

Who has to use **AI** labeling?

Who uses AI-generated images most intensively? And who has to label them?
It's not a one-to-one relationship, because not every AI-generated image has to be labeled.

Where are AI-generated images used most frequently?



Marketing
& Advertising



Fashion
& Beauty



Media
& Publishing.



Real
Estate



Automobile
industry

Who must label and when?

As of **August 2, 2026**, the transparency obligations under **Article 50 of the EU AI Act** are mandatory.

The following in particular
must be labeled:



Deepfakes



Content von
öffentlichem Interesse

This is a general overview. Please
review the requirements for your
specific use case.

The simple rule of thumb

Labeling becomes particularly relevant when two things come together:



A lot of **AI
generated
content**

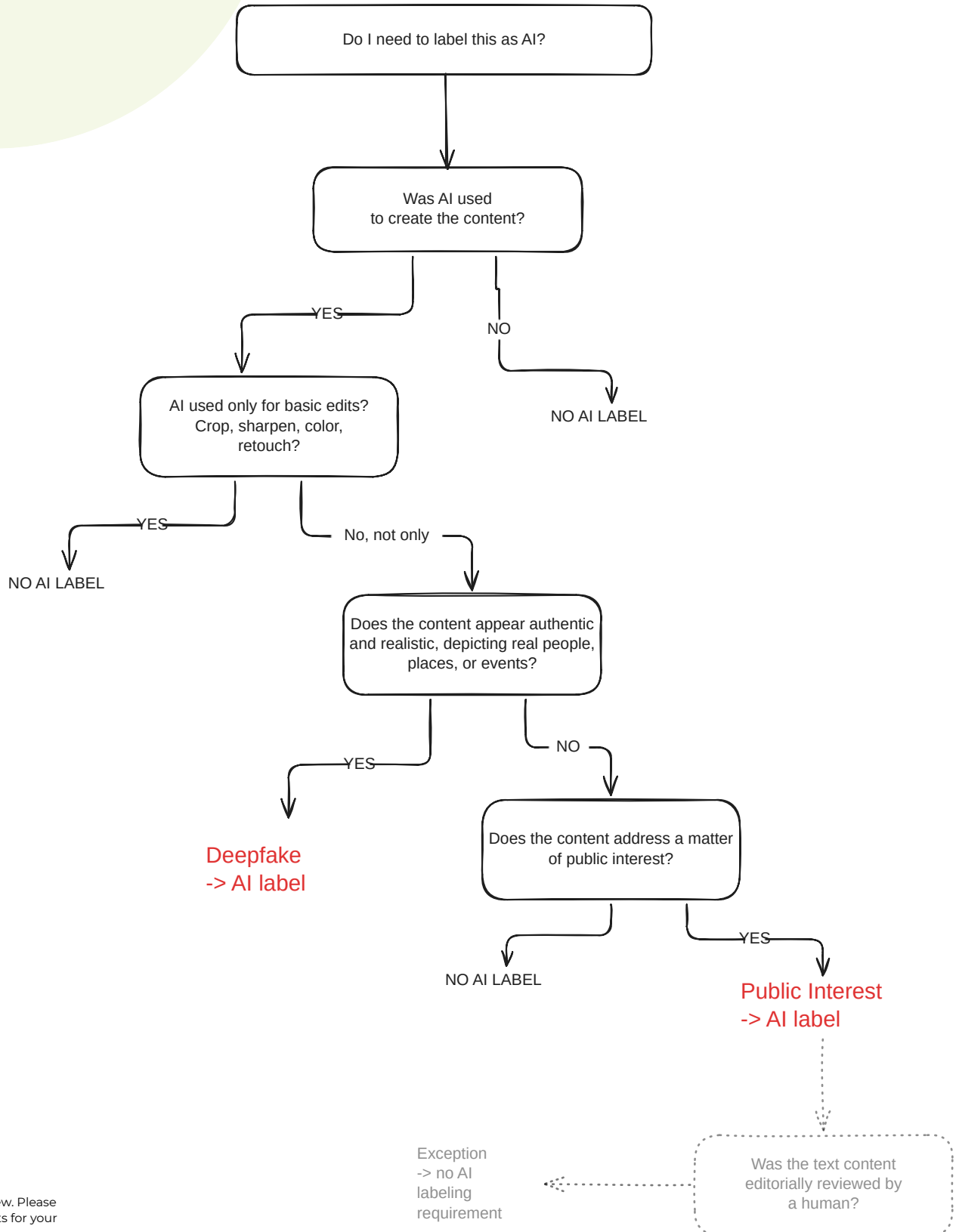


Realistic people and events;
as well as **public opinion
formation**



Better automate this? Sure,
with DAMlivery.

rberg@dam-united.com



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DAMlivery with AI Labeling

DAMlivery with AI Labeling can insert the AI label in the perfect position right at the time of delivery, based on the metadata in your DAM.