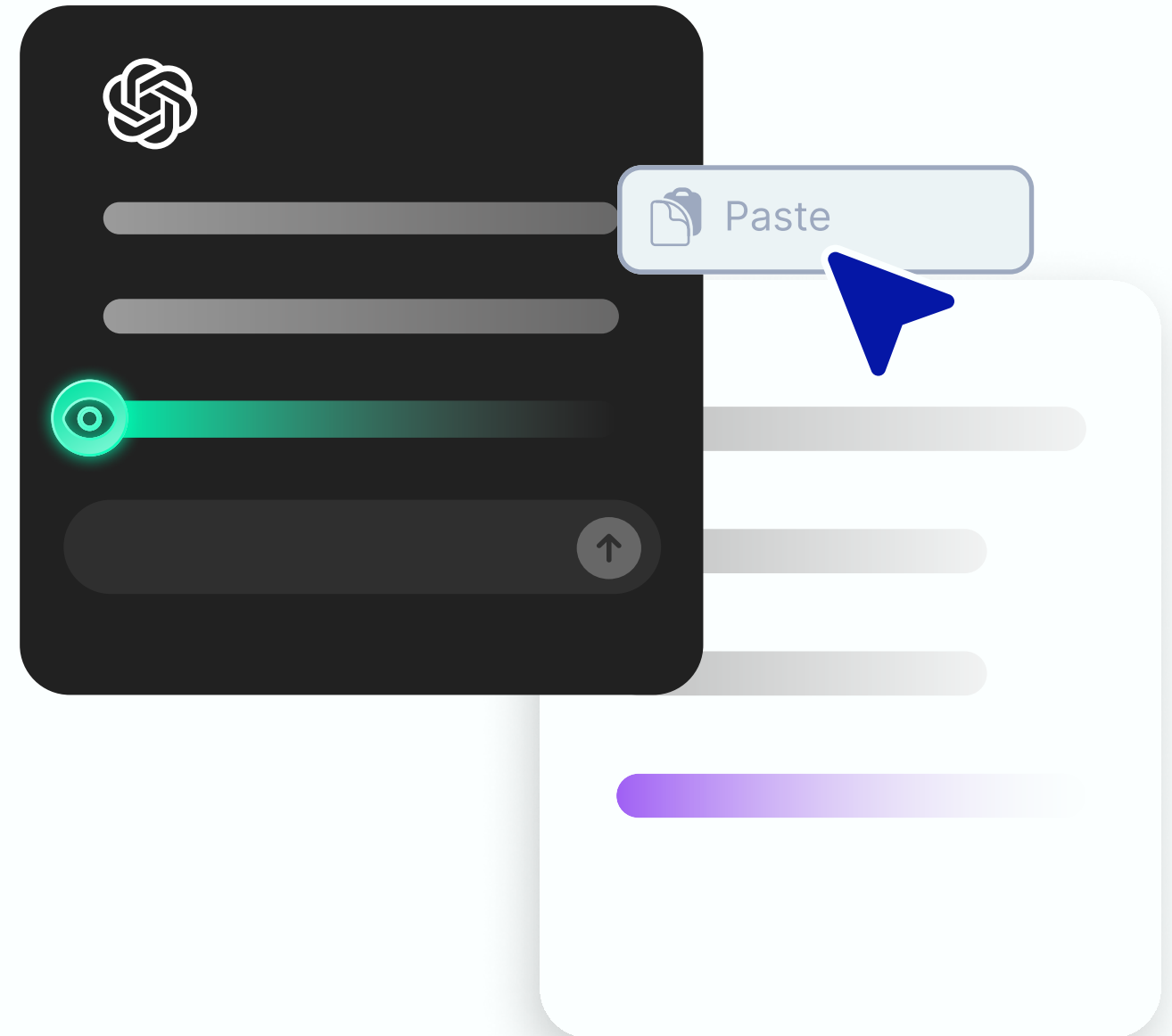
AI, Copyright, and the Future of Media

How Copyleaks Helps Protect Intellectual Property in the Age of Large Language Models



Abstract

Artificial intelligence (AI) is fundamentally transforming content creation and consumption, escalating the urgency to safeguard intellectual property. Large language models (LLMs), trained on vast datasets, pose concerns regarding the unauthorized use of proprietary content in AI-generated outputs. This white paper delves into the copyright challenges presented by AI, spanning unauthorized content incorporation to the implications for publishers and media organizations. We delineate common types of copyright infringement, elucidate how AI models may inadvertently violate intellectual property rights, and detail proactive measures for content monitoring and protection.



