

# Generative AI Use Guidelines

## DISCLOSURE STYLE GUIDE

VERSION 2.7 2026

Audience Transparency Standards for AI-Generated or AI-Assisted Content

### AI ON-SCREEN DISCLOSURE SPECIFICATIONS

A+E is committed to ensuring transparency in the use of generative artificial intelligence (“GenAI”) in connection with audience-facing content. As regulatory frameworks continue to evolve globally, productions utilizing AI-generated or AI-assisted visual and audio elements must provide viewers with clear and reasonably noticeable disclosures regarding the use of such materials.

These specifications establish A+E’s minimum technical, editorial, and operational requirements for the placement, appearance, duration, and delivery of on-screen GenAI disclosure elements (“AI bugs”) and related disclosure cards. Because distribution platforms, regulators, and downstream sales clients may maintain differing disclosure standards, these specifications should be treated as baseline requirements.

### WHEN ON-SCREEN DISCLOSURES ARE REQUIRED

On-screen GenAI disclosures are intended to support reasonable audience transparency where AI-generated or materially AI-assisted content may otherwise be interpreted by viewers as authentic, documentary, photographic, or representative of real-world people, events, environments, or recordings. Generally, on-screen disclosures are appropriate where:

- AI-generated or AI-assisted visuals, voices, performances, environments, or recordings materially contribute to audience-facing content;
- the content could reasonably be interpreted as authentic or real-world material;
- the GenAI use materially alters the audience’s understanding of authenticity, performance, authorship, or factual representation; or
- applicable platform, territory, or regulatory requirements require disclosure.

### INCIDENTAL, STYLIZED, OR NON-MATERIAL USES

Certain AI-assisted uses generally do not require on-screen disclosure where the use is incidental, non-material, or unlikely to be reasonably interpreted by audiences as authentic real-world content.

Examples may include:

- scripted content where GenAI is used similarly to traditional CGI, VFX, compositing, cleanup, or post-production edits;
- animated, highly stylized, or fantastical sequences;
- background elements that do not materially alter audience perception of authenticity;
- cosmetic or non-material enhancements such as upscaling, colorization, noise reduction, or image restoration.

## OPENING TITLE CARD

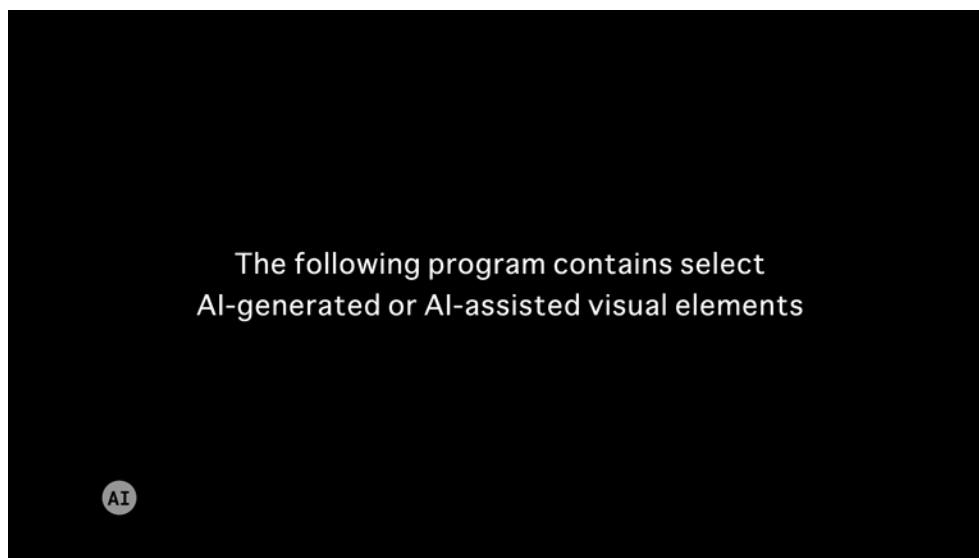
Programs containing AI-generated or materially AI-assisted visuals, narration, recreated performances, or synthetic audio elements must include an opening disclosure card at the beginning of the program.

The default disclosure language should state:

The following program contains select  
AI-generated or AI-assisted visual elements.

Substantially similar language may be used where appropriate depending on the type of GenAI use involved (e.g., synthetic voice recreation, AI-assisted narration, etc.).

No specific font family is required for the opening disclosure card. Productions may utilize the same typography, formatting, and disclaimer styling otherwise used for standard program notices or legal disclaimers appearing at the beginning of the program. Note that short-form or social content generally does not require a title card.



