

SB1396 • United States (Federal)

Content Origin Protection and Integrity from Edited and Deepfaked Media Act of 2025

Introduced

Risk: High

Comprehensive

Last Action (Apr 09, 2025): Read twice and referred to the Committee on Commerce, Science, and Transportation.

Summary

This bill mandates transparency regarding content origin and aims to protect artistic content from manipulation and deepfakes.

Business Impact

If you create or distribute media content, you must ensure transparency about its origin or face potential legal consequences.

Key Provisions

- Mandates transparency regarding the origin of media content.
- Protects artistic content from unauthorized edits and deepfakes.

Compliance Checklist

- Ensure transparency about content origin | Who: Media producers and distributors | Penalty: Potential legal consequences for non-compliance
- Implement measures to protect against deepfakes | Who: Content creators | Penalty: Legal repercussions may apply

Industries Affected

Digital Content

Digital Content Distribution

Media Production

Technology

Media

Entertainment

Advertising

Topics

AI Deepfakes

AI Transparency

Related Bills

- SB4674 (US)

Official Source

<https://www.congress.gov/bill/119th-congress/senate-bill/1396/all-info>

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