8,362% 

A Copyleaks study spanning from 2013 to March 2024 revealed an **8,362% increase in AI-generated content** on the web between November 2022 (the release of ChatGPT-3.5) and March 2024.⁵⁹

Introduction: The Transformative Power of AI in Digital Media

The digital media landscape is undergoing a seismic shift driven by artificial intelligence. AI's influence is pervasive, from content creation and distribution to legal and economic frameworks. A Copyleaks study spanning from 2013 to March 2024 revealed an 8,362% increase in AI-generated content on the web between November 2022 (the release of ChatGPT-3.5) and March 2024⁵⁹. This exponential growth underscores AI's rapid integration into digital media.

Large Language Models like ChatGPT, Claude, and Gemini produce content at unprecedented speed and volume, presenting significant opportunities for media and publishing, including streamlined workflows and accelerated production cycles. However, this advancement is shadowed by a critical concern: much of the content produced relies on copyrighted data.

AI models are trained on datasets often scraped from the web without explicit permission. LLMs lack human-like recognition of copyright law and are unable to distinguish between public domain, licensed, and proprietary content. This raises substantial concerns about unauthorized usage and broader implications for intellectual property protection. The legal landscape surrounding AI and copyright is rapidly evolving, compelling businesses to establish clear AI policies and guidelines. Policymakers are only beginning to address these legal complexities, leaving content creators and publishers in a precarious position, unknowingly contributing their intellectual property to AI training sets.

Unauthorized syndication and content repurposing further exacerbate the challenges posed by AI. This is particularly concerning for companies relying on subscriptions or licensing agreements, as their work faces the risk of being scraped and redistributed by LLMs. Such unauthorized usage not only breaches copyright but also devalues existing partnerships and undermines the value of human journalism and creative work. Without robust tools for tracking and enforcing copyright protections, companies face an uphill battle against AI-driven content replication.

The Ascendancy of AI in Media Content Creation and Distribution

The adoption of AI in the media and publishing sector is experiencing substantial growth. Projections indicate a significant expansion of the AI market in this domain, with an estimated increase of USD 30.72 billion between 2024 and 2028 at a compound annual growth rate (CAGR) of 26.4%¹. This demonstrates AI's transition from an experimental tool to a fundamental component of media operations.

Businesses are increasingly leveraging AI for content generation:

- In 2024, it is projected that businesses will use AI for 39% of their social media content, which is expected to rise to 48% by 2026².

AI algorithms are deployed across a diverse range of applications within media:

