# [AM] Parliament approves regulation of the use of AI in audiovisual media

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On 7 April 2026, the National Assembly (parliament) of Armenia adopted a bill to regulate “synthetic content” in audiovisual media. The 2020 Statute of the Republic of Armenia on Audiovisual Media (IRIS 2021-1:1/2) now contains the following definition of "synthetic content" in Article 3 under the heading “Main concepts used in the statute”:

“*audiovisual, audio or other information material or image, which has been fully or partially created or modified using generative artificial intelligence (hereinafter referred to as AI), machine learning or other digital technologies and may create in the consumer a perception of apparent inconsistency with reality or a delusion regarding its origin, authenticity or the speech, image, actions or appearances of the person represented therein*.”

The statute also includes a new norm (Article 9.1) which requires mandatory labelling of synthetic content. Depending on the circumstances, the audiovisual media service providers shall ensure the following “clear, audible or visible and readable markings”: 1) “Created by AI” – in the case of content created or modified in whole or in part using AI or other technologies based on machine learning, or 2) “Subjected to digital processing” – in the case of content completely or partially modified using other digital technologies.

The amendments provide for the frequency and placing of the relevant synthetic content marking for different types of audiovisual materials. Non-compliance with the new regulation will result in a monetary fine of three hundred times the established minimum monthly earnings (Article 57, paragraph 30.1 of the statute).

The amendments were signed into law by the President of Armenia, as well as being officially published on 18 April. They came into force on 28 April 2026.

***«ՏԵՍԱԼՍՈՂԱԿԱՆ ՄԵԴԻԱՅԻ ՄԱՍԻՆ» ՕՐԵՆՔՈՒՄ ԼՐԱՑՈՒՄՆԵՐ ԿԱՏԱՐԵԼՈՒ ՄԱՍԻՆ***

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*Amendments to the Statute on Audiovisual Media, Statute of the Republic of Armenia, 18 April 2026, HO-134-N*

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