

# Meta Wants Industry-wide Labels For AI-made Images

Meta on Tuesday said it is working with other tech firms on standards that will let it better detect and label artificial intelligence-generated images shared with its billions of users.

The Silicon Valley social media titan expects to have a system in place in a matter of months to identify and tag AI created images posted on its Facebook, Instagram and Threads platforms.

Meta and other platforms are under pressure to keep tabs on AI-generated content with fears that bad actors will ramp up disinformation, with elections due this year in countries representing half the world's population.

"It's not perfect, it's not going to cover everything; the technology is not fully matured," Meta head of global affairs Nick Clegg told AFP.

While Meta has implemented visible and invisible tags on images created using its own AI tools since December, it also wants to work with other companies "to maximize the transparency the users have," Clegg added.

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