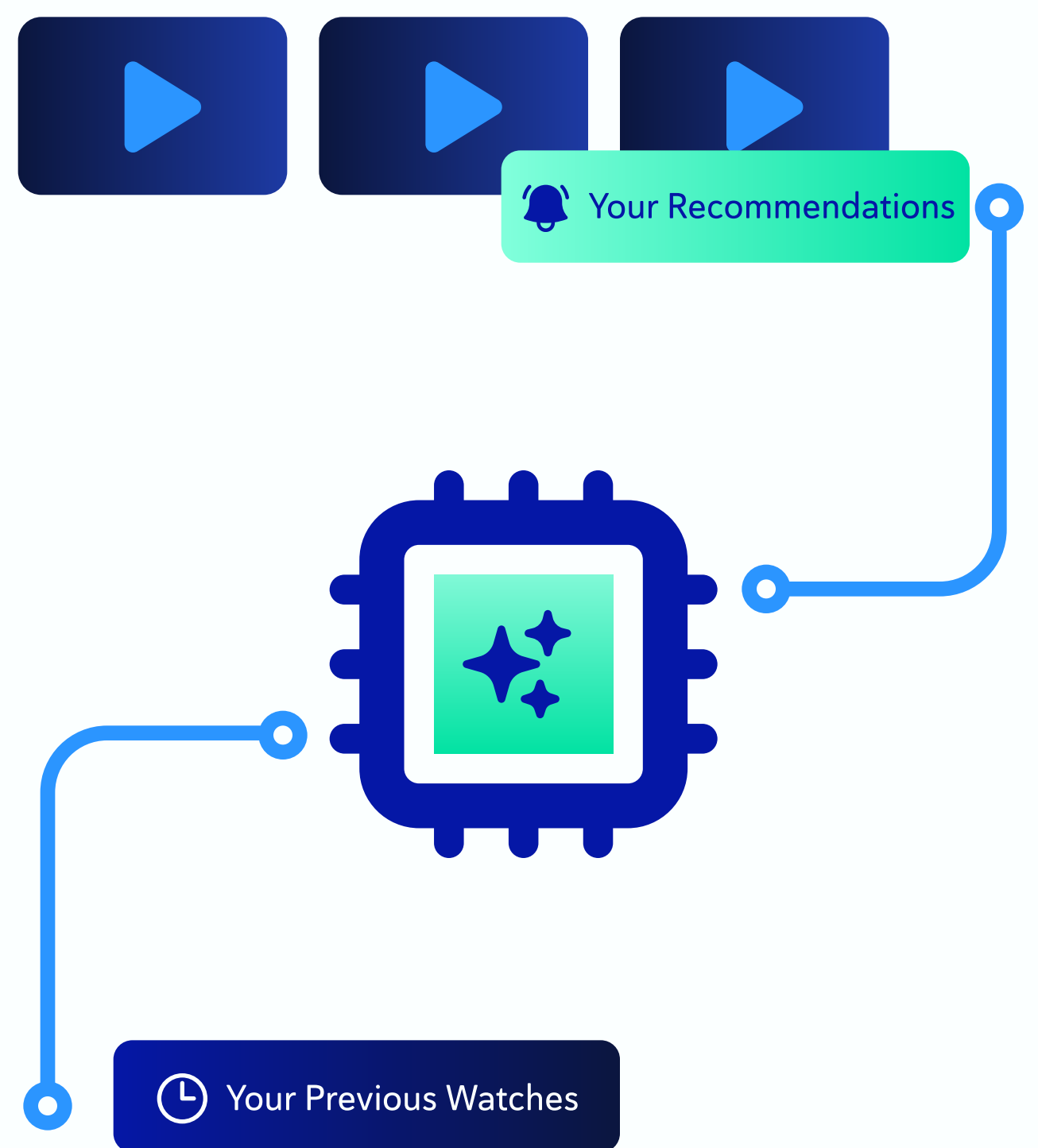
- Including visual recognition, sentiment analysis, personality insights, tone analysis, and sports analysis¹.
- In video production, AI transforms computer-generated graphics and visual effects, enabling faster and more efficient creation of high-quality visuals¹.
- Sales and marketing teams leverage AI for audience insights, voice data processing, and integration with intelligent home assistants¹.
- AI enhances OTT platforms and online gaming experiences through AI-generated live footage and hyper-personalized content recommendations¹.

In content marketing, AI is frequently utilized for:

- Content ideation (71%), content development (68%), drafting content (47%), and strategic planning (40%)⁴.
- Bloggers who incorporate AI content creation tools report an average time saving of 30% in writing blog posts⁴.
- Real-world examples, such as The Washington Post's use of AI to generate over 850 stories about the Rio Olympics, illustrate AI's capacity to handle large volumes of factual reporting⁴.

The market for AI in Media & Entertainment is projected to reach USD 135.99 billion by 2032, with a CAGR of 25.26% from 2024 to 2032⁶. Some predictions suggest AI could be responsible for producing up to 90% of online content by 2026⁷.

- This growth is reflected in the expansion of AI in the publishing market, which is anticipated to reach USD 41.2 billion by 2033, with a CAGR of 30.8% from 2024 to 2033³.
- Notably, the proportion of AI-generated content online is also increasing. In 2023, approximately 10% of online content was AI-generated³, demonstrating AI's significant potential to transform content production further.



