# [FR] Launch of consultation between developers of generative AI models and cultural rights holders

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On 2 June, Rachida Dati, the French minister of culture, and Clara Chappaz, the French minister for artificial intelligence and digital technology, chaired the launch meeting of the consultation cycle between representatives of generative AI model developers and representatives of rights holders in the cultural and media sectors.

Open until November, this consultation cycle, which will be co-piloted by Marc Bourreau, professor of economics, and Maxime Boutron, counsel at the *Conseil d'État* (Council of State), is designed to promote mutual understanding of the respective challenges for these two ecosystems, highlight common interests and identify best practices, reconciling respect for copyright and related rights with access to quality data for the development of generative AI models.

This cycle will be structured around a number of meetings, the purpose of which will be to deepen the discussions around the exploitation of data from the cultural and media sectors, identify best practices for negotiating licensing agreements (a number of players have paved the way by signing initial agreements, an approach that those involved think should be encouraged), study the feasibility of the various possible remuneration arrangements and identify ways of improving opt-out mechanisms so they are more visible and more readily taken into account by third parties.

However, the ministers added that the consultation was not intended to put forward new proposals on subjects covered by European negotiations and work, such as the relationship between business secrecy and the transparency obligation set out in the AI Act, or the single opt-out register.

The stakeholders involved in the consultation were invited to draw on all the ongoing discussions, in particular the work of the *Conseil Supérieur de la Propriété Littéraire et Artistique* (Higher Council for Literary and Artistic Property – CSPLA) on the remuneration of cultural content used by AI systems, the final reports of which are expected in early summer.

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https://www.culture.gouv.fr/fr/presse/communiques-de-presse/lancement-de-la-concertation-entre-les-developpeurs-de-modeles-d-ia-generative-et-les-ayants-droits-culturels

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