2025 | The Future of News report
2nd edition

INNOVATIONS IN NEWS

Asia-Pacific Broadcasting Union

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please email us at asiavision@abu.org.my

Contributing Authors:
Onur Göker (TRT)
Mehmet Tarık Kirşanli (TRT)
Kaori Iida (NHK)
Edson C. Tandoc Jr (NTU)
Hojoon Lee (KBS)
Nesryn Bouziane (ABC)
Anjo Bagaoisan (ABS-CBN)
Laziz Djuraev (MTRK)
Nguyen Xuan Hung (VOV)
Esther Klien (DW)
Tongtong Guo (PhoenixTV)
Hou Miaoyi (PhoenixTV)
Mohammad Hossein Azadi (IRIBU)
Ali Akbar Razmjoo (IRIBU)
Andy Chang (AMT)
Olle Zachrison (EBU)
Luis Jimenez (EBU)
Sébastien Noir (EBU)
Lindsay Cornell (BBC)
Christian Radler (ARD News)
Alexey Filippovsky (RTR)
Bruce MacCormack (MPC)

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in collaboration with the
Centre for Information Integrity and the Internet (IN-cube)
from the Nanyang Technological University in Singapore.

Report compiled and edited by:
Deborah Steele
Nerina Rosli

Design and layout by:
Nadzim Zainal

Level 2, IPPTAR Building Angkasapuri
50614 Kuala Lumpur, Malaysia

Foreword

Ahmed Nadeem
Secretary-General
Asia-Pacific Broadcasting Union

As we gather in Istanbul to consider the threats to journalism, it is important to look at the possible solutions to those challenges and more.

It is often said that “adversity is the mother of invention”, and it would seem many of the problems faced by the news industry are being addressed through innovation.

This report, Innovations in News, is based on the contributions of media organisations across the ABU’s membership. It features essays by experts at some of the biggest media organisations in the world, and some of the most creative.

You will find tools to improve efficiency, enhance content and aid the localisation and personalisation of services. You will see how content authentication tools are developing and ways to improve the delivery of emergency alerts. There is advice on lifting audience engagement, targeting younger audiences and expanding capacity to produce explainers on key issues.

Like last year’s inaugural report on The Future of News, Innovations in News includes the results of our latest newsroom survey - providing additional context and issues for consideration.

I commend this report to you. As always, our members have been generous with their expertise and insights and wish to share their solutions.

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AI-powered innovation: the Kâtip Project

By
Onur Göker &
Mehmet Tarık Kirşanli
Software engineers
TRT Türkiye

Onur specialises in artificial intelligence, software development, and software architecture. He is a full-stack software developer, with expertise in building AI-driven applications and managing core API platforms. He plays a key role in developing and maintaining REST API central services.

Mehmet specialises in building secure and scalable web and mobile applications. He is skilled in cloud technologies, authentication systems, and real-time audio and video processing. He is currently exploring machine learning applications to enhance automation, security and data analysis.

In an era where speed and accuracy are paramount in news broadcasting, TRT Haber has developed an innovative AI-powered solution: the Kâtip Project. This platform revolutionises the way news subtitles are generated and translated, ensuring efficient and high-quality content delivery.

Kâtip is an advanced AI-driven subtitle generation and translation platform, designed to assist TRT Haber editors in adding fast, accurate, and editable subtitles to news videos. By leveraging speech-to-text technology, the system automatically transcribes audio from news videos and converts it into subtitles that can be refined and customized by editors.

Key Features & Capabilities:

- AI-Powered Speech-to-Text Recognition: Converts spoken words in news videos into highly accurate text-based subtitles.
- Real-Time Subtitle Editing: Editors can adjust and fine-tune the automatically generated subtitles using an intuitive interface.
- Multilingual Support: Enables automatic translation of subtitles into multiple languages, expanding the reach of TRT's global audience.
- Multiple File Format Support: Allows subtitle exports in SRT, VTT, and ASS formats for broader compatibility.
- User-Friendly Web Interface: Provides an accessible platform for seamless subtitle generation, editing, and downloading.

The Katip Project brings significant advancements in TRT's news production workflow:

- Enhancing Efficiency: Reduces manual effort for editors, allowing for faster subtitle production and improved newsroom productivity.
- Breaking Language Barriers: Supports TRT's international broadcasts by enabling real-time multilingual subtitle generation.
- Improving Accessibility: Ensures inclusive news consumption by providing accurate subtitles for hearing-impaired audiences.

As part of TRT's commitment to innovation, future enhancements of the Kâtip Project will focus on improving AI accuracy, expanding language support, and integrating real-time live broadcast subtitling. These advancements will further position TRT Haber at the forefront of AI-driven news technology. Kâtip is not just a technological achievement—it is a testament to how AI can redefine news accessibility and global reach, setting a new standard for AI-powered journalism.

About the 2025 FUTURE OF NEWS SURVEY

This year's Future of News survey focused on the challenges faced by modern newsrooms and news operations. The survey was launched in January during the Asiavision Coordinators meeting. Some of the key areas of focus included modern newsroom challenges, changing priorities and responsibilities, audience behaviour and the use of generative AI. It also aimed to examine journalists' role and experiences, recruitment and retention challenges, the growing use and importance of digital platforms, journalist safety and ways to future-proof newsrooms.

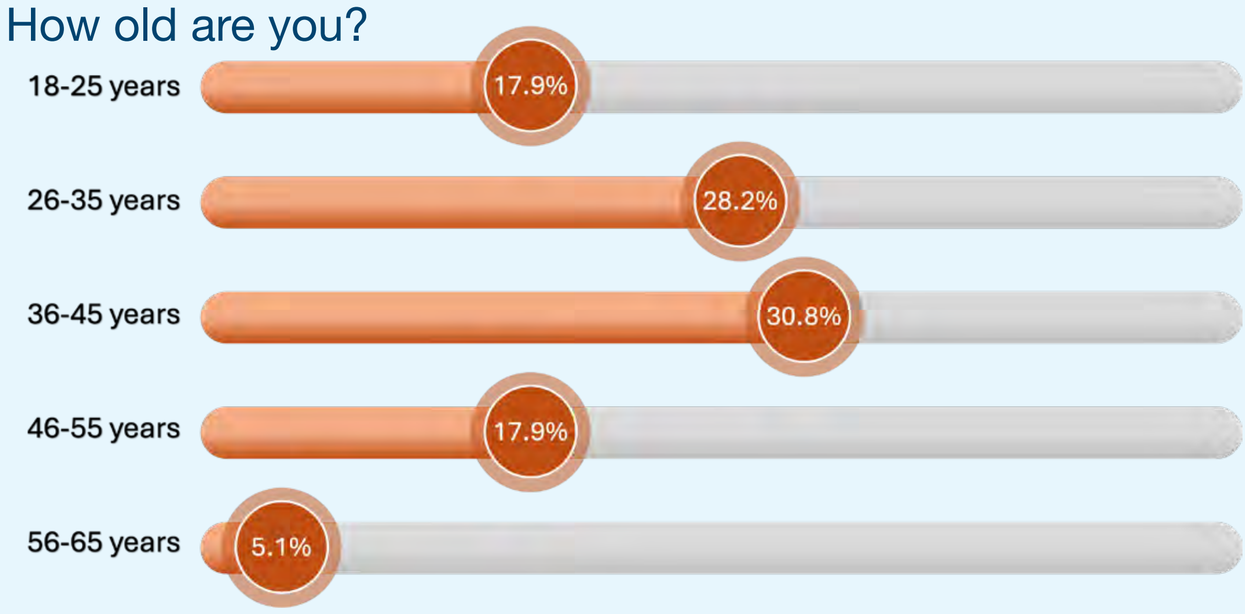
The survey was organised in collaboration with the Centre for Information Integrity and the Internet (IN-cube) from the Nanyang Technological University in Singapore.

There were 60 respondents from 30 ABU members in 26 countries – from Tuvalu and Nauru through to Kazakhstan, Uzbekistan and Türkiye. They included newsroom staff from 22 members of the ABU's video news exchange, Asiavision, representing some of the world's biggest broadcasters to several from small island states. The survey ran from 10 January 2025 and 10 March 2025. Not all respondents answered every question.

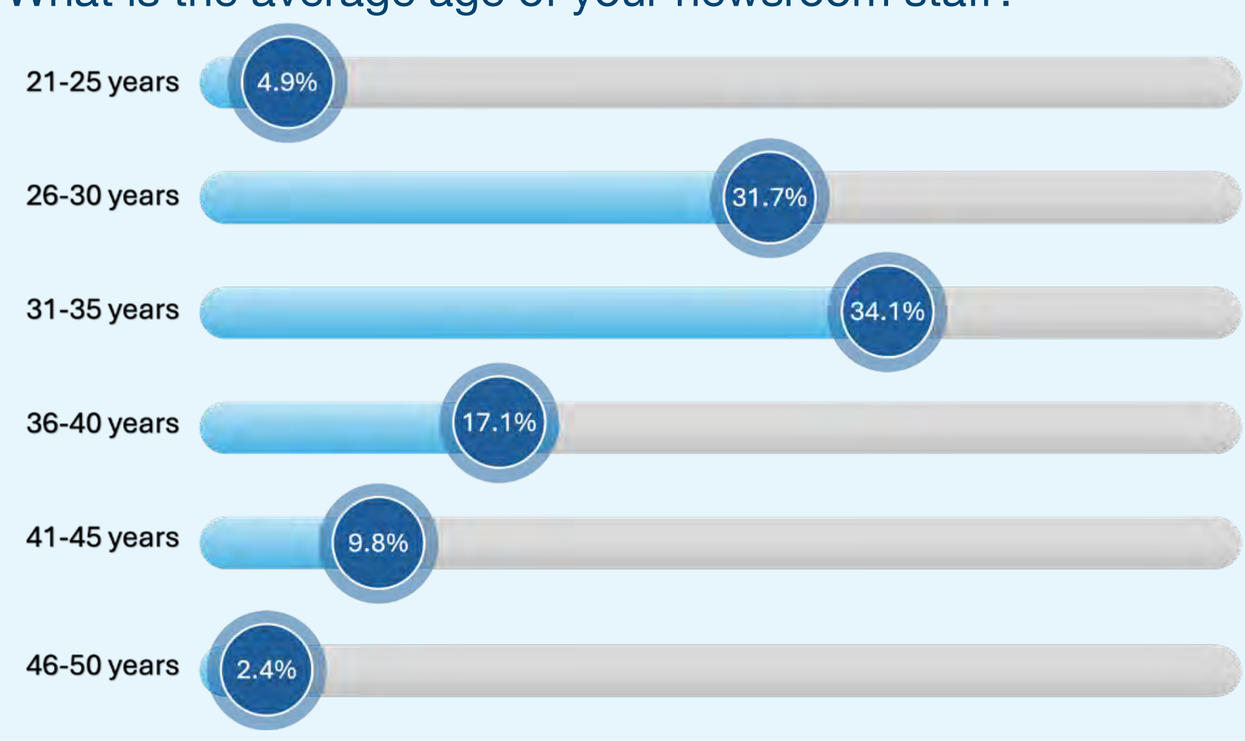
The data was collected and analysed by the Centre for Information Integrity and the Internet (IN-cube). The IN-cube Centre from NTU Singapore aims to promote information integrity in online spaces through timely, rigorous and relevant research that links academics, policy makers, industry players and the public. The Director of the Centre is Professor Edson C Tandoc Jr. He has a PhD from the University of Missouri and is a Professor at the Wee Kim Wee School of Communication and Information (WKWSCI). He worked as a newspaper journalist for six years before pursuing his doctoral studies at the Missouri School of Journalism as a Fulbright Scholar.

