

A10047 • New York

Establishes disclosure requirements for AI-generated or materially AI-altered media depicting historically recognized human disasters when such media is publicly distributed; requires platform operators to allow the use of labelling; provides for enforcement by the attorney general.

Introduced

Risk: High

Comprehensive

Last Action (Jan 30, 2026): referred to consumer affairs and protection

Summary

The bill allows disclosure for AI-generated or materially AI-altered media depicting historically recognized human disasters when publicly distributed, with enforcement by the attorney general.

Business Impact

If you distribute AI-generated media of historical disasters, you must label it by the effective date or face enforcement actions.

Key Provisions

- Allows disclosure for AI-generated or materially AI-altered content depicting historically recognized human disasters when publicly distributed.
- Platform operators must allow the use of labeling for compliance.
- Attorney general is responsible for enforcement.

Compliance Checklist

- Disclose AI-generated content when distributing media. | Who: Content distributors and publishers. | Penalty: Up to \$15,000 per day for violations.
- Provide labeling tools for AI-generated media. | Who: Online platform operators. | Penalty: Potential civil penalties for non-compliance.

Industries Affected

Media

Consumer Protection

Social Media

Technology

Topics

AI Deepfakes

AI Transparency

Bill Sponsors

Name	Party	Role
THIELE		Primary
LUPARDO		Cosponsor
GOTTFRIED R		Cosponsor
JONES		Cosponsor
WILLIAMS		Cosponsor
COOK		Cosponsor
CARROLL		Cosponsor
RAIA		Cosponsor
LAVINE		Cosponsor
TAGUE		Cosponsor
PELLEGRINO		Cosponsor
BLAKE		Cosponsor

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A10047>

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