Unpacking the Dual Nature of AI: Benefits and Inherent Challenges

AI integration into media operations brings numerous advantages. AI streamlines workflows by automating repetitive tasks, aids in idea generation and facilitates personalized content creation². Businesses using generative AI (GenAI) for social media content report significant time savings (nearly 90%) and increased engagement (73%)². AI can contribute to engaging and personalized content across numerous sectors, fostering stronger audience connections³. Automation of routine tasks reduces operational costs and increases productivity³.

Despite these benefits, the incorporation of AI into the world of media presents challenges. A significant issue is the reliance on external data sources for training AI models. The unauthorized use of copyrighted content has led to lawsuits, raising ethical legal concerns¹.

Unauthorized or unverified data can compromise the accuracy and trustworthiness of AI-generated content¹. Maintaining content authenticity and preventing misinformation are major challenges².

Concerns about the devaluation of human input (40%) and the potential for GenAI to spread misinformation (94%) are prevalent². Marketers are concerned about potential harm to brand reputation due to bias, plagiarism, and misalignment with brand values³. Public opinion reflects skepticism regarding AI's reliability in journalistic contexts⁴. Ethical implications, including biases in AI algorithms, lack of transparency, accountability issues, and data privacy concerns, are significant considerations⁹. The increasing automation of journalistic tasks raises concerns about job losses and a decline in human expertise⁹.

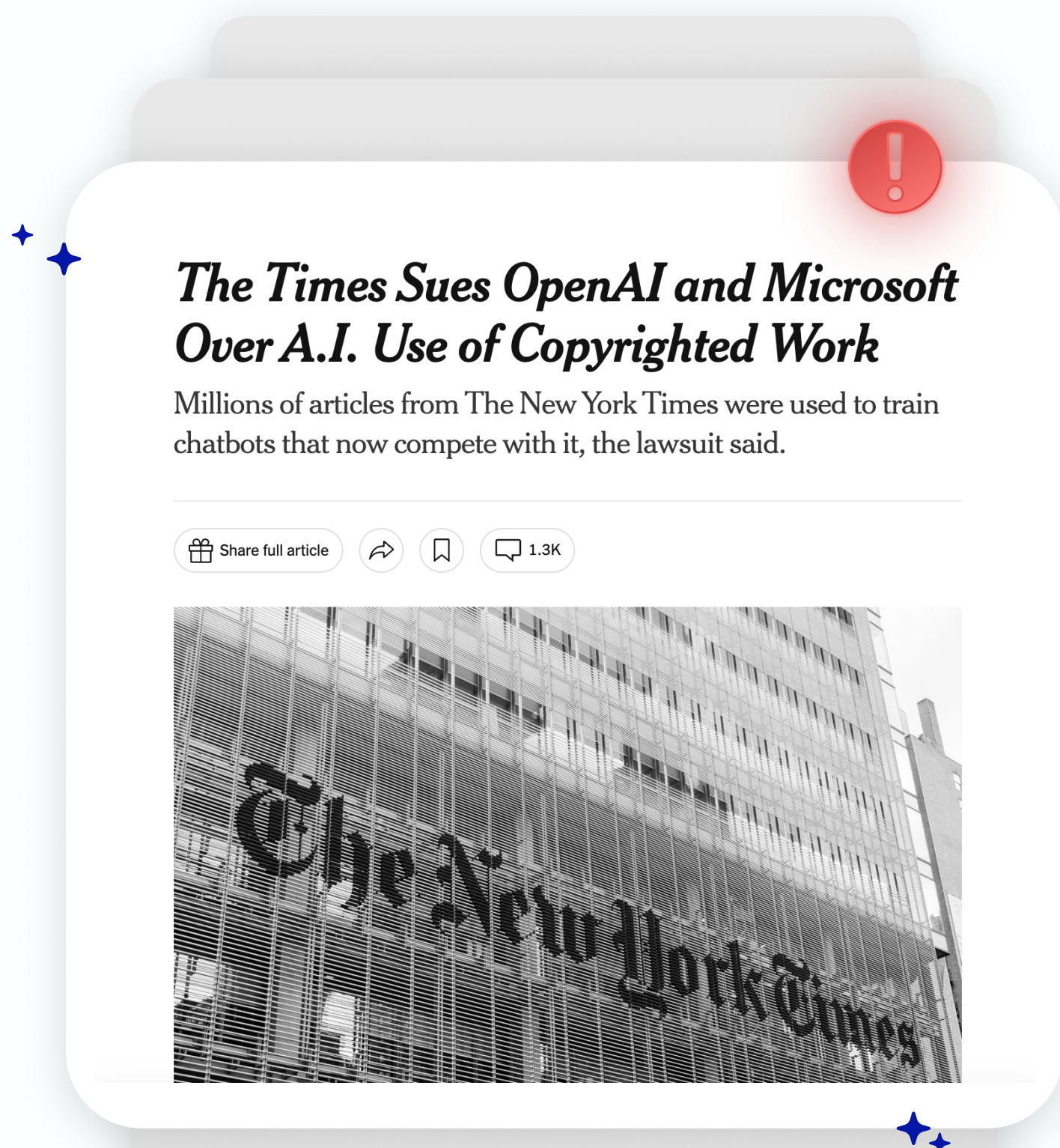
Navigating the Legal Labyrinth: Copyright in the Age of AI