FUTURE OF NEWS SURVEY INSIGHTS

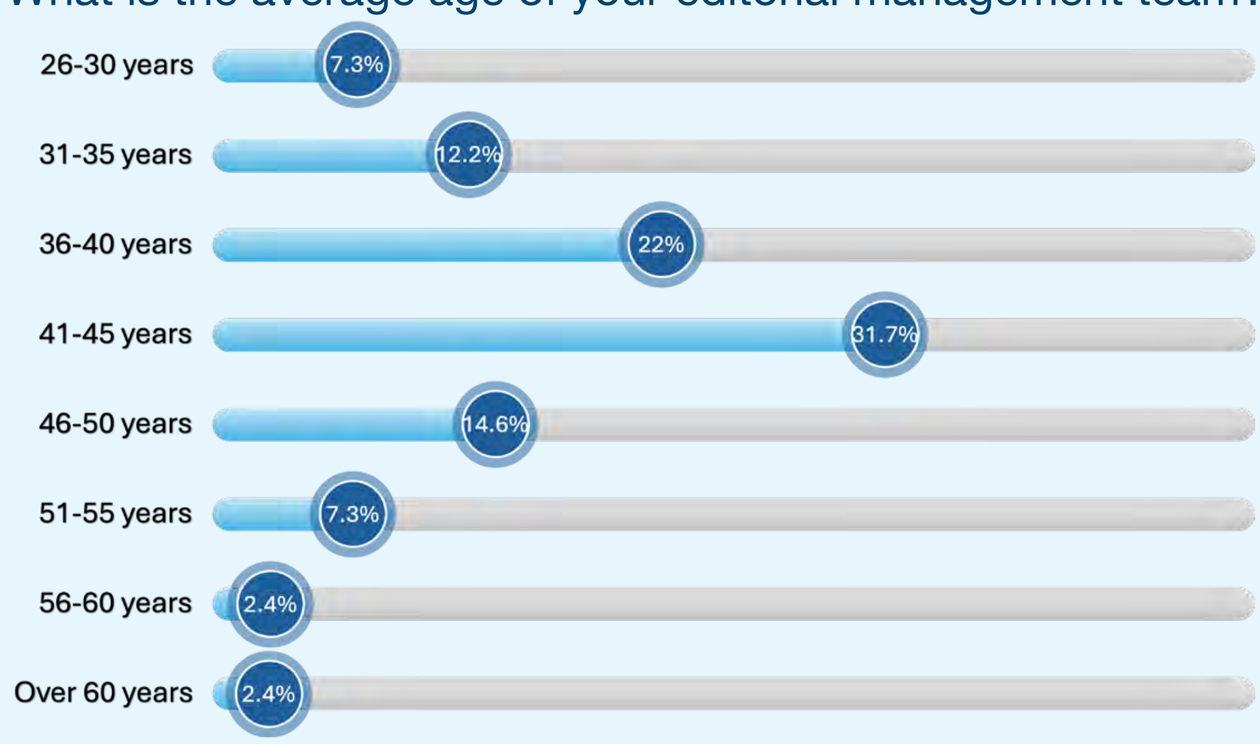
How old are you?



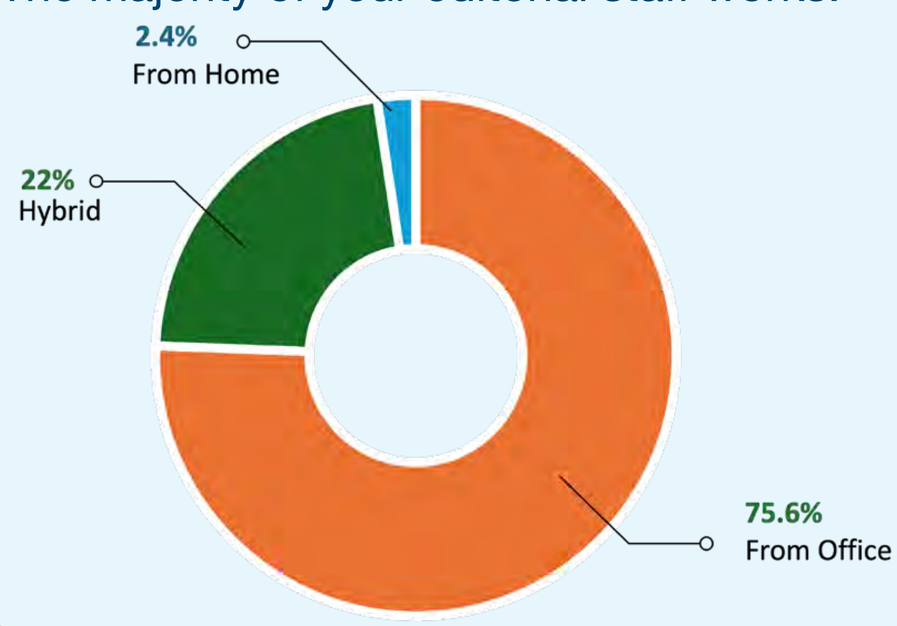
What is the average age of your newsroom staff?



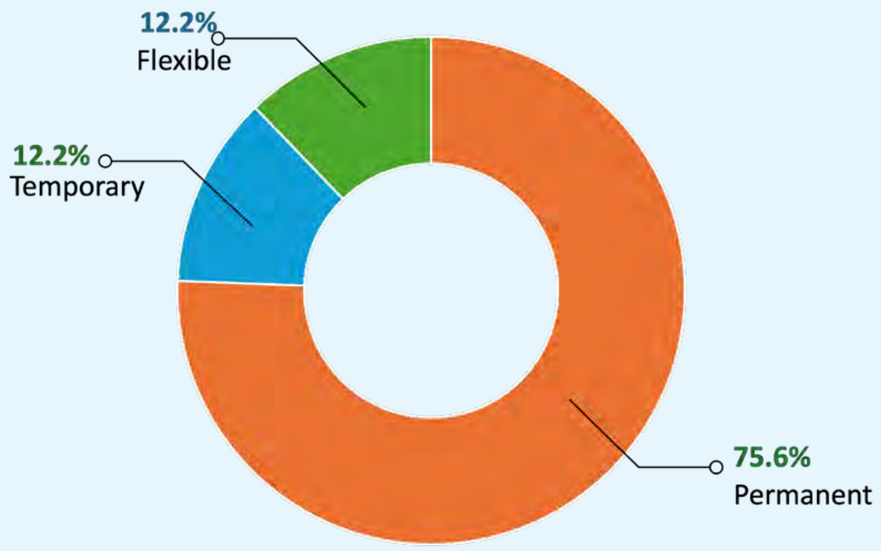
What is the average age of your editorial management team?



The majority of your editorial staff works:

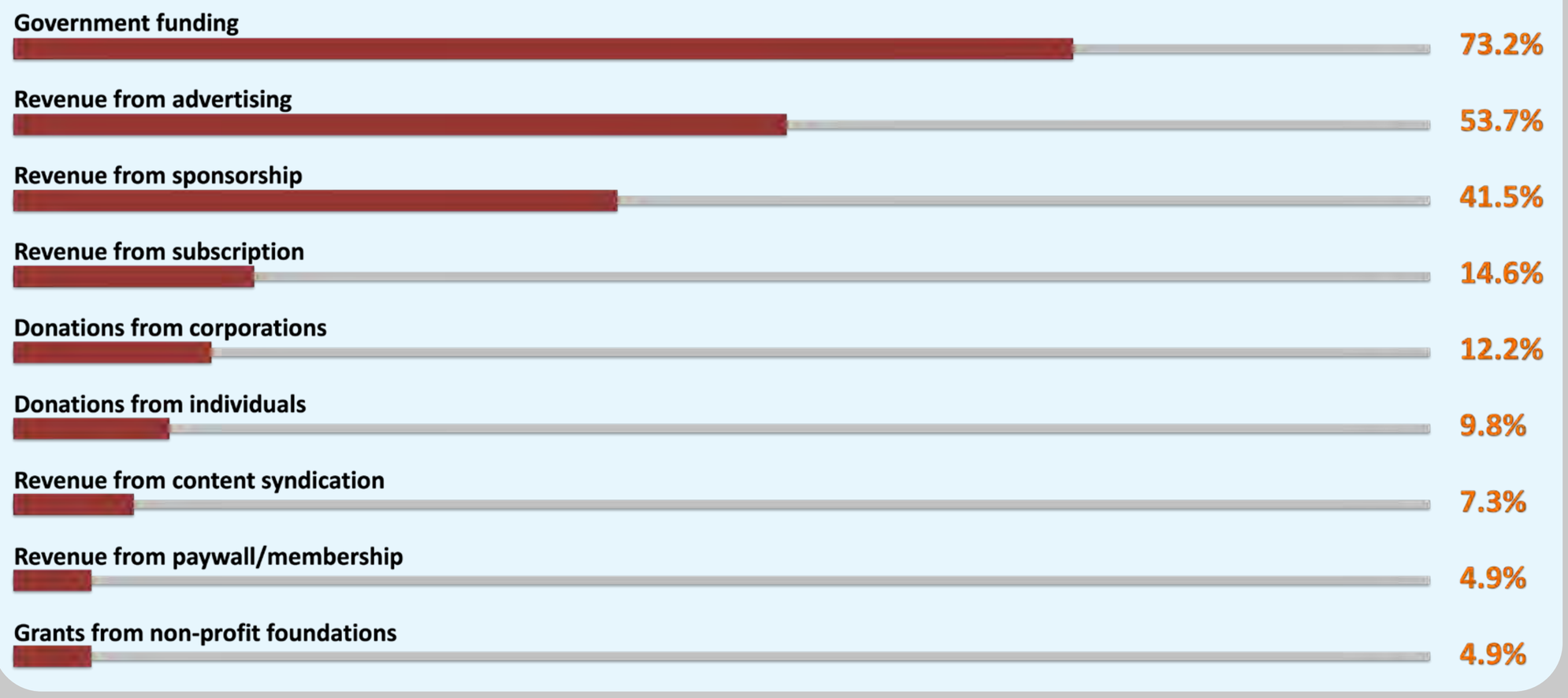


Is your current working arrangement:

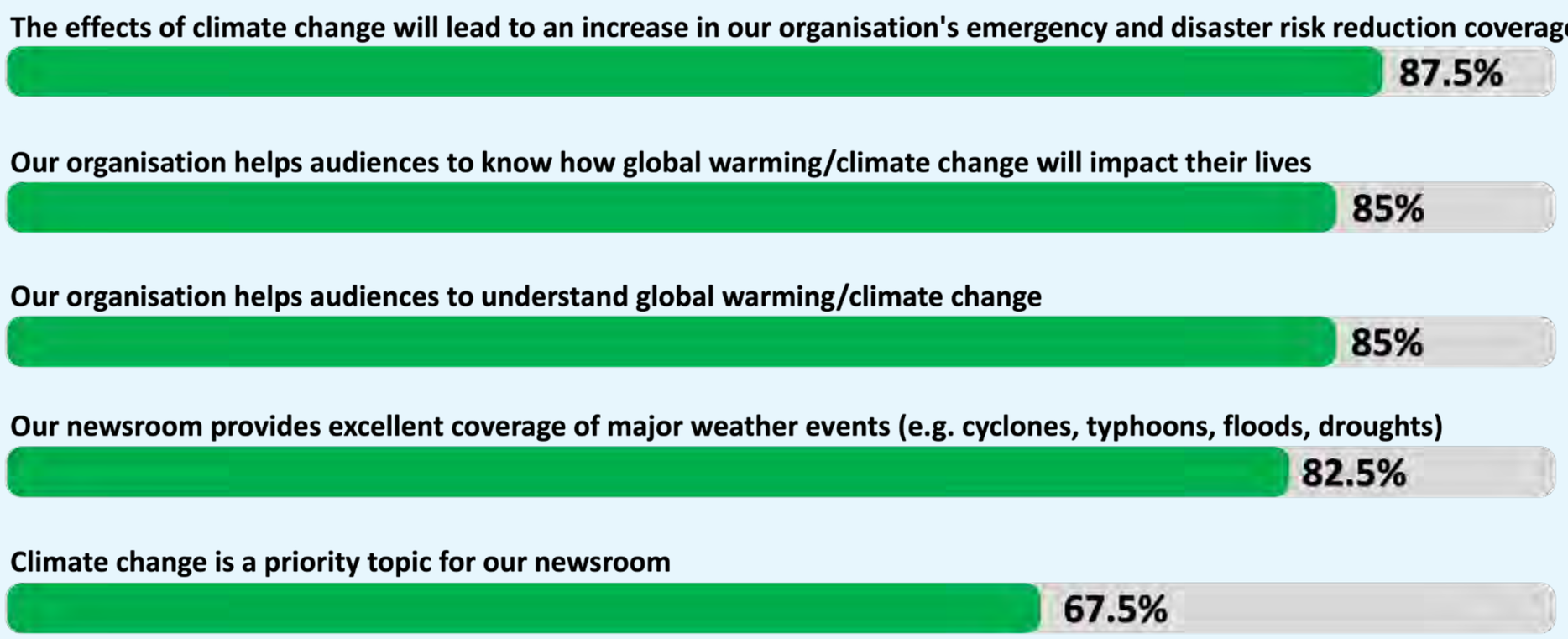


FUTURE OF NEWS SURVEY INSIGHTS

The following lists sources of funding. Where does funding for your newsroom come from? (Percentage of “agree/strongly agree”)



The following statements describe news coverage of environmental issues and climate change. Please indicate how much you agree or disagree with each of the following statements. (Percentage of “agree/strongly agree”)



Navigating the digital shift

By
Kaori Iida
Deputy Chief Commentator
NHK Japan

Kaori Iida currently serves as the Deputy Chief Commentator at NHK, Japan's national public broadcaster. Previously, she was the Director of the Digital News Division and editor of NHK's flagship news program "News Watch 9" and before that, LA Bureau Chief covering everything tech. She was also the Senior Economic Correspondent in Washington, DC reporting on finance and trade policies.