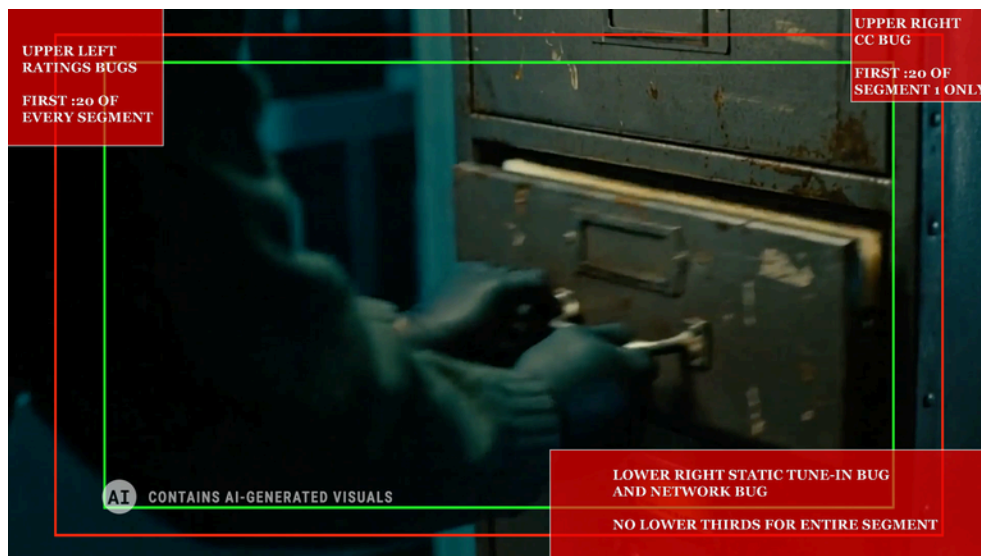
## HORIZONTAL (16:9) DISCLOSURE BUG SPECIFICATIONS

For standard television and streaming deliverables, a disclosure symbol or “bug” should appear in the lower-left portion of the active picture area, consistent with the placement illustrated in following approved reference samples.

The disclosure bug should remain positioned so as not to interfere with:

- ratings bugs
- closed-captioning indicators
- network tune-in graphics
- lower thirds
- subtitles
- accessibility overlays
- platform interface elements

Production teams should use the approved placement examples as guidance for safe-title positioning and operational flexibility across varying delivery environments.



## TEXT REQUIREMENTS

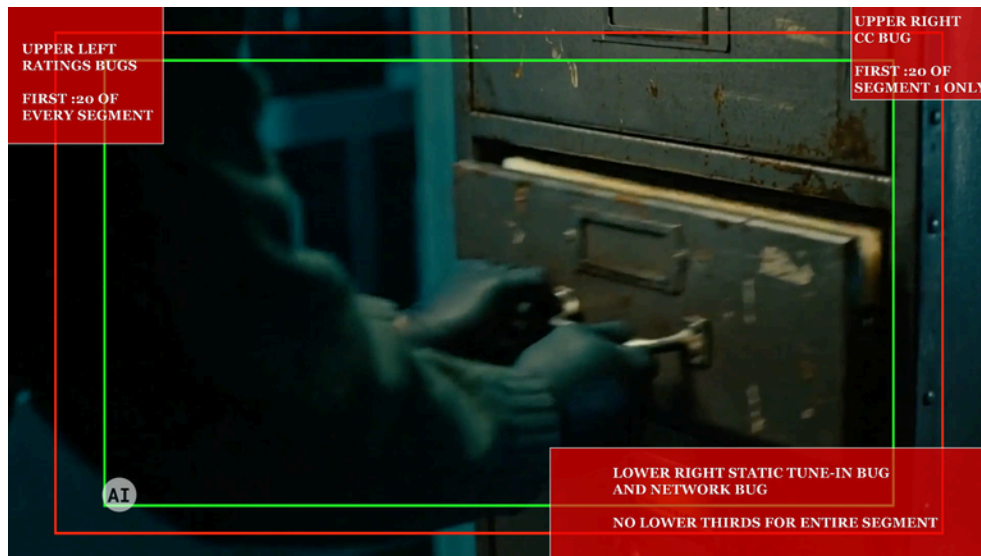
The first instance of the AI disclosure bug appearing within an episode or program after the title card should include accompanying disclosure language as shown below. The term “visuals” can be replaced with “audio” or “narration” as applicable.

“Contains AI-generated visuals”

Approved specifications for this disclosure text:

- Typeface: Roboto
- Weight: Bold
- Size: 30 pt
- Case: Uppercase
- Tracking (VA): 75

After the initial disclosed instance, subsequent uses within the same program may utilize the AI bug symbol without repeating the accompanying disclosure text, provided the symbol remains clearly visible and consistent. Escalate to Legal if any adjustments may be needed for editorial reasons.



