

Generative AI Use Guidelines

CONTENT CREATION

VERSION 2.7 2026

Expectations for Responsible Use from Producers, Partners, and Vendors

GUIDING PRINCIPLES

Generative artificial intelligence (“GenAI”) tools are increasingly being used in the creative process. When used thoughtfully and transparently, GenAI can support storytelling and help creators work more efficiently while preserving the human judgment and originality that define A+E content.

The following guidelines set out A+E’s expectations when GenAI tools are used. These materials are not intended as legal advice. Instead, they provide best practices for promoting innovation, transparency, and responsible GenAI use.

Producers and partners must flag potential uses of GenAI in A+E content as early as possible. When questions arise, consult legal counsel and A+E contacts as soon as possible. Please sign and return the Acknowledgment below and be prepared to furnish this document, as well as the GenAI Use Declaration Form, in your final deliverables to A+E.

CORE GUARDRAILS

If producers, partners, or vendors intend to use GenAI in connection with an A+E project, please review and adhere to the below requirements before GenAI tools are implemented.

1. Ensure AI Tools Meet Appropriate Legal, Security, and Data Protection Standards

Producers, partners, and vendors should ensure that any AI tool used in connection with an A+E project:

- Uses project-related materials solely to provide the requested service;
- Is licensed under an enterprise, commercial, or equivalent offering that contractually restricts the provider from using project-related materials for model training, model improvement, product development, resale, or other secondary purposes;
- Provides appropriate enterprise-grade access controls and safeguards against unauthorized access, disclosure, or downstream use of production materials;
- Is subject to contractual protections addressing confidentiality, intellectual property, security, data handling, and appropriate indemnification for claims arising from use of the tool or its outputs; and
- Has been reviewed by appropriate counsel for the intended use.

Any use of personal, consumer, free, trial, demo, or open-source GenAI tools is strictly prohibited. Before using third-party tools, ensure any GenAI prompts or inputs do not implicate sensitive or confidential content, personal data, or rights-protected material that may require consent.

2. Ensure Inputs and Outputs Respect Intellectual Property and Publicity Rights

Utilize prompts that rely on original ideas, generic language, public-domain or owned content. Partners should consult with their legal counsel and A+E contacts before using inputs or outputs that reference, evoke or depict third-party IP, real brands or companies, or identifiable individuals (living or deceased), only doing so when necessary rights or permissions are secured. This includes any use of synthetic performers, digital replicas, or voice recreation, which must comply with applicable contractual, union and guild requirements.

3. Substantially Alter GenAI Outputs

GenAI should be used as a creative aid, not a substitute for human authorship. GenAI outputs (scripts, images, dialogue, or music) must be reviewed by humans and substantially altered before being integrated into A+E content. Minor cosmetic edits are insufficient, and meaningful human creative contribution may require rewriting, editing, compositing, or combining outputs with original material.

Under current U.S. Copyright Office standards, purely AI-generated outputs without substantial human alteration are not eligible for copyright protection. As such, use of unaltered GenAI material may undermine the ability to protect IP in the project. Significant human input and transformation is required to make this content potentially eligible for copyright protection.

4. Comply with International Requirements

Assume that all AI-assisted content will be distributed in the EU, UK, Canada, and other countries outside the United States that may have their own AI regulation. To ensure compliance with the evolving global regulatory landscape, please review the GenAI Disclosure Style Guide for best practices. All technical and legal deliverables must comply with these standards.

5. Respect Applicable Guild, Union, and Talent/Contractual Obligations

GenAI use should respect the roles, contributions, and agreements of writers, performers, and crew, especially if the production is a guild production, and consider A+E's contractual and reputational relationships with its partners. Digital replication is increasingly treated as a new exploitation or use of a performer's services and may trigger additional compensation or other obligations.

6. Respect Audience Expectations, Cultural Norms, and A+E Values

GenAI should be used thoughtfully and responsibly, with attention to how AI-generated or AI-assisted material may be perceived by different audiences, cultures, and communities. Partners and producers should avoid uses that could mislead audiences, reinforce harmful stereotypes, misrepresent individuals or cultures, or undermine audience trust. All uses of GenAI should align with [A+E's Guiding Values + Principles](#) and reflect appropriate human judgment, editorial oversight, and sensitivity to cultural context.

7. Ensure Vendor and Third-Party Compliance

Be mindful of these guidelines when using vendors, contractors, or other partners on the project. We expect third parties to adhere to the same principles.