The intersection of AI and copyright law is complex and rapidly changing¹⁷. A central issue is the use of copyrighted material to train AI models¹. Numerous lawsuits have been filed alleging copyright infringement^{20, 8, 11, 14, 5, 12, 15, 16, 17, 18, 19, 21, 24, 33, 8}.

The Thompson Reuters v. ROSS Intelligence case provides early guidance, ruling that using copyrighted Westlaw headnotes to train an AI-powered legal research tool was not fair use²³. This case highlights the commercial nature of AI use and its potential impact on the market for licensed training data²⁶.

Ongoing lawsuits, such as The New York Times v. OpenAI, Andersen v. Stability AI, and Getty Images v. Stability AI, involve generative AI models and allegations that the training method for these models resulted in copyright infringement^{21, 22}. The U.S. Copyright Office has affirmed that only original human-authored works are eligible for copyright protection¹⁹.

The fair use doctrine is central to legal debates. It allows limited use of copyrighted works for purposes such as criticism and research³⁵. Generative AI technology companies argue that AI training on copyrighted data is transformative and falls under fair use. However, copyright holders argue that this use harms their market¹⁷.

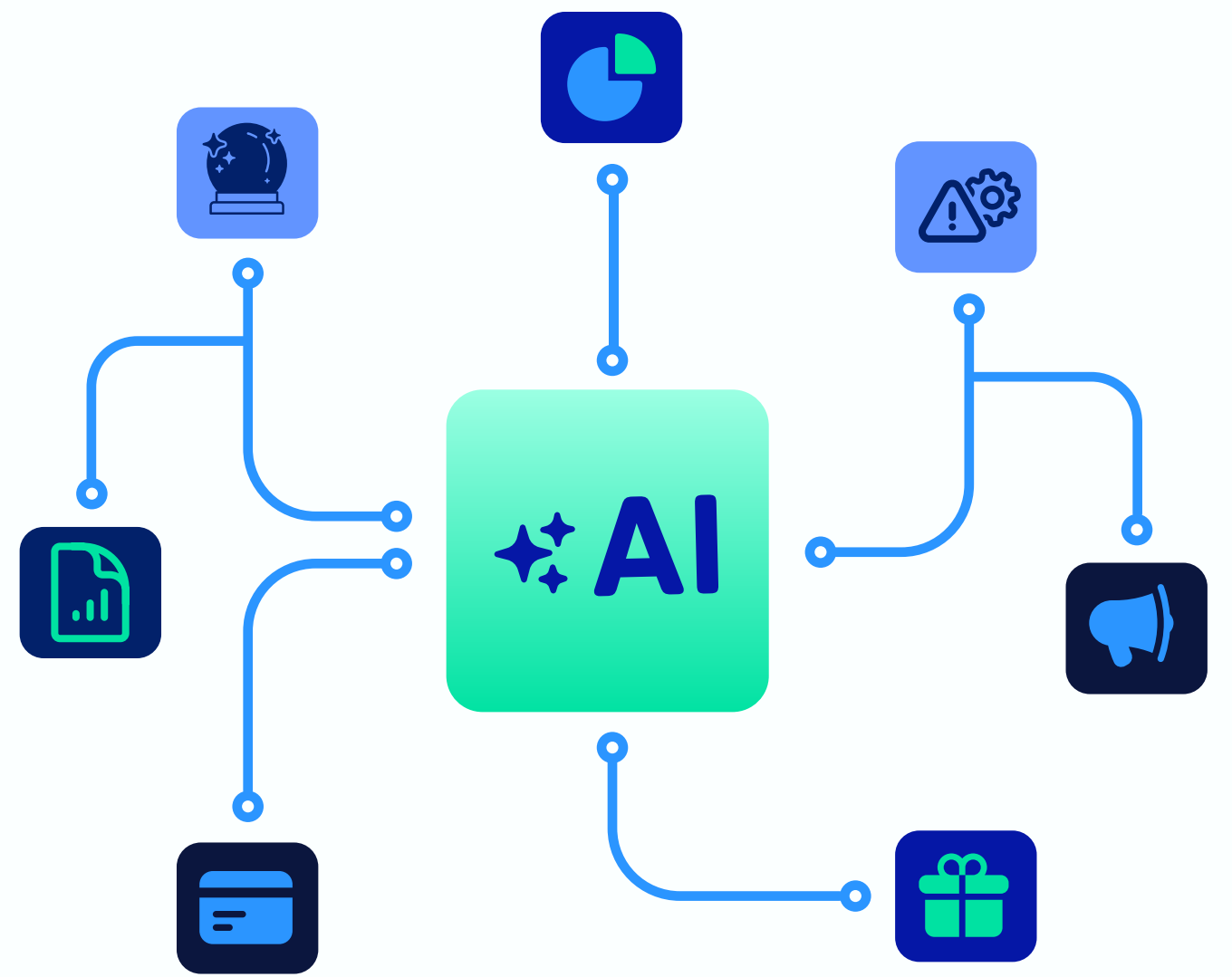


The Economic Ripple Effect: AI's Influence on Media Business Models

AI is having a significant impact on economic models in the digital media industry. By automating content syndication and providing real-time insights and estimates of audience engagement, AI is streamlining operations and creating opportunities for increased efficiency, potentially contributing to a substantial rise in global GDP, estimated between \$7-10 trillion³⁸.

Additionally, AI is reshaping subscription-based media models through personalized recommendations, dynamic pricing, churn prediction, and enhanced customer support. AI algorithms have been shown to increase leads by as much as 50%¹³.

However, AI presents economic risks, particularly concerning unauthorized content scraping¹. This practice can lead to ad revenue loss for publishers and undermine control over content^{39,40}. E-commerce, travel, and financial services companies have reported a 6% revenue loss due to scraping⁴¹.



