

December 1, 2025

Sankei Shimbun Co., Ltd.

Protest Regarding Unauthorized Use of Our Articles

Sankei Shimbun Co. Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Tetsuji Kondo) sent a formal letter of protest on the 1st to the U.S.-based generative AI company "Perplexity AI, Inc." (California; hereinafter referred to as "Perplexity"). We asserted that Perplexity's unauthorized use of our articles and other content in the services provided to its users constitutes copyright infringement and other violations, and we have demanded the cessation of these illegal acts.

In its "Perplexity" and "Perplexity Pro" services, Perplexity collects related information from the internet and inputs it into generative AI to create answers to user questions. In the process of generating these answers, Perplexity reproduces and stores content accumulated on our servers—including articles published on our news sites "Sankei News" and "Sanspo"—without obtaining our permission, and provides content containing our work to users as "answers."

This constitutes "free-riding" on our content, which we have created with significant effort and cost, and infringes upon our rights based on Article 21 (Right of Reproduction) and Article 23 (Right to Transmit to the Public) of the Copyright Act of Japan. Furthermore, even when Perplexity's service outputs facts that differ from the content of our articles, it displays our company name or content as the source of said reference, thereby presenting false facts as if they were our content. Displaying such false information damages the credibility of our content and falls under Article 2, Paragraph 1, Item 21 of the Unfair Competition Prevention Act (Notification of False Facts Harming Business Reputation).

We cannot tolerate such unauthorized use or acts that damage the credibility of a newspaper company. In the letter of protest, we lodged a strong objection against Perplexity and demanded the immediate cessation of the reproduction, public transmission, and any other unauthorized use of our content. We also demanded the deletion of all information related to our content, including our content stored and accumulated by Perplexity and learning data utilizing our content. Depending on Perplexity's response, we will consider taking legal measures.

As stated in the "Statement on the Protection of News Content in Generative AI" published on June 4, 2025, by the Japan Newspaper Publishers & Editors Association, of which we are a member, free-riding on news organization content by Perplexity destroys the overall function of news organizations and causes extremely serious infringement of rights. We will continue to demand that Perplexity respond sincerely toward the appropriate use of newspaper content.

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