INTERNAL VS. AUDIENCE-FACING USE

A+E recognizes that expectations and legal requirements vary depending on whether a use is internal and exploratory or audience-facing. Internal uses such as brainstorming, early concept development, or mock-ups are acceptable parts of the creative process, provided approved tools are used and no likenesses or rights protected materials are used as inputs.

However, external uses (e.g., content audiences will see or hear) can impact not only legal, intellectual property, and guild considerations, but also audience trust issues. If AI-generated materials initially created for internal purposes are later incorporated into audience-facing deliverables, all audience-facing requirements for documentation, disclosure, and legal review apply.

DISCLOSURE AND DOCUMENTATION

A+E believes that audiences should be able to trust what they see and hear on screen. When GenAI contributes to audience-facing deliverables, certain disclosures and documentation are necessary depending on the significance of the GenAI use.

Given A+E's global footprint, sales clients may request these deliverables to meet their own regional or platform-specific disclosure requirements. As such, failure to provide these deliverables may limit or prevent distribution. Partners should consult with their legal counsel and A+E contacts before delivering content.

► **On-Screen Disclosures**

For key creative elements in unscripted content, on-screen disclosures in the form of text and/or a "bug" may be required to ensure compliance with emerging regulations. Key creative assets may include AI-generated voices, synthetic performers or characters, audio, or other substantial AI-generated elements that could impact audience perception of authenticity. A disclosure card must appear at the top of the show noting the presence of AI-generated content. For more information on disclosure specifications, please review the GenAI Disclosure Style Guide.

► **Programming Documents and File Delivery**

Maintain prompt logs for key creative elements and ensure GenAI uses are time-coded on the shot sheet delivered to A+E. The shot sheet must include the source of the material, including the tool that was used.

Texted files should include on-screen disclosures, and time-coded lower thirds paperwork should reflect GenAI use where applicable. Partners and producers should consult with their A+E contact to obtain the on-screen disclosure graphics package.

Additionally, please include the signed Acknowledgement below, along with the GenAI Use Declaration Form, in production delivery to A+E. These documents must be submitted as part of the rights bible in Debut. The Acknowledgement should be uploaded on a PAC-level, whereas the GenAI Use Declaration Form should be completed and uploaded per-episode to note episode-specific GenAI uses.

Producer must retain GenAI-related documentation, including prompt logs, tool records, approval records, and human review documentation, for the duration required under the applicable production agreement, and in no case less than five (5) years following final delivery, unless otherwise directed by A+E. Such documentation must be made available to A+E upon reasonable request for purposes relating to legal review, rights verification, distribution, audit, compliance obligations, or other legal reasons.

ASSET MANAGEMENT AND AI-ASSISTED WORKFLOWS

Certain GenAI tools are increasingly used to automate production-related tasks, including workflow scripting, metadata tagging, asset organization, integrations, or other operational functions. While these tools may improve efficiency, they can also create security, confidentiality, and operational risks if used without appropriate oversight.

Within approved enterprise environments, some AI tools marketed as “agents” that include limited automation, contextual assistance, or background processing features may be acceptable for use if approved by Technology. However, autonomous AI systems that independently execute actions, modify workflows, access local systems, connect to third-party services, or operate with limited human review may pose substantial security risks and are strictly prohibited.

Strictly Prohibited Uses

- locally deployed/open-source AI agents
- autonomous systems with machine/system access
- unapproved AI workflow orchestration
- vibe-coded modifications to production infrastructure
- AI-generated plugins/scripts/macros that alter production systems
- autonomous execution without oversight

Even where AI features are embedded within approved production tools, production teams must continue to maintain substantial human oversight and comply with A+E security and operational requirements.

Adherence to the above Guidelines is expected of all producers, partners, and vendors participating in A+E projects. Failure to adhere to these Guidelines may result in project delays, rejection of deliverables, or other contractual remedies, as appropriate.

ACKNOWLEDGMENT

I acknowledge that I have received, read, and understand the above Guidelines. I confirm that, to the best of my knowledge, I am currently in compliance with these Guidelines and agree to comply with them going forward.

I understand that these Guidelines may be updated in the future to reflect evolving legal, regulatory, contractual, technological, and operational requirements. I agree to make reasonable efforts to remain informed of current versions and to comply with such requirements.

If I have any questions regarding the content or interpretation of these Guidelines, I agree to bring them to the attention of my A+E contact as soon as possible.

Print Name: _____

Title: _____

Signature: _____

Date: _____