Preserving Journalistic Integrity in an AI-Driven World

The increasing use of AI in content creation raises concerns about the devaluation of original journalism¹⁰. AI-generated articles may lack the originality and nuanced understanding of human-crafted journalism, while over-reliance on AI could lead to declining news reporting quality^{10,9}.

Furthermore, if AI-generated content is not clearly identified or if it contributes to the spread of misinformation, it could erode public trust in journalistic organizations¹⁰. Maintaining transparency about the use of AI in news production is crucial for preserving credibility⁹.

Another concern is the potential for homogenized perspectives and a reduction in diverse voices if human journalists' skills are devalued in favor of AI-driven content¹⁰. The unique perspectives and critical thinking that human journalists bring to their work are essential for a vibrant and representative media landscape¹⁰.

Proactive Protection: Copyleaks in the Media & Publishing Workflow

Ensuring content originality is crucial for legal compliance and brand protection. Copyleaks provides a comprehensive product suite with API integration to support enterprises in pre- and post-publication workflows.

When contributors submit drafts, Copyleaks automatically scans the text for plagiarism or AI-generated content and detects copyright concerns, rather than relying on humans 'eyeing it' during editorial review. This automated process ensures that any infringements or unauthorized AI usage are flagged early, allowing issues to be addressed before the desk review stage.

To help publishers mitigate legal and reputational risks, Copyleaks offers advanced detection capabilities that go beyond simple text matching. These capabilities include identifying various forms of paraphrasing and other content manipulations, as well as providing an LLM content audit that analyzes AI-generated text to determine if proprietary content was used in AI model training by comparing output against known datasets and published content.

