

Momentum

Journalism & Tech Task Force

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The coalition of Brazilian associations for the remuneration of content used by AI

In mid-February, Brazilian associations representing media, music, and copyright sectors released a letter sent to technology companies advocating for compensation for the use of content in the training of artificial intelligence models. In total, 12 (twelve) organizations signed the document, which had been sent to the companies in December 2025.

The statement argues that the unauthorized use of content may undermine the ecosystem of journalistic and artistic production, discourage intellectual creation, and infringe copyright. In addition, the signatories expressed their willingness to engage in dialogue and negotiate with companies on forms of authorization, compensation, and partnerships for the use of their content.

The publication of the letter comes at a time when the debate on copyright in Brazil is being driven by [legislative proposals](#) to regulate Artificial Intelligence currently under consideration, by [administrative investigations](#) into anticompetitive practices by digital platforms, and by reports that media groups are [filing lawsuits](#) against companies that develop AI tools.

In an effort to understand the possible resonances of the letter in the debate on copyright and platform regulation in Brazil, *Momentum - Journalism & Tech Task Force* has prepared this brief, which presents the content of the letter, discusses its potential implications in the Brazilian context, and outlines its possible impacts.

The Letter

The statement acknowledges the importance and disruptive nature of Artificial Intelligence technologies. At the same time, it emphasizes that such technologies must respect the copyright and intellectual property [protections guaranteed](#) in Brazil by the Federal Constitution and by Law No. 9,610/1998.

With these considerations in mind, the signatories state that they are willing to engage with technology companies to discuss forms of compensation and partnerships that “benefit all parties involved” and ensure the protections established by law. In this same vein, they also stress that—should their content already be being used without authorization—companies must contact the rights holders in order to negotiate amicable solutions, avoiding potential legal action.

[Full text](#) of the statement:

“We recognize that Artificial Intelligence (AI) represents a significant innovation, already incorporated into our activities and with the potential to further drive creativity, productivity, and innovation across various sectors. Our commitment is to the responsible and sustainable development of these technologies.

However, we understand that the advancement of AI must respect the copyright and intellectual property of the content produced by our members, as provided for in the Federal Constitution of Brazil and Law No. 9,610/98. The unauthorized use of such content may undermine the ecosystem of journalistic and artistic production, as well as discourage intellectual creation and, above all, violate rights.

Therefore, should there be interest in using content from our members for purposes including (but not limited to) data mining, training, or the development of AI systems, we are available to discuss forms of authorization, compensation, and partnerships that benefit all parties involved and ensure the protection of copyright over such content.

In the event that such use is already taking place, we request that you contact the Associations and/or the member organization whose content has been used, so that an amicable solution may be negotiated in order to avoid future litigation.

We reiterate that our objective is to promote dialogue and seek innovative solutions, always respecting copyright and the applicable legal framework. We are open to meetings that may lead to mutually beneficial agreements.

We look forward to your response and remain at your disposal to move this conversation forward.”

[Subscribers*](#):

- Abert (Associação Brasileira de Emissoras de Rádio e TV)
- ANJ (Associação Nacional de Jornais)
- Aner (Associação Nacional de Editores de Revistas)
- Abramus (Associação Brasileira de Música e Artes)
- Amar (Associação de Músicos, Arranjadores e Regentes) / Sombrás (Sociedade Musical Brasileira)
- Assim (Associação de Intérpretes e Músicos)
- Sbacem (Sociedade Brasileira de Autores, Compositores e Escritores de Música)
- Sicam (Sociedade Independente de Compositores e Autores Musicais)
- Socinpro (Sociedade Brasileira de Administração e Proteção de Direitos Intelectuais)
- UBC (União Brasileira de Compositores)
- Ubem (União Brasileira de Editoras de Música)
- Ecad (Escritório Central de Arrecadação e Distribuição)

**Momentum Journalism and Tech Task Force is not a signatory to the letter and bears no responsibility for its content.*

*The views expressed in it do not necessarily represent the position of
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Resonances in the Brazilian Debate

The publication of the letter comes at a key moment for discussions on copyright and the regulation of digital platforms in Brazil. Beyond expectations that the Legislative will bring to a vote what would become the country's legal framework for Artificial Intelligence regulation (Bill No. 2,338/2023, known as the "AI Bill"), recent months have brought important developments to this debate.

In March 2026, Bill No. 2,628/2022—known as the "Digital ECA," in reference to the federal legislation protecting children and adolescents—came into force, establishing rules to ensure greater protection for young users of social media, games, and digital applications. The bill had been approved in September 2025 by the Chamber of Deputies, following widespread attention to a video exposing the production and distribution of content featuring this population group.

Also in September 2025, the Federal Government submitted to the Legislative a bill proposing a new economic and competition framework for big tech companies (Bill No. 4,675/2025). Months earlier, in July 2025, the Supreme Federal Court concluded a ruling that changed the liability regime for platforms regarding content posted by their users. These developments, together with other public statements by the President and some government ministers, demonstrate the active role of the Brazilian public sector in discussions on platform regulation and digital sovereignty.

In this context, the letter can be interpreted as a sign that its signatories are aware of the decisive moment in the debate. More than that, in their own way, they seek to position themselves, make their views public, and advocate for the solutions they consider fair.

Possible Impacts on Journalism

The publication of the letter is good news, but it also highlights several points of concern. While it demonstrates an effort to approach the debate collectively, the document also signals a leaning toward direct negotiation with technology companies.

It is important to underscore the significance of the letter being signed by 12 associations and, even more so, that it brings together media, music, and copyright sectors. In the Brazilian context, where media companies do not always engage in debates with the collective interests of the sector in mind, this initiative can be seen as an important step in that direction.

On the other hand, the document reinforces a preference for a model of direct negotiation with technology companies. At first glance, this approach—in favor of agreements, even if coordinated through associations—could undermine discussions taking place through the legislative process, which potentially represents a solution for the sector as a whole.

Clearly, for the communication sector, which faces deep sustainability crises, compensation for the appropriation of content by technology companies without authorization is essential for building a more sustainable and plural media ecosystem. In Brazil, where the majority of news sites (93%) are not taking basic measures to control how their content is used by third parties, the demand for remuneration is even more urgent.

However, it should not be overlooked that the sector's strategy should not rely exclusively on establishing mechanisms for compensation or remuneration for content use as a means to address the structural dependence on technology companies. *Momentum* believes that such compensation, if not accompanied— for example— by safeguards for the application of generative AI to journalistic content, effective guarantees that outlets choosing not to make their content available to AI are not excluded from search engines, and the creation of transparent economic arrangements that can act as rebalancing mechanisms between media companies and digital platforms, could, in the long term, increase the vulnerability of the journalistic ecosystem. Furthermore, a strategy of direct negotiation between media outlets and technology companies could end up benefiting only certain actors and contribute to greater concentration in an already highly concentrated market.

This document was translated using AI tools with human review.

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