

**Senate Judiciary Committee**  
**Subcommittee on Privacy, Technology & the Law**  
**May 21, 2025**

**The Good, the Bad, and the Ugly: AI-Generated Deepfakes in 2025**  
**Written Testimony**  
**of Suzana Carlos**  
**Head of Music Policy, YouTube**

Chairwoman Blackburn, Ranking Member Klobuchar, and Members of the Subcommittee: thank you for the opportunity to speak with you today on the important topic of the NO FAKES Act and digital replicas generated by artificial intelligence. My name is Suzana Carlos, and I serve as Head of Music Policy at YouTube.

**YouTube Music: Cultivating A Thriving Creative Economy**

Just last month, YouTube marked the 20th anniversary of the first video ever uploaded to the platform. It is difficult to fathom how much the world and YouTube have changed in those two short decades. Today, we have over two billion active monthly users on our platform across more than 100 countries, with 500 hours of content uploaded every minute. We are proud that YouTube has transformed culture through video and built a thriving creative economy here in the United States and around the world. Thanks to our unique and industry-leading revenue-sharing model – where our creators take 55 percent of the revenue of ads running against their content – in 2024, YouTube’s creative ecosystem contributed over \$55 billion to US GDP and supported more than 490,000 full time jobs in the US alone.

At YouTube Music, we have built the world’s deepest catalogue – over 100 million official tracks plus remixes, live performances, covers, and hard to find music you simply can’t find anywhere else. We have now reached over 125 million paid YouTube Music and Premium subscribers.

AI should empower human creativity, not replace it, and that is why we are building it together with our partners - artists, songwriters, producers, executives, creatives - as we iterate for the future. Over the past two years YouTube has been laying the foundation for the future of music and AI. We started by publishing our [AI Music Principles](#) in 2023, written in collaboration with many music partners, and launched our Music AI Incubator, which now includes over 50 global participants across the ecosystem. In 2024, we accelerated this work with new 'Dream Track' experiments in YouTube Shorts, unlocked new avenues for professional creativity with the Music AI Sandbox, and introduced Google’s most sophisticated video generation model, VEO, hinting at future capabilities for AI and music video production.

This year we will continue to focus on building, testing and learning for the future so that AI can assist us in ushering in a new creative era, one that enhances creative opportunities, enables innovation, and drives prosperity.

We will continue to identify the challenges and risks of AI and build solutions that benefit the entire ecosystem. If done right, we can build safe, reliable and profitable avenues for music acceleration with AI that exceeds our most ambitious goals and imaginative ideas.

## Helping People Navigate AI-Generated Content

As this technology evolves, we must collectively ensure that it is used responsibly, including when it comes to protecting creators and viewers. Platforms have a responsibility to address the challenges posed by AI-generated content, and Google and YouTube stand ready to apply our expertise to help tackle them not just on our services, but across the digital ecosystem. With more people using artificial intelligence to create content, we are [building on the ways](#) in which we help our audiences identify AI-generated content through several new tools and policies.

- **Providing users with additional context:** The [About this Image](#) feature in Search helps people assess the credibility and context of images found online. The [double-check](#) feature in Gemini evaluates whether there is content across the web to substantiate the responses it provides to user queries.
- **Digital watermarking:** Google continues to bring [SynthID](#) — embedded watermarking—to additional Google Gen AI tools for content creation and more forms of media including text, audio, visual and video. For instance, images generated by Gemini, including with its most recent Imagen 3 model, are embedded with SynthID watermarks.
- **Content labels on YouTube:** The Company requires creators to disclose content that is meaningfully altered or synthetically generated when it seems realistic. It applies transparency labels to signal to users that they are watching this type of content. For most videos, a label will appear in the expanded description, but for videos that touch on more sensitive topics, YouTube also shows a more prominent label on the video itself.
- **YouTube Disclosures:** YouTube also recently introduced the "Captured with a camera" disclosure in the "How this content was made" section in the expanded description of some videos. It signifies that the creator used specific technology to verify their video's origin and confirm its audio and visuals haven't been altered. This, along with the policy on [altered and synthetic content](#), is part of YouTube's efforts to increase transparency.