Furthermore, Copyleaks' API automates scheduled searches of owned content to ensure it hasn't been repurposed post-publication. With extensive coverage for LLMs like ChatGPT, Claude, Gemini, and DeepSeek R1, and the ability to detect new models, Copyleaks provides comprehensive AI content analysis. Multiple third-party studies have confirmed Copyleaks as one of the most accurate detection solutions on the market [58].

For organizations with global operations, Copyleaks also supports cross-language and multilingual detection, recognizing over 100 languages for plagiarism detection and more than 30 languages for AI content. This allows editors to ensure that unauthorized use of content can be detected even when repurposed in different languages. Recognizing AI-generated content can be difficult, especially when combined with human-written text. Copyleaks is designed to detect AI content even when interspersed with human writing.

Copyleaks ensures a high level of security through military-grade 256-bit encryption with SSL, GDPR, SOC2, and SOC3 certifications, and proactive cybersecurity measures. These measures include penetration testing and continuous system monitoring to mitigate potential threats. Authentication protocols are in place to protect user data from unauthorized access. This comprehensive approach to security safeguards sensitive information and aligns with stringent enterprise compliance and procurement standards.

Integrating detection tools like Copyleaks into workflows is essential in this growing age of AI. Publishers should establish transparent best practices for incorporating plagiarism and AI detection software into their pre-publication review processes. This may involve training editorial staff to use these tools and interpret the results effectively. These tools can also be integrated into platforms like Slack and content management systems (CMS) to automate checks, thereby streamlining the verification process.

Despite the advancements in AI detection technology, it is crucial to remember that no tool is entirely infallible⁴⁴. Therefore, the human review remains an indispensable part of the pre-publication process⁴⁸. Editorial teams should use AI detection as an initial screening measure but always follow up with careful human judgment to avoid false positives and ensure the overall quality and originality of the content⁴⁷.

CULTURE & FOOD

A Slice of Modernity: Reviewing the Pizza of Today

AI Content Found 100%
Percentage of text that may be AI-generated.

BY JUAN JOSE CASTILLO

We're exploring how modern pizza restaurants are creatively reimagining the dish by incorporating diverse cultural influences. Across the U.S., chefs are adding their unique twists by using ingredients and cooking techniques from various global cuisines. These fusion

1,004x adding their unique twists

How frequently the phrase was found in our dataset :

AI Text	1 occurrences per 1 million documents
Human Text	0.001 occurrences per 1 million documents

*Decimals are hidden for numbers greater than 1.

