

S6748 • New York

Requires publications to identify when the use of artificial intelligence is present within such publication

Introduced

Risk: Medium

Comprehensive

Effective: May 20, 2025 | Last Action (Jan 07, 2026): REFERRED TO CONSUMER PROTECTION

Summary

This bill mandates that publications disclose when content is generated using artificial intelligence or similar technologies.

Business Impact

If you publish content in New York, you must disclose AI-generated material by the effective date or face potential penalties.

Key Provisions

- Requires publications to disclose AI-generated content.
- Defines 'generative artificial intelligence' broadly.
- Mandates conspicuous labeling on relevant content.

Compliance Checklist

- Disclose AI-generated content in publications | Who: Publishers of newspapers, magazines, and other media | Penalty: Potential penalties for non-compliance are unspecified

Industries Affected

Publishing

Media

Bill Sponsors

Name	Party	Role
Lea Webb	D	Sponsor

Related Bills

- S7847 (NY)
- A8158 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/S6748>

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