## OPACITY, VISIBILITY, AND GRAPHIC TREATMENT

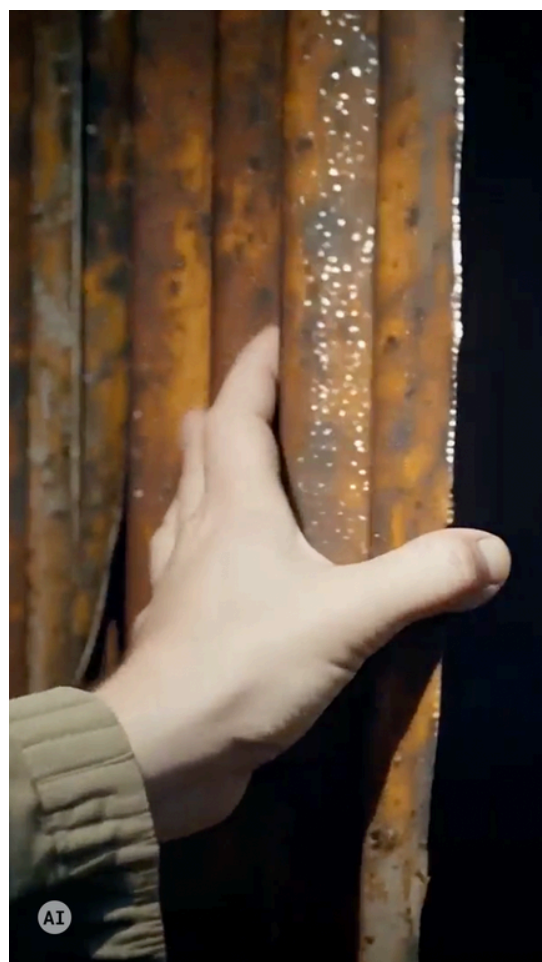
The disclosure symbol and accompanying disclosure text should generally appear between 50% and 75% opacity. Different editing, graphics, and compositing platforms render transparency differently. The necessary opacity percentage will vary depending on the tools or applications used. Use editorial judgment when matching appropriate visual transparency levels to the samples provided.

Disclosure graphics should remain sufficiently transparent so as to remain sufficiently visible without materially obstructing viewer experience. Production teams may increase opacity where necessary to maintain legibility against bright, high-contrast, or visually complex backgrounds. Disclosure graphics should not appear so faint that viewers cannot reasonably distinguish the disclosure from the underlying image.

## VERTICAL (9:16) DISCLOSURE BUG SPECIFICATIONS

For vertical-video deliverables, including social, mobile, and short-form vertical content, the AI disclosure bug should similarly appear in the lower-left portion of the frame consistent with the approved vertical reference samples.

Because vertical-video environments vary substantially across platforms and user interfaces, production teams should ensure that disclosure bugs remain visible and unobstructed by platform-native overlays, captions, engagement icons, or channel interface elements.



## **DURATION REQUIREMENTS**

For long-form programming, the AI disclosure bug must remain onscreen for a minimum duration of:

- four (4) consecutive seconds per disclosed instance.

For promotional, marketing, teaser, trailer, or short-form materials, the disclosure bug should remain onscreen for either:

- four (4) consecutive seconds, or
- the duration of the clip if shorter than four seconds

The minimum display duration is intended to ensure that disclosure visibility is reasonably noticeable to audiences without creating distracting flashing or blinking behavior. Production teams are encouraged to maintain the disclosure bug onscreen for longer continuous durations rather than rapidly cycling or intermittently flashing the disclosure across multiple shots or sequences.

## **PLATFORM-SPECIFIC VARIATIONS**

Certain distributors, broadcasters, territories, or digital platforms may require alternate disclosure implementations, metadata-based disclosures, or different visual placement standards. Any material deviation from these specifications should be reviewed with A+E Legal, Standards & Practices, Distribution Operations, or Delivery teams prior to release.

## **TEXTED VS. TEXTLESS FILE DELIVERY**

The AI disclosure bug is required only on texted deliverables. Textless deliverables should not contain burned-in AI disclosure bugs. This distinction is intended to provide downstream sales clients, distributors, broadcasters, and platform partners with operational flexibility to:

- reposition disclosure graphics for local channel requirements,
- satisfy platform-specific disclosure interfaces,
- implement alternate territory-specific disclosures, or
- remove the disclosure bug where alternative disclosure mechanisms are provided through the distribution platform itself.

## **AI DUBBING AND LOCALIZATION**

The use of AI-assisted dubbing, translation, and localization generally does not require on-screen disclosure under these standards. Disclosure may instead appear in end credits, consistent with customary dubbing practices. However, AI-generated narration, voice recreation, digital replicas, or other AI-assisted audio uses that may reasonably be interpreted as authentic recordings remain subject to the disclosure requirements above. A+E may revise this guidance as technologies evolve.