In March 2025, NHK celebrated its 100th anniversary. Having evolved from its early days in radio into television, Japan's public broadcaster now faces new challenges in defining its role in the digital era. As technology rapidly transforms the way people consume news, NHK and other traditional media outlets need to adapt to maintain relevance and credibility.

How Social Media Redefined Election Coverage

The year 2024 saw important elections worldwide, and Japan was no exception. One particularly notable example was the Hyogo Gubernatorial race in November, in which social media played a pivotal role in shaping public opinion.

The election was triggered by a scandal involving the incumbent governor, who faced allegations of workplace harassment. Despite these controversies, the governor won re-election. But the campaign highlighted the evolving relationship between mainstream and social media in influencing voter decisions.

An NHK exit poll asked voters which information resources most influenced their choice at the ballot box:

- 30% cited "Social media & online video platforms"
- 24% selected "Newspapers"
- 24% chose "TV"

Even more telling were the responses from voters who supported the incumbent:

- 46% relied on "YouTube, X, TikTok and Instagram"
- Only 16% chose "TV"
- A mere 9% cited "Newspapers"

A Wake-Up Call for Traditional Media

This has deep implications for NHK and the broader Japanese media landscape. During the campaign, rumors and conspiracy theories spread, with some people accusing legacy media of failing to present "the truth." As a result, some voters turned to social media as their primary source of election information.

Under Japan's Broadcast Act and the Public Offices Election Act, traditional broadcasters are required to remain political neutral to ensure fair and balanced election coverage.

In the Hyogo election, traditional media outlets adhered to the principle, prioritizing impartial reporting and equal airtime for candidates. However, our influence was increasingly undercut by information on social media platforms that faced no such restrictions.

Candidates took advantage of these unconstrained platforms, engaging directly with voters, countering allegations in real time. This approach significantly shaped public perception.

One key takeaway for us was that in a head-to-head race, the spread of misinformation becomes even more intense.

The Challenge Ahead: AI, Fake Content and the Battle Against Misinformation

In 2025, several major elections will be held in Japan, including for the Upper House and the Tokyo Metropolitan Assembly. With the rise of generative AI, we anticipate that these events will trigger an increase in “fake” videos and images.

To address this issue, NHK has joined the Coalition for Content Provenance and Authenticity (C2PA) in 2023. C2PA is an industry-led initiative that brings together news organizations, technology companies and other stakeholders to develop standards for digital content authentication. This ensures that the media and news consumers can verify the origins and authenticity of online content.

“NHK has joined the Coalition for Content Provenance and Authenticity (C2PA) in 2023. C2PA is an industry-led initiative that brings together news organizations, technology companies and other stakeholders to develop standards for digital content authentication.”

Fighting Back: Technology as a Tool for Truth

C2PA technology embeds metadata within digital images, videos, and articles, allowing users to trace their history and differentiate between authentic and manipulated content. This initiative plays a crucial role in fighting “deepfakes” and other deceptive digital manipulations.

Consider an AI-generated image depicting a politician making a speech, wearing white gloves (a campaign tradition for Japanese politicians during elections). When one clicks on the Content Credential (CR) mark, any history of alteration or manipulation becomes visible

Similarly, an AI-generated scene of a volcano erupting—particularly concerning in a seismically active country like Japan—can be verified through content history checks. While NHK has not fully integrated this technology into our system, this capability is essential to ensure the credibility of the content we disseminate.

Preserving Trust in News

NHK’s involvement in C2PA underscores our commitment to upholding trust in journalism and providing audiences with verifiable, credible information. While there is no single solution to this challenge, we must stay ahead of technological advancements and remain proactive in addressing both misinformation and manipulated content.

As NHK celebrates its centennial, it is clear that the digital age presents both opportunities and threats. By embracing initiatives like C2PA and focusing on authenticity, I hope that NHK can continue to play a vital role in providing reliable information to the public. As the tide of misinformation continues to rise, maintaining trust in journalism is more important than ever.

Generative AI in Newsrooms: Balancing Efficiency and Quality

By
Edson C. Tandoc Jr.
Director
Centre of Information Integrity & the Internet
Nanyang Technological University, Singapore

Edson is the founding Director of the Centre for Information Integrity and the Internet and the Associate Chair for Research. He is the Vice Chair of the Journalism Studies Division of the International Communication Association. He is also the author of Analyzing Analytics: Disrupting Journalism One Click at a Time (2019) and co-editor of Critical Incidents in Journalism: Pivotal Moments Reshaping Journalism around the World (2020). A former newspaper journalist, Edson has focused his research on the impact of journalistic roles, emerging technologies, and audience feedback on the news gatekeeping process. He also studies how changing news consumption patterns facilitate the spread of fake news.

Many newsroom executives do not trust the quality of work produced by generative AI, but this does not stop them from embedding it in the newsroom.

In the most recent survey conducted by the Centre for Information Integrity and the Internet (IN-cube) at Nanyang Technological University Singapore, and the Asia-Pacific Broadcasting Union (ABU) News, 63.4% of the respondents agreed with the statement, “I do not trust the quality of work produced by generative AI.”

However, this scepticism exists alongside the acknowledgment that generative AI can assist journalists in their work.

Nearly 78% of the respondents agreed with the statement, “Some of our current tasks can be done more efficiently by AI;” while about 76% also agreed with the statement, “Generative AI helps us in our work as journalists.”

Of all the organizations represented in the survey, approximately 54% reported that their journalists are allowed to use generative AI when producing stories.

This highlights a significant dichotomy between trust and efficiency, which is crucial to understanding the current dynamics in newsrooms.

Of course, the use of generative AI is not confined to organisational-level adoption.

While the initial rollout of automation technology in newsrooms around the world was mostly a series of organisational-level decisions, with news companies deciding to invest resources in such tools, the rise of generative AI has made its use an individual-level decision.

Now, individual journalists can decide to use generative AI, such as ChatGPT, Gemini,

Midjourney, among others, to automate some aspects of their work, even without informing their editors, producers, or audiences.

This shift from organisational to individual adoption of generative AI tools highlights a significant change in newsroom dynamics, impacting editorial oversight and accountability.

This individual-level adoption of generative AI also makes this new tool even more influential in shaping journalistic outputs.

Of the newsrooms represented in this survey that reported allowing their journalists to use generative AI, only about 32% have ethical guidelines in place related to the use of generative AI in the newsroom. Some 41% of the respondents were not sure if such ethical guidelines exist in their newsrooms, while 27% reported that while their newsrooms allow the use of generative AI, they do not have ethical guidelines in place.

The lack of comprehensive ethical guidelines raises questions about the responsible use of generative AI and the potential consequences of this gap.

The results of the IN-cube and ABU survey also echo those found in an earlier survey of journalists in Singapore conducted by IN-cube. The IN-cube survey found that journalists in Singapore also have mixed attitudes toward generative AI, acknowledging the efficiency it brings to their work while expressing scepticism about the quality of generative AI outputs.

In that study, IN-cube found that the perception that generative AI can help in their work as journalists is positively related to their frequency of using generative AI in their work. However, distrust in the quality of generative AI outputs did not impact their use of generative AI.

This shows that pragmatic considerations—more than quality concerns—currently drive decisions to use AI in journalism, at least among individual journalists.

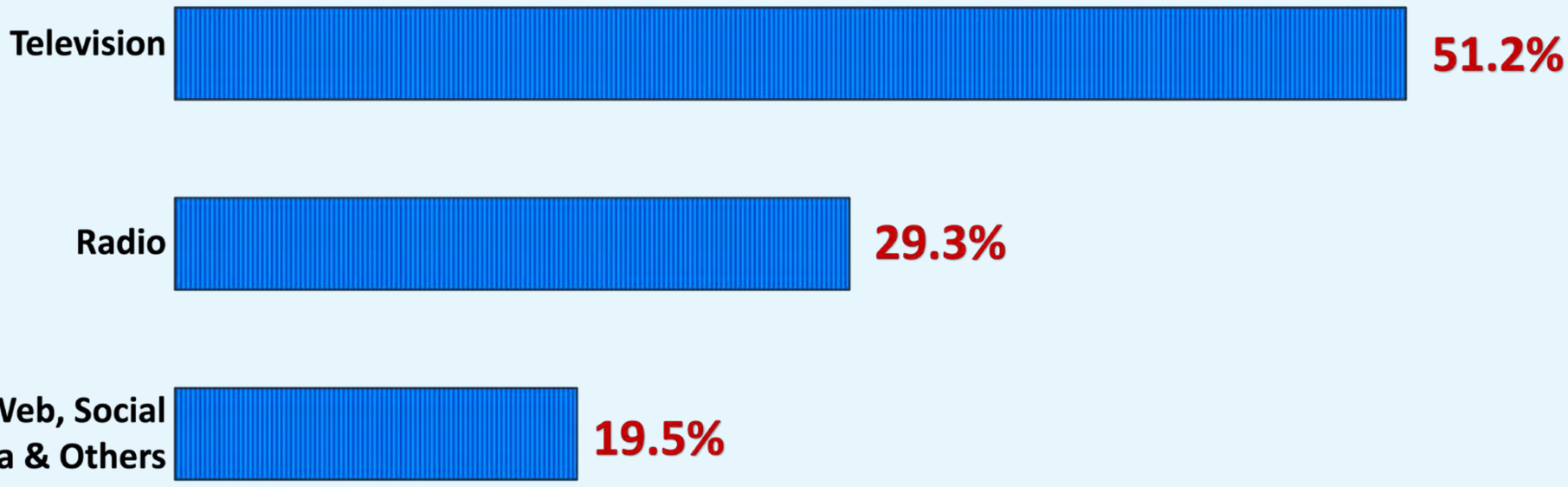
Moving forward, it is important to be mindful of how the use of generative AI for journalistic work may be transforming newsroom practices and norms, affecting not only the quality but also the diversity of journalistic outputs.

The influence of generative AI on the diversity of journalistic outputs is an important area for discussion: How might AI-driven content creation affect the variety and richness of news stories?

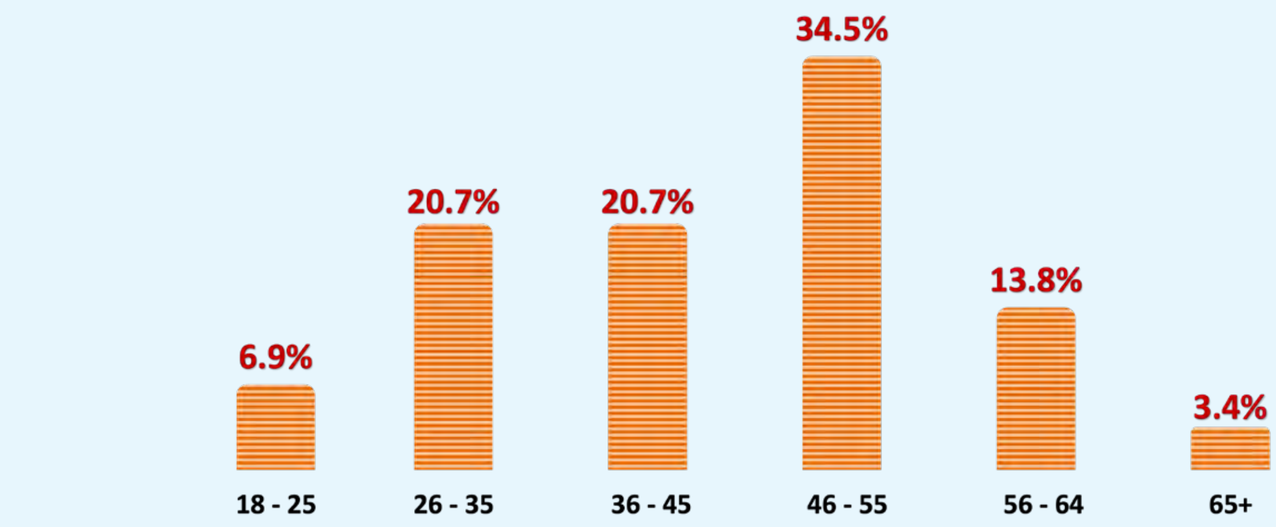
Such mindfulness can begin with institutionalising ethical guidelines that individual journalists can consult as they adopt generative AI tools across different aspects of their work.