Beyond safeguarding its own products and platforms, we are actively collaborating across the tech industry to identify emerging challenges and counter abuse. As a 2024 steering member of the [Coalition for Content Provenance and Authenticity](#) (C2PA), we meaningfully contributed

to the development and advancement of C2PA's open standard. Google Search, Google Ads, and YouTube already detect C2PA information attached to imagery and/or videos. We will continue to expand its application to more products and use cases over time and encourage more services and hardware providers to adopt the C2PA's Content Credentials standard.

### **Additional Protections to Safeguard Against Unauthorized Digital Replicas**

In addition to the efforts detailed above, we also have longstanding, robust policies in place that create important safeguards against misleading and deceptive content.

On [YouTube](#), our Privacy Guidelines provide a detailed explanation of our privacy complaint process, including an outline of the factors we consider when evaluating privacy claims. We will consider content for removal if a uniquely identifiable individual or their legal representative submit the privacy complaint. When assessing if an individual is uniquely identifiable, we consider the following factors:

- Image or voice
- Full name
- Financial information
- Contact information
- Other personally identifiable information

When evaluating a privacy complaint, we consider public interest, newsworthiness, and consent as factors in our final decision with respect to removing the specific piece of content at issue.

On [Google](#), we do not allow sites or accounts that impersonate any person or organization, or that misrepresent or conceal their ownership or primary purpose. Additionally, we do not allow sites or accounts that engage in inauthentic or coordinated behavior that misleads users. This prohibition covers, but is not limited to, sites or accounts that misrepresent or conceal their country of origin or that direct content at users in another country under false premises. It also applies to sites or accounts working together in ways that conceal or misrepresent information about their relationships or editorial independence.

We also [prohibit](#) users on Google from impersonating a person or organization or misrepresenting themselves, including by impersonating any person or organizations they do not represent or providing misleading information about a user/site's identity, qualifications, ownership, purpose, products, services, or business. We do not allow content or accounts that misrepresent or conceal their ownership or primary purpose, including by misrepresenting or intentionally concealing their country of origin or other material details about themselves when

directing content about politics, social issues, or matters of public concern to users in a country other than their own. We do allow parody, satire, and the use of pseudonyms or pen names.

## **Developing Practical Regulatory Frameworks**

We know that a practical regulatory framework addressing digital replicas is critical. For nearly two decades, YouTube has been at the forefront of handling rights management at scale, and as we navigate the evolving world of AI, we understand the importance of collaborating with partners to tackle emerging challenges proactively.

### *NO FAKES Act*

We know that a practical regulatory framework addressing digital replicas is critical, and we are grateful to Chairwoman Blackburn, Senator Coons, Ranking Member Klobuchar and all the bill sponsors for the smart and thoughtful approach adopted in developing the NO FAKES Act of 2025. We deeply appreciate the Members' willingness to bring a variety of stakeholders together to forge a consensus on this important topic.

Unauthorized synthetic digital imitations can be used to spread misinformation, manipulate users, and damage reputations—eroding trust in online platforms in the process. The NO FAKES Act provides a tool to combat this threat and protect the credibility of online content. Google's support for the legislation is consistent with our commitment to provide a safe and reliable online environment, as well as our own efforts to promote responsible AI development and deployment.

AI regulation should not penalize companies merely for providing tools that can be used for both permissive and non-permissive uses. The NO FAKES Act not only appropriately balances innovation, creative expression and individuals' rights, but also offers a broadly workable, tech-neutral, and comprehensive legal solution. By supplanting the need for a patchwork of inconsistent legal frameworks, the NO FAKES Act would streamline global operations for platforms like ours and empower musicians and rights holders to better manage their IP. We look forward to seeing the legislation passed by Congress and enacted into law.

YouTube and Google are proud to support the NO FAKES Act, which tackles the problem of harm associated with unauthorized digital replicas and provides a clear legal framework to address these challenges and protect individuals' rights.

### *TAKE IT DOWN Act*

We have similarly supported the TAKE IT DOWN Act, which will be critical to preventing bad actors from producing and disseminating nonconsensual explicit images. We would like to

thank Ranking Member Klobuchar, along with Senator Cruz, for their leadership on the legislation. This is an area in which we continue to invest at Google, building on our longstanding policies and protections to ultimately help keep people safe online.

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Thank you, again, for inviting me to participate in today's hearing.