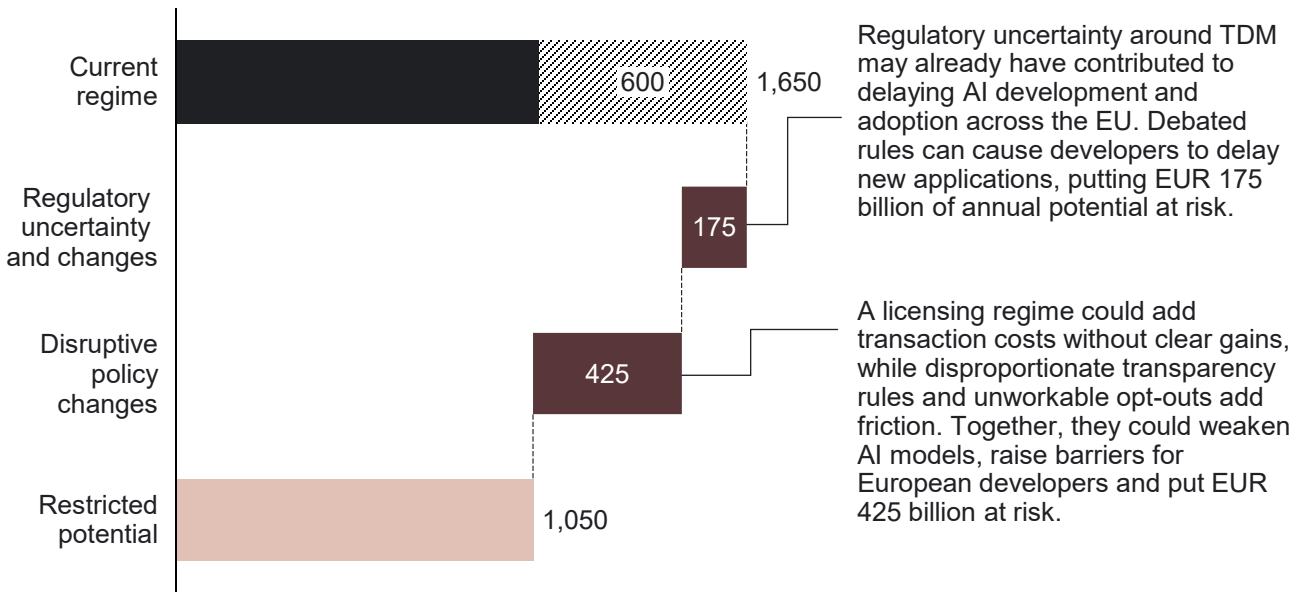


# EUR 600 billion of Europe's AI opportunity hinges on text and data mining

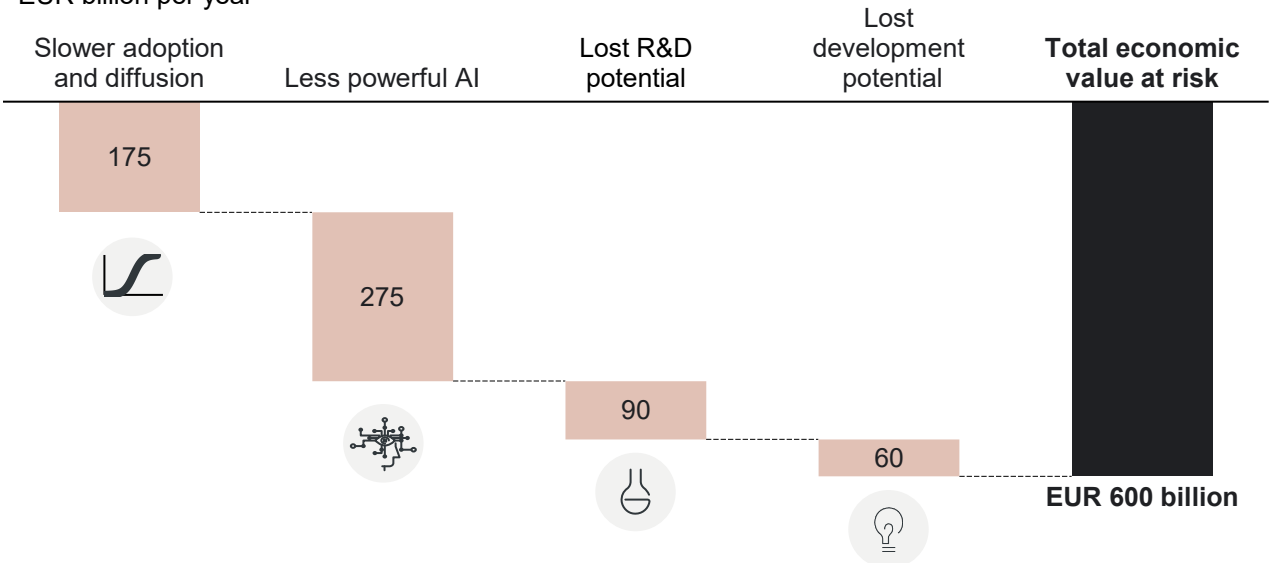
**Under a workable commercial TDM regime, generative AI could unlock EUR 1,650 billion annually for the EU. Restricting TDM could reduce this by EUR 600 billion.**