FUTURE OF NEWS SURVEY INSIGHTS

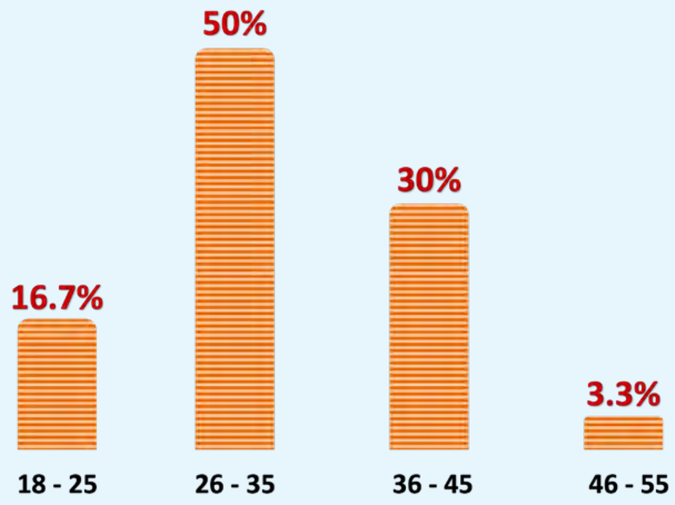
What is the primary platform for your organisation's news outputs?



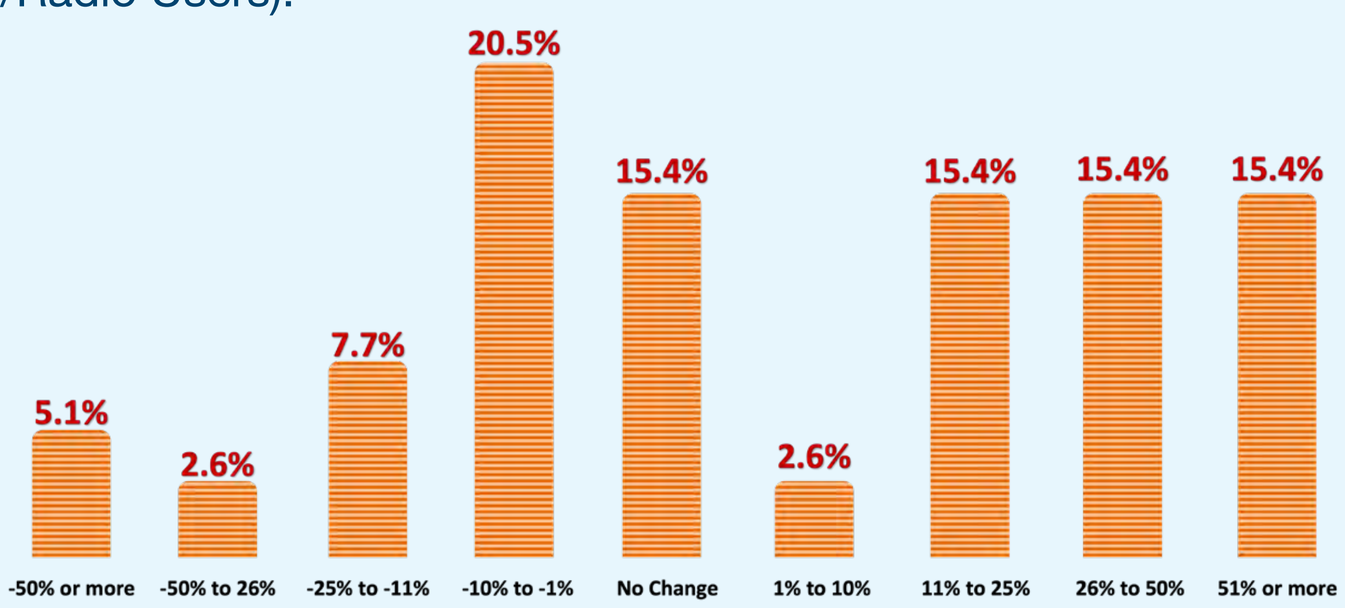
What is the average age of your TV/Radio audience?



What is the average age of your DIGITAL users?

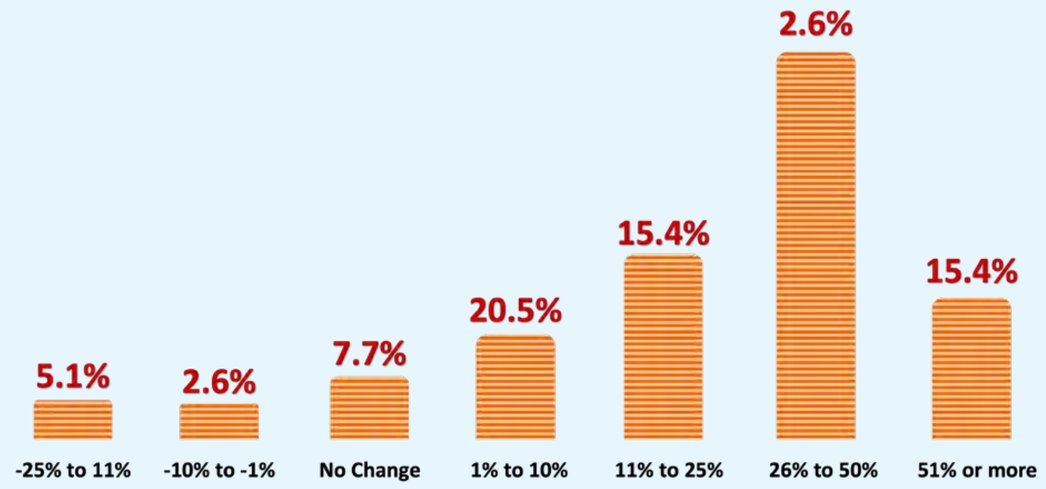


Please indicate how your audience has changed in the last 12 months (TV/Radio Users):

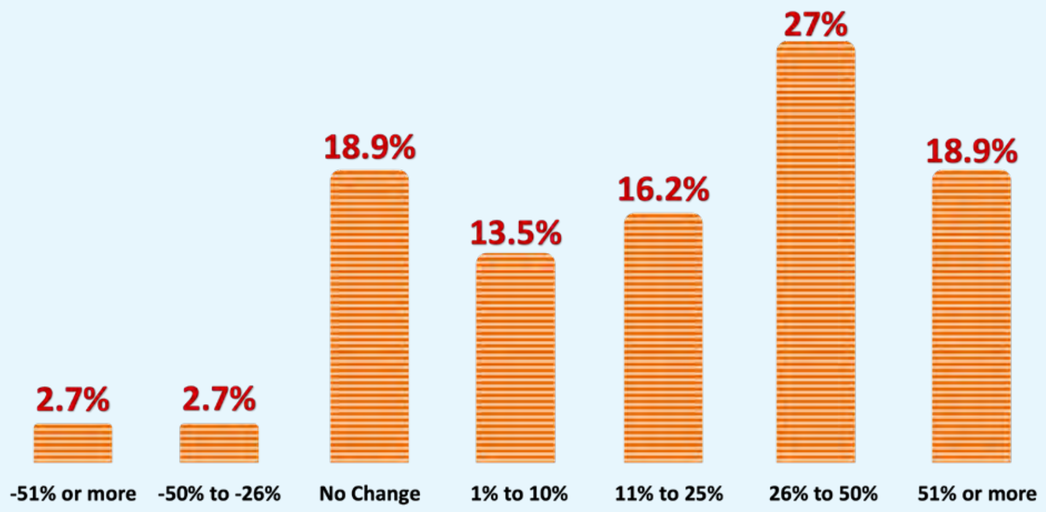


FUTURE OF NEWS SURVEY INSIGHTS

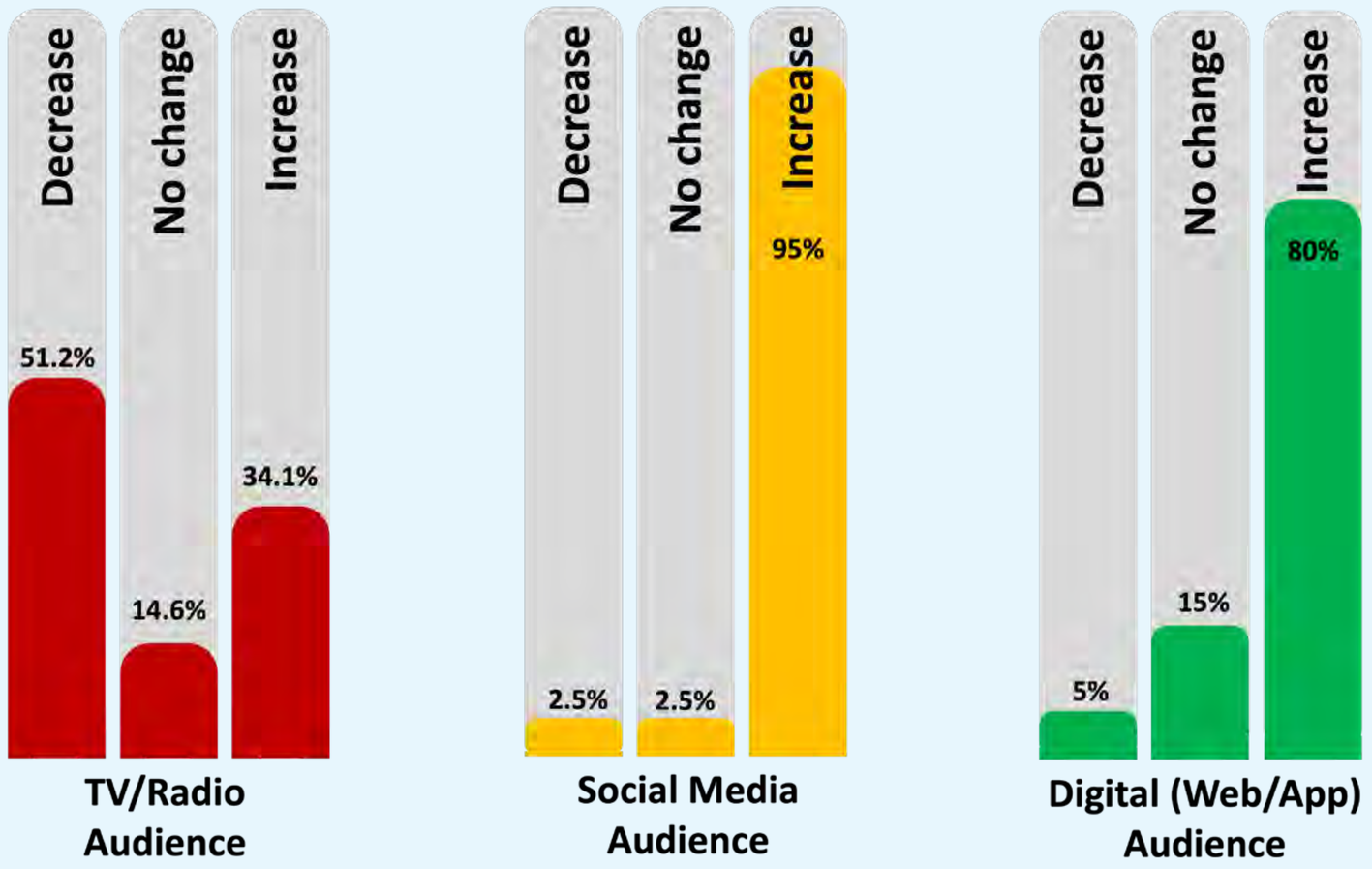
Please indicate how your audience has changed in the last 12 months (Digital Users):



Please indicate how your audience has changed in the last 12 months (Digital Off-Platform Users):



Thinking about the next five years how do you think your audience size will change?



AI is Here.
AI is There Also.

