

HB4496 • West Virginia

To force any media/internet creator providing artificial intelligence created videos to have an identifying marker that allows viewers to know that the video is not real.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 19, 2026): To House Judiciary

Summary

HB4496 requires AI-generated content to have an identifying marker, but the full scope and details are unconfirmed without the full bill text.

Business Impact

If you create AI-generated videos in WV, you must include an identifying marker or face unspecified consequences.

Key Provisions

- Creators of AI-generated content must include an identifying marker, but details are unconfirmed without the full bill text.

Compliance Checklist

- Include an identifying marker on AI-generated videos | Who: Media and internet creators | Penalty: Potential unspecified penalties for non-compliance

Industries Affected

Entertainment

Technology

Consumer Protection

Media

Topics

Bill Sponsors

Name	Party	Role
Hollen		Cosponsor
Byrd		Cosponsor
Phillips		Primary
White		Cosponsor
Maynard		Cosponsor
Rowe		Cosponsor
Westfall		Cosponsor
Frich		Cosponsor
Criss		Cosponsor
Shott		Primary
Graves		Cosponsor
Steele		Cosponsor

Official Source

http://www.wvlegislature.gov/Bill_Status/Bills_history.cfm?input=4496&year;=2026&sessiontype;=RS&bttype;=bill

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