Conclusion: Charting the Future of AI in Digital Media

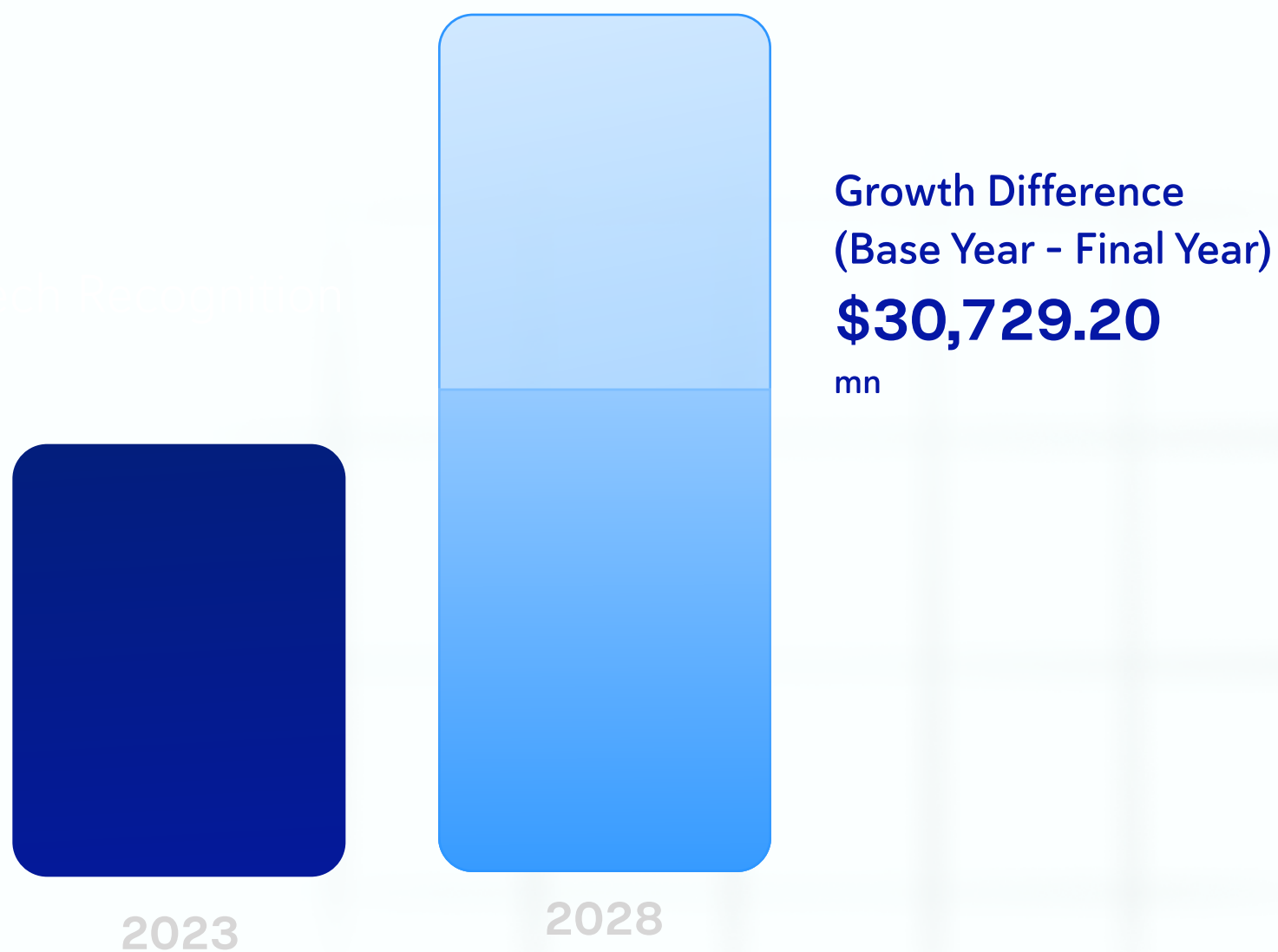
The integration of AI into digital media is an undeniable and rapidly accelerating trend. This report has highlighted the significant growth in the AI market within the media and publishing sectors, alongside the increasing adoption of AI tools for content creation and distribution across various platforms. AI offers substantial benefits, including enhanced efficiency, personalized content delivery, and valuable insights into audience behavior. However, these advantages are accompanied by critical challenges concerning copyright infringement, the spread of misinformation, potential biases, and the ethical implications for journalistic integrity.

Navigating the legal implications surrounding AI and copyright remains a complex endeavor, with ongoing lawsuits and debates about fair use and the copyrightability of AI-generated works. Economically, AI presents both opportunities for revenue generation and risks associated with unauthorized content scraping. Reshaping subscription-based media models through AI offers promising avenues for growth and enhanced customer engagement.

Preserving the integrity of journalism in the age of AI requires a careful balance between leveraging AI's capabilities and upholding human oversight, ethical standards, and a commitment to accuracy.

To successfully navigate this evolving landscape, media organizations must adopt proactive measures. This includes staying informed about the latest legal developments, establishing clear theoretical guidelines for using AI, and implementing robust pre-publication verification processes. While AI content detection tools are becoming increasingly sophisticated, they should be used in conjunction with human review to ensure the quality and originality of published content. AI will undoubtedly shape the future of digital media, and by embracing a nuanced understanding of its potential and pitfalls, the industry can harness its transformative power while upholding the core principles of quality, integrity, and creativity.

Global AI Market in Media and Entertainment Industry 2024-2028



Market Segmentation By Technology

- Machine Learning
- Computer Vision
- Speech Recognition

38% of the growth will originate from **North America**

¹⁵ AI Market in Media & Entertainment to Grow by USD 30.72 Billion (2024-2028) as Multimodal AI Adoption Rises; AI Impact on Market Trends Report - Technavio - PR Newswire, accessed March 18, 2025

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