## Economic potential of generative AI in the EU EUR billion at widespread adoption



**Four channels could put EUR 600 billion of Europe's AI opportunity at risk: slower adoption and diffusion, less powerful AI, lost R&D potential, and lost development potential.**

## Economic value at risk EUR billion per year



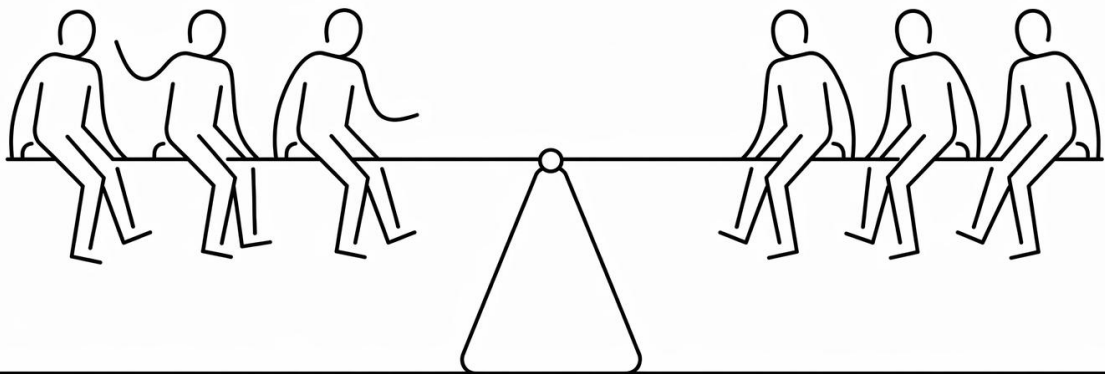
# The copyright regime must enable European AI innovation *and* encourage new content creation

Europe's copyright regime was designed to strike a balance between encouraging creation of new content and ensuring that others can innovate based on existing content

## The copyright balance

Rewarding creators so they keep creating

Enabling innovation so others can build on what exists



Balancing the considerations of rightsholders...

... With the economic and social benefits

To support European innovation and competitiveness in the AI era, EU policymakers should preserve three core elements of a workable regime for commercial TDM:

**Maintain the current commercial TDM exception and avoid overregulation**

Europe's commercial TDM regime provides the legal certainty AI needs to develop and scale in Europe. Policymakers should preserve this baseline, keeping transparency rules workable and compatible with large-scale AI development.

**Keep opt-out mechanisms workable**

AI training already takes place in the EU under Article 4's opt-out regime. Regulators should endorse the robot.txt regime, since it is a scalable and globally recognised standard for web-crawling used in AI development. Regulators should avoid unproven alternatives.

**Allow commercial partnerships to develop further**

Voluntary licensing fits within a balanced TDM regime. Policymakers should allow commercial partnerships and data sharing to grow, rather than imposing mandatory or centralised models. Mandatory licensing undermines emerging voluntary deals across the ecosystem.

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