By
Hojoon Lee
Reporter
KBS Korea

Hojoon Lee joined KBS in 2018 after working as a reporter for five years at SBS CNBC (‘SBS Biz’ now). He has reported about politics, economics, business, legal and social affairs, education, disasters and the environment. He was awarded the ‘Lee Mun-ok Bright Social Award’ by a whistleblower foundation in 2023. He was awarded the ‘Excellence in Journalism Award’ by the Korean Bar Association in 2024.

AI is everywhere whether we are aware of it or not.

We may not realise it, but most of us are already using AI technology every single day. Without AI technology, we may even struggle to report the news on time.

But we are now in a competition against AI chatbots.

Let me divide AI technology in the news industry into two parts for a better explanation.

AI is here - alongside journalists

AI technology is widely used in production. It allows the news industry to save a lot of time, energy and money.

Let’s think about a situation where you have just conducted a long interview. Previously, you would have to transcribe the interview, check the images and provide time-codes. The longer the interview is, the harder it is to collate the details. But AI technology helps with this time-consuming work. Now when I interview someone, I open an AI app on my smartphone. The app provides a transcript of what it hears simultaneously.

Generative AI can switch voices to text easily or text to voice. The key characteristic of generative AI is that it can be trained using data sets and information online.

TV networks in South Korea have also started using AI as a real-time translation tool. There are only minor differences to the work translated by interpreters and producers can request different styles of translation, from informal to literal.

It’s also possible to create images and graphics to support the news. We can see and expect results that are very sophisticated and complex. For example, AI can offer an image that shows a manned spaceship’s return orbit on a globe.

AI also helps reporting at times of disaster. We cannot know the locations and the time of an earthquake in advance, but AI can instantly broadcast emergency alerts with basic information. The AI system is trained using voices of announcers and basic information from local agencies.

By law, KBS should broadcast an emergency alert within 10 minutes of an earthquake. This is not an issue when we use AI. The KBS AI alert

system provides the key information about the time and location, as well as behavioural tips on how to respond. The initial AI alert also gives anchors and reporters more time to prepare.

AI also provides subtitles for foreigners and people with disabilities. Colleagues advise there are no errors with these AI tools nowadays.

AI is there in front of the media

AI technology is very beneficial for the production and distribution of the news. However, there are also challenges for media companies. There are AI tech firms. They have systems trained using millions of articles published by the legacy media. Articles of the legacy media are used to train automated chatbots.

The problem is the tech firms have not paid for access to the articles and yet they are able to replicate and benefit from the information in them.

As a result, media companies have sued the AI tech firms for copyright matters. The New York Times sued Open AI and Microsoft for copyright infringement in 2023. The New York Times argued that millions of articles from The New York Times were used to train Open AI chatbots that then compete with it.

It’s an international phenomenon. In South Korea, KBS and other TV networks filed a lawsuit against Naver in January this year. Naver is the dominant search engine company in South Korea and a major shareholder of an international messenger service, Line. Naver launched an AI platform, called ’Hyper Clova X’. The TV networks argue Naver set its AI chatbots to ‘scrape’ the TV networks’ articles and clips. They demanded payment and measures to protect copyright. But Naver rejected their claims, leading to the lawsuit.

There are only a few companies like KBS that have built AI reporting tools and fought the AI tech firms over copyright. Dozens of smaller TV networks and newspapers have been hobbled by their viewers’ migration to AI services.

Generative AI is powerful and beneficial for everyone. For the news industry, it helps to reduce reporters’ work load, saving materials and time. This is possible because AI has learned from the large data sets and repeated tasks.

At the same time, there are major risks. AI could soon be used to produce content comparable to what we reporters offer.

Competition with the giant AI platforms has begun and it is alarming.

Protecting journalists in the digital age

By
Nesryn Bouziane
International Services Manager
ABC Australia
& Vice Chair, ABU News Group

Nesryn leads the international broadcast and digital services strategy at ABC International and is responsible for developing partnerships and expanding audience reach. She was elected as one of two Vice Chairs of the ABU News Group in Bangkok in July 2024. She is also a member of the Executive Committee at the Association for International Broadcasting and previously worked for BBC Media Action as Senior Programme Manager in the Middle East and Europe.

At a time of escalating global conflicts and heightened political polarisation, social media has become a battleground for ideological disputes, misinformation and targeted online harassment. The tech giants who run these platforms avoid editorial responsibility by not defining themselves as publishers, and as such have allowed harmful digital spaces to persist.

One might assume that ensuring employee protection is not an innovation but simply common sense - after all, measures are put in place when reporters are sent into dangerous environments. Yet, many organisations have not made sufficient effort to implement meaningful protections against online harassment and protect their staff, particularly those from underrepresented groups.

Women journalists and those from minority groups disproportionately bear the brunt of online harassment, often facing extreme abuse intended to silence and discredit them. The lack of adequate institutional support is often further compounded by the underrepresentation of these groups in leadership positions - meaning that decision-makers may not fully grasp the severity of the threats and impact on individual staff or prioritise effective interventions.

I want to highlight the importance of safeguarding staff mental health and well-being in newsrooms and share some of the actions we've taken at the ABC to support our people. Addressing online abuse is not just about ensuring safety; it is about preserving the diversity of voices in journalism and ensuring that vulnerable journalists can continue their work without fear of harassment.

A Case Study: ABC's Proactive Approach

In late 2024, ABC International Services partnered with the Public Media Alliance on a paper examining third-party platform power. As part of this paper, a case study reviewed our approach to protecting journalists, which is summarised here.

At the ABC, we recognise that our staff face growing risks of online abuse. When high-profile journalists experience harassment or threats on social media, we have found it nearly impossible to get the companies managing these platforms to act. To address this, four years ago, the ABC introduced the role of Social Media Well-Being Advisor, a position embedded within our Work Health and Safety Well-Being team, focusing on the mental health impacts of negative audience interactions.

The Social Media Well-Being Advisor is responsible for both proactive and reactive measures, offering guidance, training, and support to mitigate harm. This role primarily focuses on two groups: journalists targeted by online abuse and staff responsible for social media moderation and community management. This initiative reflects our institutional commitment to creating a safer digital environment for all employees.

The ABC's internal policies, including the Personal Use of Social Media Policy Guidelines, now discourage employees from maintaining a work-related social media presence unless necessary. While this policy aims to protect employees from online hostility, it also poses a dilemma for content creators who often rely on social media to engage with their audience and build their reputation. Journalists, public figures, and content creators may struggle to balance professional engagement with personal safety.

This is where our Social Media Well-Being Advisor, Nicolle White, can help mitigate and prevent harm online. In her own words: "I think it really does help staff to feel as though the organisation is backing them

Key Safety Recommendations
The ABC has developed the following key recommendations for our teams condensed below, these are also applicable to other media organisations facing similar challenges:

Content Commissioning and Moderation
1. **Proactively Assess Risks:** Editors and producers should evaluate the potential for online backlash when commissioning content. This includes considering the impact on journalists, contributors, and moderators.
2. **Clear Editorial Guidelines**: Staff should receive explicit instructions on moderating sensitive topics, maintaining impartiality while minimising exposure to harmful content.
3. **Rethink Engagement Metrics:** Instead of measuring success solely by engagement levels, media organisations should assess the quality of social media conversations generated by their content.

Supporting Audience-Facing Employees
1. **Recognise Unequal Distribution of Online Abuse:** Online harassment disproportionately targets women, minority communities, and journalists covering politically charged issues. Media managers must recognise these dynamics to offer tailored support.
2. **Regular Staff Check-ins:** Supervisors should regularly discuss social media interactions with their teams, tracking the frequency and nature of abusive content to identify patterns and refine mitigation strategies.
3. **Clear Reporting and Escalation Protocols:** Organisations should create a structured framework for addressing online abuse. This includes implementing technology to minimise exposure to harmful content, empowering staff with tools for risk reduction, providing psychological support, and clarifying escalation pathways.

in this space in the same way that we would if they're heading into a war zone."

A Structured Approach to Online Safety

To streamline support, the ABC has developed a centralised reporting system that alerts relevant teams - such as workplace health and safety, security, and management - ensuring a coordinated response to incidents. Managers are also encouraged to assess potential risks before commissioning contentious content. This includes implementing pre-emptive safety measures, offering psychological support for staff handling controversial topics, and providing guidance to external contributors who may also face online harassment.

Collaboration with industry bodies, such as the Australian eSafety Commissioner, has been key in developing best practices for mitigating digital harms. In the past, the lack of standardised protocols left staff vulnerable, as evidenced by the psychological distress moderators faced during the Christchurch massacre. Today, ABC has implemented clear guidelines for handling traumatic online content, providing staff with preparation, psychological support, and debriefing sessions.

Cultural and Institutional Challenges

Despite these efforts, a major challenge remains: shifting workplace attitudes toward the significance of social media moderation. Many perceive these roles as entry-level positions, failing to recognise the emotional toll involved. It is crucial to develop clear guidelines on how to handle audience aggression and ensure employees understand when to step back and seek support.

At the ABC, our Work Health and Safety Well-Being team collects data on online abuse—including racism, misogyny, and homophobia—to provide management with evidence of the challenges moderators face. Additionally, staff are advised not to moderate content that personally affects their identity unless they feel empowered to do so. Managers are encouraged to rotate staff between tasks and assign lower-risk content to those in need of respite. We also use keyword-based filtering tools to flag problematic comments, allowing moderators to prepare mentally before engaging with harmful content.

A Call for Industry-Wide Change

As reliance on third-party platforms grows, so too does the responsibility of news organisations and their leadership to safeguard their own employees from online harm. However, internal policies alone are insufficient. There is an urgent need for industry-wide collaboration and regulatory intervention to hold platforms accountable for mitigating digital harassment. News organisations must advocate for stronger safety measures while equipping employees with the tools to navigate the complex online landscape. By prioritising staff well-being and fostering a supportive culture, we can ensure that journalists and newsroom professionals continue to inform the public without fear of online intimidation.

Guiding, learning from & giving a platform to the next gen

By
Anjo Bagaoisan
Deputy Editor,
Business-As-Usual Digital Products
ABS-CBN News

Anjo heads ‘Patrol ng Pilipino’, ABS-CBN’s reporter-driven mobile journalism platform, and handles other digital news initiatives too. He worked as a field producer, reporter and science editor before his current role. He mainly writes and produces stories on media and pop culture trends, issues and history.

On March 11, 2025, what started as an ordinary news day quickly got very interesting.

Former President Rodrigo Duterte had been arrested at the airport on a warrant from the International Criminal Court, for alleged “crimes against humanity” during his administration’s war on drugs.

At the ABS-CBN newsroom in Manila, staff were scrambling to provide rolling coverage, resulting in a record 14 hour stream.

A handful of college students - interns of our digital platform “Patrol ng Pilipino”- stood watching. “So this is how it is,” one of the early 20-somethings said in Filipino.

But they were not just spectators. They had also been drafted into action, rushing video edits of the day’s events for release on social media.

“Welcome to breaking news,” I said to two of them who had just onboarded the day before.

For this batch, it’s the historic arrest of one of the Philippines’ most influential figures. For previous ones, it was the capture of a long-sought fugitive in Indonesia, flooding in the capital after incessant rains, or the homecoming of the country’s Olympic champs.

But for most, it was an opportunity rarely experienced, much less participated in, by young people like them.

Internships have been part of local media for decades. Many journalists filed their first stories as “OJTs” or on-the-job trainees.

But at ABS-CBN News, which until 2020 was the country’s largest news organisation, it was only recently that interns were given a more active and direct role in the stories we produce.

One factor was the company’s reduced workforce due to layoffs, following the loss and non-renewal of our licence under Duterte’s administration. But more so was the growing need to expand reach to video platforms like TikTok.

“Patrol ng Pilipino”, launched in April 2023, was the result of that initial push. Here, reporters experiment with non-traditional storytelling for reels, alongside their daily grind.

We began accepting interns for the unit in June, two months after the launch. Since then, more than 100 media and communication students from across the country have been part of “Patrol ng Pilipino”, or as we call it, “PnP”. A big deal for a very small unit in the newsroom.

Aside from being part of the news gathering and pre-production process (such as doing research, transcripts and assisting in shoots), they have a hand in directing and editing many of the outputs.

They are also given opportunities to pitch and produce their own stories with reporters. At the end of their one-to-two-month-long stint, they get to present a story via a batch video showcasing a topic relevant to them.

