

Press release  
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## SMG introduces AI label for visual content

**SMG Swiss Marketplace Group launches a new AI label to flag all AI-generated visual content in advertising. The label is provided for unrestricted use on the SMG website. The first campaign featuring AI labelling – for Homegate – is already running successfully.**

The SMG Swiss Marketplace Group is launching a new AI label that will clearly identify all AI-generated visual representations in advertising. The aim of the label is to make the use of artificial intelligence in marketing transparent and, at the same time, to increase the efficiency and creativity of campaigns. The label is now available to download from the [SMG's website](#). No licence is required; this enables other companies to use it for their AI-generated media, too, and thus enhance transparency on this issue towards their customers.

The use of the new AI label is governed by internal guidelines. These include flagging photo-realistic AI-generated content and using platform-specific labelling functionality, such as native tools on Instagram. The SMG label is used if such features are not available. A reduced icon is also available for smaller formats.

SMG is proud to unveil this initiative and make a valuable contribution to its role as a pioneer in the Swiss digital industry. The company uses AI to increase efficiency while acting responsibly and transparently.

The AI label is now being used by all SMG brands, with the first campaign to successfully integrate it currently underway for Homegate.

Image 1: AI label

Image 2: Visual from Homegate's current campaign

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**About SMG Swiss Marketplace Group AG**

SMG Swiss Marketplace Group AG is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group AG provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Flatfox, Immostreet.ch, alle-immobilien.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.