The Gen Z students see concepts they’ve learned in university in action, work with journalists they might only see on TV or follow on social media and - with the digital output - gain a sense of story ownership.

Being digital natives also equips them to take on aspects of the news process many in newsrooms are still struggling with - such as reels and trends.

From merely being summer internships, these placements are now year-round. And while internships are usually a one-way sharing of expertise, PnP has seen the mentors learn as much—or even more – as the students.

Beyond the extra pairs of hands, the bigger benefit for the organisation has been the fresh perspective and energy the interns bring, as well as the avenue to keep us connected to the pulse of young Filipinos.

The story pitches they bring—ranging from pop culture to societal trends—make us more aware of their own interests and experiences. Conversations with them offer an insight into how they consume news and entertainment—if they even do at all.

For journalists that aim to stay relevant with the unending changes in the media landscape, this has been crucial.

But what the younger, aspiring journalists possess in technical ability, they still have to learn when it comes to editorial judgment and experience.

Throughout the internship and after, the participants become ambassadors of sorts for the work ABS-CBN has continued to do despite the rise of vloggers and influencers: staying true to the facts, helping make sense of events and developments, and reflecting the public’s stories and experiences.

For some, the experience has motivated them to want to work in news after graduation.

Seeing our interns go on to tell stories of their own is very fulfilling and a number of them are now officially co-workers in our newsroom.

But wherever they go, seeing even one carry the culture and skills they’ve learned with us is proof enough that this little program has helped make sure the “kids”, and maybe the industry, will be alright.

One rite of passage for Patrol ng Pilipino interns is having their photo taken with their mentors in front of one of the ABS-CBN ENG trucks.

(Photos by Nestor Licuanan)

The global effort against disinformation

By
Laziz Djuraev
Head
International Relations
National TV & Radio Company of Uzbekistan (MTRK)

Laziz Djuraev is an expert in international affairs and the Head of International Relations at the state broadcaster of the Republic of Uzbekistan. He holds two master's degrees and is currently pursuing a PhD in International Relations, focusing on political issues of global and regional development. He has initiated and served as a participant in numerous large-scale projects with international organizations, foreign media and broadcasting institutions. He is also a recipient of the "People's Diplomat" honorary medal.

In today's digital world, where information spreads at an unprecedented speed, combating disinformation is a crucial task not only for individual countries and organizations but for the entire international community. Fake news, fact manipulation, data falsification, propaganda, and other forms of misinformation can significantly undermine public trust, influence political processes, shape public opinion and even threaten national security.

The global fight against disinformation is a long-term, multifaceted process that demands the participation of all members of the international community. In this complex environment, international initiatives aimed at countering disinformation play a vital role, as does cooperation within global media and information platforms. Tne International Relations department at the National Television and Radio Company of Uzbekistan (MTRK) plays a crucial role in Uzbekistan's initiatives to improve information quality and counter fake news.

International Initiatives to fight disinformation

Over the past few years, numerous international initiatives and projects have been launched to tackle disinformation. Some of the most prominent examples include efforts by organizations such as UNESCO, EU, UN, major media corporations, and independent research centers

UNESCO has been actively promoting media literacy, encouraging critical information assessment and advocating for source verification. Through international conferences, training programs, and policy recommendations for member states, UNESCO helps countries combat disinformation at various levels – from school education to professional journalism training. The EU has developed multiple initiatives to address disinformation, including creating collaborative platforms that bring together media companies, technology giants and EU governments. These efforts aim to establish transparent and objective sources of information, which are essential for maintaining a safe digital space.

“The global fight against disinformation is a long-term, multifaceted process that demands the participation of all members of the international community. “

Another key development in recent years has been the growth of international fact-checking networks. Organizations like the International Fact-Checking Network (IFCN) work on setting standards and best practices for fact-checking while also providing training for journalists and experts in information verification.

The International Relations department of MTRK plays an important role in integrating Uzbekistan’s state broadcasting sector into global initiatives against disinformation. In recent years, MTRK has actively participated in international media projects and programs aimed at improving information quality, enhancing media literacy and combating fake news. Through these initiatives, MTRK collaborates with international partners, contributes to the development of new formats for cooperation and facilitates knowledge exchange. The department regularly takes part in international forums, conferences and seminars focused on combating disinformation. These events serve as crucial platforms for discussing information security challenges, developing new fact-checking methodologies and regulating digital platforms.

The International Relations department also establishes partnerships with international media organizations, independent research centers and fact-checking institutions. These collaborations enable MTRK to align with global journalism standards, train its personnel in modern information-handling techniques, and integrate best practices in combating fake news into its editorial policies.

One of the key areas of MTRK’s international engagement is its collaboration with UNESCO on media literacy. Initiatives include training courses and workshops for journalists, educators, students and schoolchildren to enhance critical thinking skills, improve digital literacy and differentiate credible information from fake news. Such programs not only raise media literacy levels in Uzbekistan but also contribute to better international information exchange.

MTRK also actively supports Uzbekistan’s participation in global and regional projects such as the International Fact-Checking Network (IFCN) and other platforms for information-sharing and anti-disinformation efforts. This cooperation strengthens Uzbekistan’s information monitoring systems and enhances its ability to respond swiftly to the spread of false information—an increasingly critical capability in the digital age.

Challenges and Future Prospects

The global fight against disinformation requires not only national and international organizational efforts but also the active participation of media platforms and internet users. As a result, the importance of media literacy and fact-checking expertise will continue to grow. Through its active engagement in international initiatives, MTRK seeks not only to combat fake news but also to promote educational and informational projects that enhance public awareness and digital responsibility.

One of the biggest challenges in this field is the development of universal international standards for transparency and trust in the global information space. Fighting against disinformation requires a collaborative effort involving governments, private companies and civil society.

What is the journalist's role in an AI-powered future?

By
Nguyen Xuan Hung
Reporter
VOV Vietnam

Nguyen Xuan Hung joined VOV World's English service in 2022 and has since reported about culture, wildlife preservation and social affairs. He was awarded the 2024 ABU prize in the News Reporting category. He has a Master of Communication from RMIT University.

The history of journalism has never been devoid of innovation. The decline of hundreds of local newsrooms in the past decades tells us that 21st century journalism is about being adaptive to changes. But now, even the most tech-savvy newsrooms are at a cross-road: there is an urgent need to integrate AI. Yet over-reliance on AI risks making journalists obsolete in ways no other technology has before. The challenge is to move forward quickly and carefully at the same time.

"While there will still be a role for traditional journalists, technology will democratise the process, allowing millions of people to crowdsource news", said billionaire and now Senior Advisor to the President of the United States, Elon Musk, in conversation with Mark Read, who is CEO of London-based communication and advertising giant, WPP at the Cannes Lion 2024.

Traditional journalism in a tech-driven world

It was a surreal moment for even the most seasoned journalists, as we watched two of the most power men in media discussing our prospects as journalists. In a tech-driven future, which will very much include AI, they said, the role of the "traditional journalists" would be made "smaller and smaller".

Musk's warning is concerning but very much warranted.

In 2023, the US saw an average of 2.5 newspapers closed each week, rounding out to about 250 news sites close in that year alone, according to Illinois-based research institute, Northwestern University. Previously, the US Department for Culture's Media and Sport committee's 2023 report estimated that just over 300 local newspaper titles closed between 2009 and 2019. In other words, traditional news is losing its relevance faster than ever before.

In her 2012 publication on the International Symposium on Online Journalism, Prof. Cindy Royal, at the School of Journalism and Mass Communication at Texas State University, suggested that a journalist include programming skills in his or her toolbox. That was 13 years ago. Computer-assisted reporting (CAR), the practice of using data analysis for news writing, has existed since the 1980s.

We, as journalists, have had plenty of time to change and make changes.

AI is the medium, not the message

At VOV, we foster innovation from within. Our broadcasters are encouraged to be well-versed in not just presenting on-air, but also translation, editing, field recording, and whatever else it takes to produce quality journalism. Each person has his/her own workflows, and an ecosystem of AI and tech tailored to their needs. The internal working of the news-making process is up to each individual to decide, and is assessed based on the quality of its outputs and adherence to VOV's regulations and ethical guidelines.

There is no one-size-fits-all. The call to adopt AI does not entail uniform implementation of the technology. Whisper AI, which is considered a gold standard for Speech-to-Text (STT) technology, for example, is immensely useful for radio production in English, but not at all applicable in languages with less training data like Vietnamese. An STT model trained on the Vietnamese language, like the one developed by VOV's Research & Development department, would be much better suited for the job. Instead of enforcing sweeping measures and tech solutions, VOV's leadership focuses on encouraging journalists to optimise their workflows by first understanding AI. This approach has not only reduced pressure on technical departments, but has also fostered better communication between our journalists and engineers.

Journalists can use generative AI to make a whole podcast and fear for the day they get replaced by that same AI, or ask it to develop a software to automatically organise their project folders, without having to spend months learning a programming language. AI allows our broadcasters to cross-over to other disciplines, but the individuals reserve the creativity and responsibility to use whichever combination of AI models they see fit to thrive or none at all, and be left behind.

Technology, as the cliché goes, is advancing rapidly. One day, even AI-powered journalism will be called 'traditional'. Broadcasters must move forward, but it doesn't have to and should not be a race. If tech companies move so fast they ignore the marginalised, then it is our job as journalists to make sure they are heard and represented truthfully, and not left behind.

According Canadian tech company Cohere, more than 7000 languages are spoken around the world today, but current, state-of-art AI large language models cover only a small percentage of them and favour North American language and cultural perspectives. This gap alone means a large part of the world's population is not being heard and represented in the AI-powered future that big-tech promises.

I'd like to wrap up our discussion with a favorite quote from VOV Vice President Dr. Vu Hai Quang during an interview on World Radio Day 2025. "You can't just buy a new system, turn it on, and turn off the old system. Digital transformation is always a gradual process."

The future of journalism is not AI vs. human journalists—it is AI with human journalists. The most successful newsrooms will be those that integrate AI strategically, ensuring it enhances - rather than undermines - the core principles of journalism.

Empowering the silenced: Innovations for countering censorship

By
Esther Kleine
Project Manager Internet Freedom
Deutsche Welle

Esther is responsible for the technical and editorial implementation of innovations. She joined DW, Germany's international broadcaster, in 2021 and initially worked in Corporate Strategy with a focus on DW's digital offering. She has years of experience in TV and digital media, having previously worked as a product manager and format developer in the digital video unit of Axel Springer's BILD and as a digital consultant at Rocket Internet.

Providing the citizens of the world with independent, verified information is a job Deutsche Welle takes very seriously. To ensure our audience can find independent, credible news from around the world, we have introduced measures to enhance fact-checking and digital literacy and awareness about disinformation.

Our innovation partnership with OONI, the Open Observatory for Network Interference, has led to one such measure. As a non-profit free software project, OONI aims to document internet censorship around the world. It's based in Italy and its services include the online tool OONI Explorer, which has data from more than 200 countries.

Together with OONI, we have developed the News Media Scan app for Android and iOS. The app was launched in 2023 and calls up the websites of news and information providers. Data about the technical reachability of the individual sites is transmitted to OONI, where they are then collected and evaluated. The users are then provided with the analysed data about which sites are available or blocked. This ensures transparency about the reachability of news and information sites from the country in question.

We also promote third-party tools such as the Tor browser and Psiphon. Tor stands for "the onion router" and ensures anonymity when users are surfing. While all sites are accessible, only the sites with so-called "onion services" are completely anonymous. Psiphon is a censorship resistance VPN tool that enables users to access content from platforms that would otherwise be blocked.

To help bypass censors, we also maintain a number of proxy links that either mirror or reroute our main website. We also use social media, messenger services and other channels to make sure the target audience in a censored market knows how to access content. For instance, if a website is blocked, but Facebook is not, then we could share a proxy link via Facebook, as well as links and instructions on how to use tools like Tor or Psiphon.

"We at DW are committed to democracy, tolerance, intercultural dialogue, and peace," says our Director General Peter Limbourg. "People around the world trust DW's fact-based journalism. Our goal is to enable them to make informed decisions. And as the number of people living under autocratic regimes around the world continues to rise, this job is not onlybecoming more important, but also increasingly difficult and, in many cases, more dangerous."

Hence, we will continue to do everything we can to make sure our audiences remain informed. That's the job.

News for younger audiences

By
Tongtong Guo
Assistant Director of On Air Promotion
Phoenix Satellite Television Holdings Ltd.

Tongtong Guo leads the production of high-quality on-air promotional campaigns. She won silver and gold awards at the 2024 New York Festivals and Promax Asia.

The way people consume news has shifted dramatically, with younger audiences demanding dynamic, immersive and interactive content. To stay relevant, Phoenix TV has embraced innovative strategies tailored to this digital-first generation including short-form videos, infographics, interactive social media campaigns, explainer videos, BTS content and AI-driven insights.

Short-form videos

Phoenix TV has tapped into the popularity of platforms like TikTok, Instagram Reels, and Rednote by producing concise, visually appealing news snippets. These short-form videos cater to younger viewers who prefer quick, digestible information on the go. By adopting the language and style of these platforms, Phoenix TV successfully reaches a demographic that values speed and visual appeal.

Infographics and data visualisation

To simplify complex topics like economic trends and geopolitical conflicts, Phoenix TV uses interactive infographics and data visualisation. These tools break down information into clear, engaging visuals, helping younger audiences grasp and retain key details. For example, during US elections, Phoenix TV's data-driven storytelling transforms intricate data into easy-to-understand graphics, making news more accessible and engaging.

Interactive social media campaigns

Social media remains a vital platform for engaging younger audiences. Phoenix TV has launched interactive campaigns like quizzes, polls, and live Q&A sessions to foster a sense of community and participation. These initiatives encourage viewers to voice their opinions and engage directly with journalists. For instance, the "Fact Check on News" series allows audiences to submit questions about current events, creating a two-way dialogue that strengthens viewer loyalty.

Behind-the-scenes content

Phoenix TV shares behind-the-scenes (BTS) content of journalists at work, offering a glimpse into the news-making process. Series like "A Day in the Life of a Phoenix Reporter" humanise journalism, showcasing the effort and dedication behind every story while adding a fun and relatable touch. These clips, shared on platforms like Rednote, Instagram, and YouTube, provide an entertaining and educational look at the world of news production, fostering deeper connections with viewers.

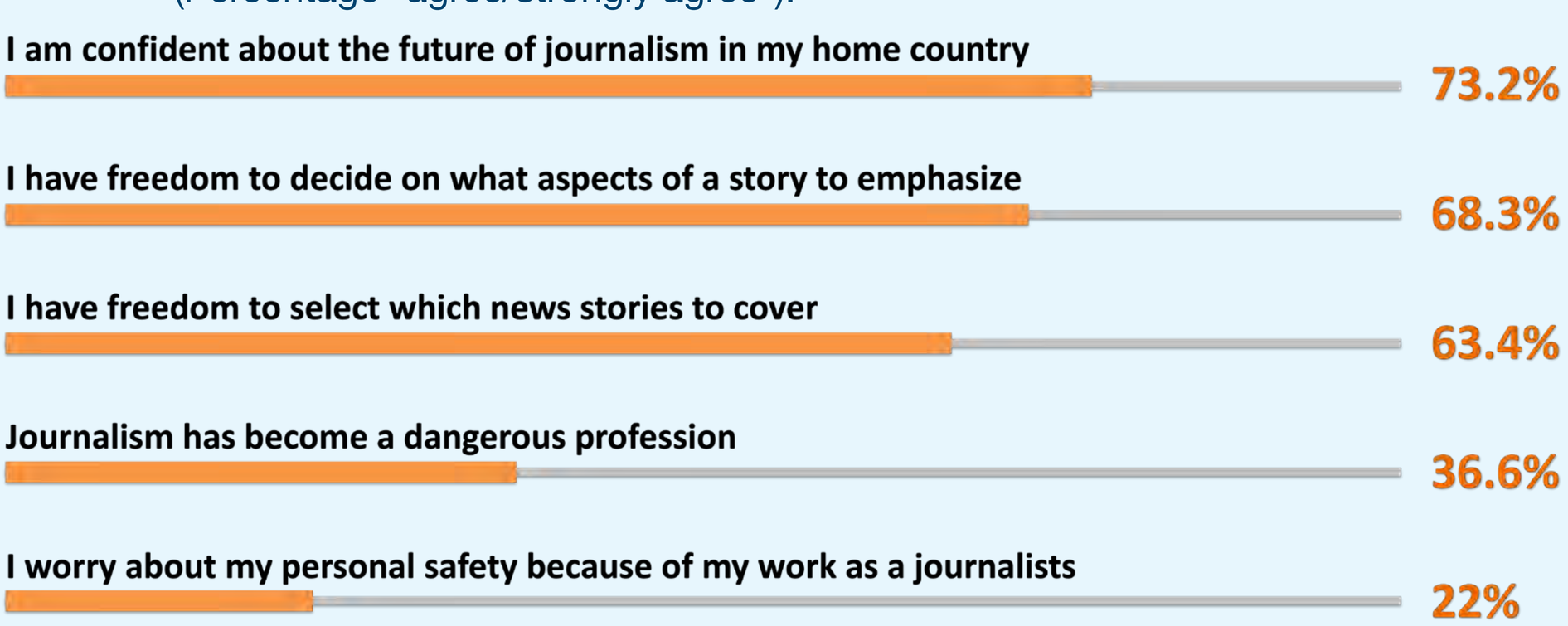
Leveraging Generative AI

Phoenix TV uses AI platforms like DeepSeek to provide real-time commentary on major events. For example, during international summits, DeepSeek offers humorous or satirical takes on VIP speeches, sparking curiosity and encouraging debate among younger audiences. This approach adds a fresh and engaging twist to news coverage.

FUTURE OF NEWS SURVEY INSIGHTS

The statements describe the working conditions of journalists ("agree/strongly agree"):

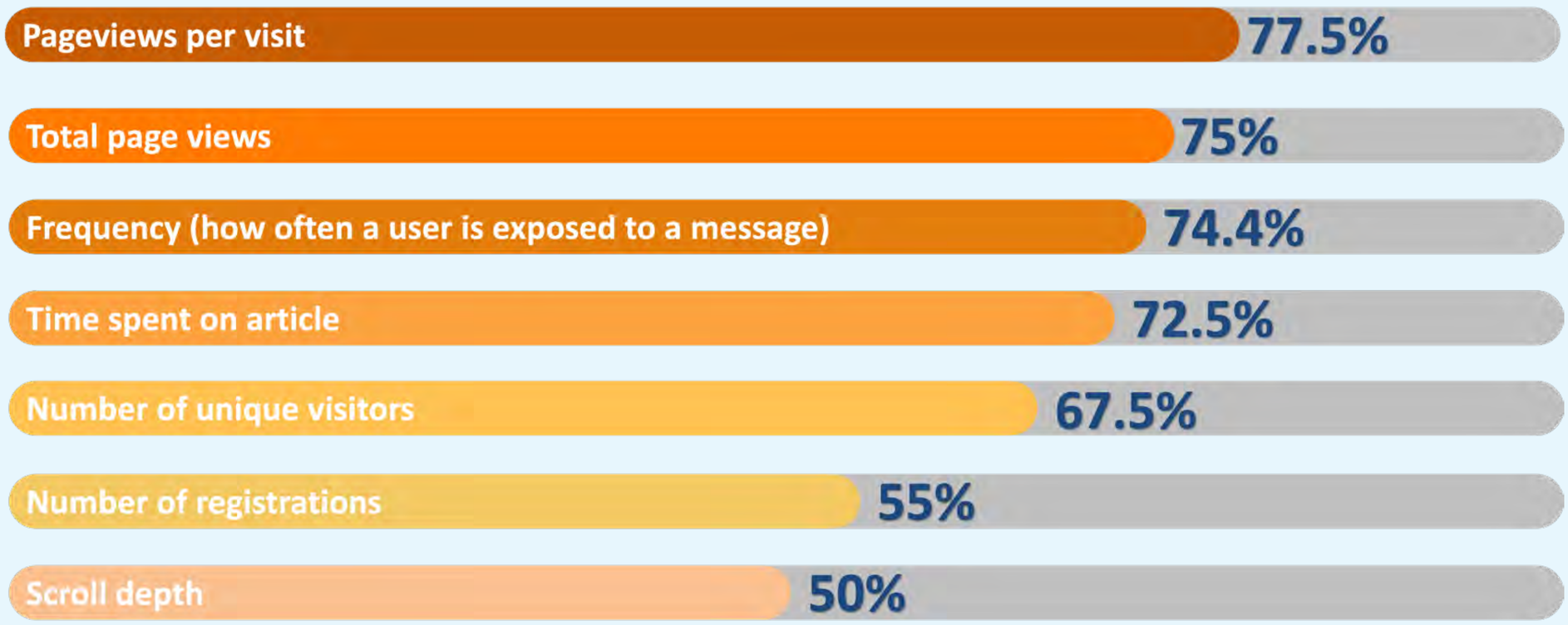
Please indicate how much you agree or disagree with the following. (Percentage "agree/strongly agree"):



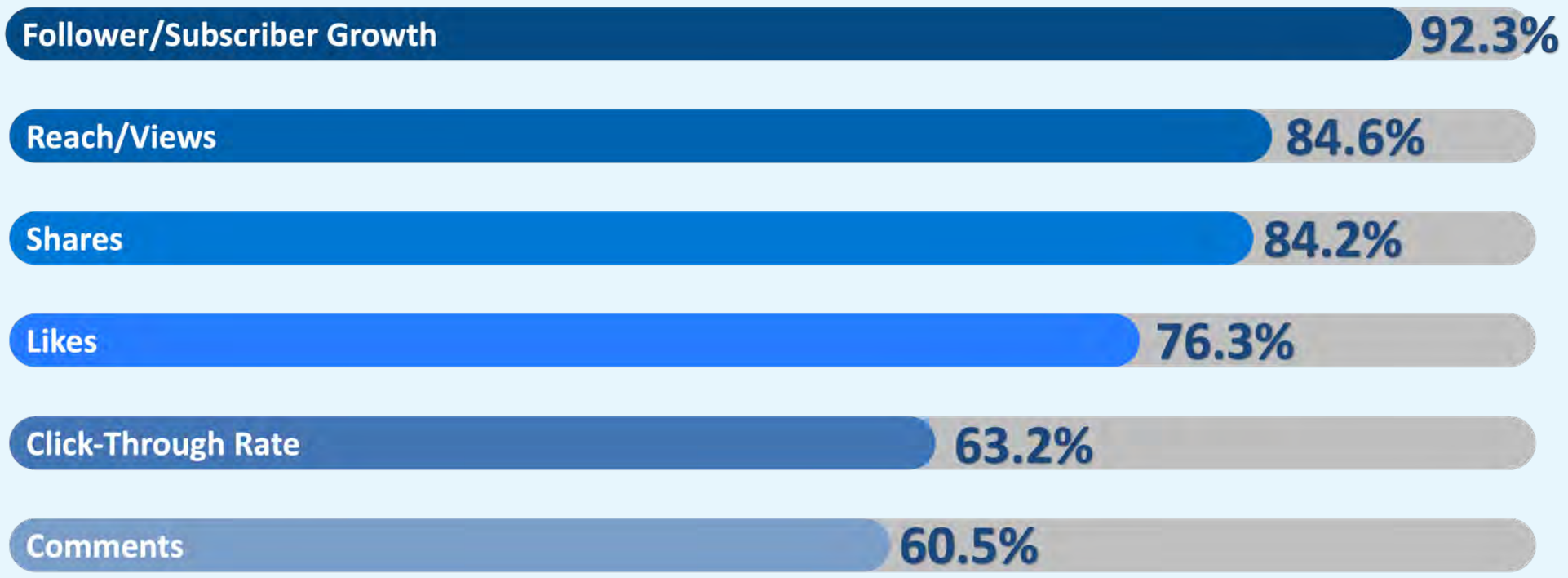
Please indicate how often do you experience each of the following? (percentage of "often/very often"):

FUTURE OF NEWS SURVEY INSIGHTS

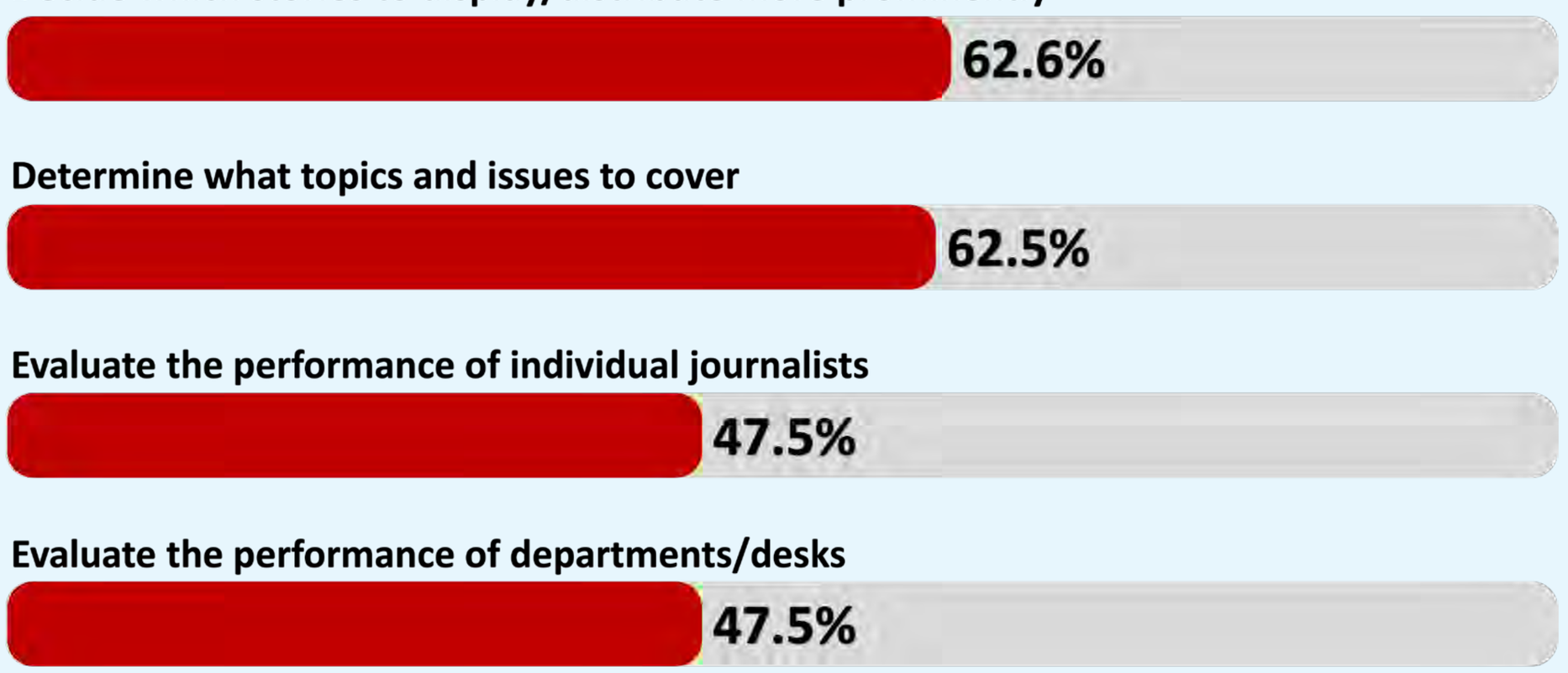
How important are the following online metrics for your newsroom? (Percentage of “agree/strongly agree”)



How important are the following social media metrics for your newsroom? (percentage of “agree/strongly agree”)



In your news organisation, to what extent are online and social media metrics used to: (Percentage of “A lot/A great deal”)



How AI rejuvenates newsrooms

By
Hou Miaoyi
Program Editor
Phoenix TV

Hou Miaoyi works with Phoenix TV's current affairs and specials team. She is the editor of a flagship TV news commentary program, TOPVIEW. The show looks at global politics, economics, technology and military developments using satellite images and data visualisation.

Reporting methods once overlooked because of their perceived shortcomings are now being revitalized with the help of AI.

Explanatory journalism can more effectively answer questions of what happened, why and trends in the coming days with AI's assistance. It leverages AI's advanced analytical capabilities to dig into historical experience and then interpret patterns across time and space, providing probable outcomes.

Personal storytelling can also be structured using AI, empowering writers to develop relatable and compelling narratives and to critically consider diverse perspectives.

AI enables journalists become task-distributors – assigning time-consuming and monotonous tasks to AI. Reporters can still commit the same time to reports, but they have more time to invest in improving the quality of stories.

The idea of seeing AI as a substitute for journalism ignores several elements that AI cannot provide. It cannot replace the nuanced understanding and empathy that comes from reporters' experience and eye witness accounts. It cannot replace the need for journalists to have oversight of everything AI does and to ensure the robustness of content. Decision-making will become the main aspect of a journalists' work. By leveraging AI, journalists can sharpen their focus on reporting and adding value to their stories.

Find the Audience, Deliver the News!

By
Mohammad Hossein Azadi
Ph.D candidate in Media Studies - Radio and Television
Islamic Republic of Iran Broadcasting University (IRIBU)

Mohammad Hossein Azadi is a Ph.D. student in Media Studies and a distinguished graduate with a Master's degree in Communication Sciences from the University of IRIB (Islamic Republic of Iran Broadcasting). He currently serves as the Public Relations Manager of the university and has previously held key roles, including managing the academic journal Media Futures Studies, authoring over ten research articles, compiling several books, and producing documentary films. Additionally, he is a lecturer at the IRIB organization, and has worked as a researcher in the Office of the President and the News Department of IRIB.

Technological changes have significantly affected how news is produced, distributed and consumed. Traditional mass media no longer monopolise the production and distribution of content and information about current events. Social networking sites and platforms have evolved into key channels through which users engage with social and political issues.

Social media has potentially become the most important content distribution channel ever and has risen as a relevant source for political and civic information among citizens worldwide. The use of social media for news has thus become a global trend. For example, in Iran, a significant proportion of internet users (41%) report regularly getting news through social media.

Several factors contribute to people's preference for using social media to receive news. These include the design of social media platforms (such as the scrolling mechanism, being interactive) easy access to mobile phones and their availability anywhere, anytime etc. This shift has led to shorter reading habits and reduced attention spans. Audiences - in particular the youth - no longer show interest in long texts, such as lengthy news reports or extended television segments. Instead, they prefer to consume more content in less time.

In this new environment, users are no longer the end of a transmission line but active participants within a broader network. The traditional unidirectional model of mass-mediated content distribution has shifted to a new multidirectional, user-led dissemination model. This change implies that users play an active role in spreading the news by deciding what content and articles they share with their contacts via their different social media profiles.

One of the consequences of this new distribution model is even users who are not initially interested in news may encounter articles posted by their contacts, a phenomenon known as "incidental exposure".

People increasingly rely on their extended friend networks for news and information relevant to them. This practice fosters the perception that actively seeking news is unnecessary because “news finds me” (NFM) through ambient news exposure, incidental encounters, and robust social networks. This perception has developed in part because news feeds and social media offer greater potential for passive exposure to news.

Furthermore, the contemporary news environment is characterized by “ambient awareness” via smartphones and mobile devices, where individuals have instant access to a variety of personally relevant news sources, content updates, and notifications.

In other words, users - especially younger ones - can stay informed solely through social media, as relevant information will eventually reach them informally through their networks. Because these platforms provide the information they deem important, they no longer feel the need to actively follow traditional mass media.

This detachment from traditional media is negatively associated with both political knowledge and political interest. The ‘News Finds Me’ perception not only discourages democratic participation but also increases users’ vulnerability to lower-quality and less trustworthy information. Citizens become highly dependent on the content shown within their social networks, which are susceptible to misinformation, echo chambers and algorithmic biases.

In addition, under the NFM era, citizens are confronted with fragmented and, at times, biased discussions, raising concerns about truth. They never give a complete and coherent understanding of current events. Also in such conditions, misinformation and fake news can thrive, and biased groups, aided by algorithms, can distort reality and replace it with fabricated narratives. News organizations and television networks, if they wish to maintain their connection with audiences and ensure their narratives of current events are still heard, must adapt to new conditions and be omnipresent. It requires a multi-platform approach. The expectation that the audience will come to them must be abandoned. It is the media that must go to the audience, find them, and deliver a narrative in a way that appeals to them. It will enhance the chance of exposure of the audience to their news. It must be demonstrated that television has not forgotten them and continues to fulfil its mission of defending the truth, enhancing political knowledge and circulating accurate information to citizens.

AI in news

By
Dr Ali Akbar Razmjoo
Assistant Professor
Islamic Republic of Iran Broadcasting University (IRIBU)

Dr Ali Akbar Razmjoo graduated from JNU University in "International Studies", a member of the faculty of IRIB University, and also teaches at Allameh Tabataba'i University, Islamic Azad University Science, Research Branch, and Soore International University. He has written and translated 9 books, published 41 papers, and participated in 23 conferences. During his work experience, he was the Director of Radio Javan of IRIB, Director General of Zanjan (one of Iran's provinces) IRIB, Advisor to the Research Center of IRIB, and Director General of the Affairs of the IRIB Representations Abroad, and Acting Deputy of the Parliament and Provincial Affairs of IRIB.

Artificial intelligence is transforming news.

Using its four main tools - machine vision, natural language processing, speech processing and data mining – it can produce and monitor text, audio and visual content. It accelerates the process of observation and contextual understanding, and can assess the potential impact of an article or report by measuring audience interest and attention. Even before starting work on a story, editors and reporters can use AI to assess whether an issue resonates with the audience.

Additionally, AI can help predict audience needs. By extracting information from social media and analysing news coverage, this technology can gauge public curiosity about specific subjects and topics. It then delivers this information to reporters through alert systems and online dashboards.

Observing and learning from data is crucial for the expansion of journalism and AI. Newsrooms can enhance audience experiences by analysing vast data about individuals and the various contexts in which they engage, providing a deeper understanding than before. Newsrooms equipped with AI can increase production, free journalists from time-consuming tasks, and simultaneously make reports more distinctive.

AI tools can generate text directly from data, uncover hidden insights in video content, transcribe and translate interviews in real time, and even create multiple versions. These tools are used in news gathering, production, distribution, the identification of fake news, content personalisation, text-to-speech conversion, categorisation and classification.

Indeed, AI is a tool in the journalism toolbox that can enhance its depth and breadth. New AI-based journalism emphasises feedback and examines a subject from various angles, bringing a product development mindset into storytelling. This new form of journalism, combining journalistic intuition, powerful technology, and a culture of collaboration, enables news organisations to increasingly align their output with consumer demands. AI can help understand the behaviours and emotions of news readers, making content that interests the audience more comprehensible.

But we must remember the gate of journalism does not pivot on AI. Rather, AI is a tool that enhances journalists' ability to understand the audience and the subject. The art of storytelling is intertwined with the fabric of journalism, and with its help, we can connect with others. Journalists will always need to create narratives that provide a human experience. No algorithm will ever match their journalistic judgment.

AI-Driven content localisation

By
Andy Chang
Chief Technology Officer
AsiaSat Media Technology (AMT)

Andy leverages over 20 years of broadcast and OTT technology experience to design innovative solutions for media delivery. He has designed cloud and appliance systems for major networks and sports organisations, and now pioneers AI integration in media workflows. His work on AI captioning demonstrates how intelligent technologies can enhance efficiency while creating more engaging audience experiences through personalised content delivery.

In today's rapidly evolving broadcasting landscape, effectively localising content to connect with diverse regional audiences is essential. Public and national broadcasters across the Asia-Pacific region, many of which are represented by the Asia-Pacific Broadcasting Union (ABU), face critical challenges in delivering timely, culturally nuanced content to their multilingual audiences. Recognising this demand, AsiaSat and its subsidiary, AsiaSat Media Technology (AMT), have harnessed advanced Artificial Intelligence (AI) technologies to deliver groundbreaking innovations in content localisation.

Transforming content localisation through AI

Traditional manual localisation processes such as subtitling, dubbing and voiceovers, while effective, can be labour-intensive, costly and inefficient. AI enhances these existing workflows by streamlining complex tasks, resulting in significant improvements in speed, accuracy and cost-effectiveness. AMT's integrated AI-driven solution not only accelerates localisation for both pre-recorded and live content, but also enhances linguistic precision and cultural resonance, which are crucial for broadcasters to engage with the diversity of regional audiences.

Preserving authenticity and cultural nuance

One innovative approach is Neural Voice Cloning technology, which allows advanced AI models that are trained on diverse vocal datasets to generate culturally nuanced voiceovers. These AI-driven voiceovers retain the emotional tone and authenticity of the original speakers, matching even regional accents and dialects. As a result, broadcasters can preserve the integrity and originality of iconic anchors or presenters while seamlessly aligning voice profiles with their branding to facilitate deeper audience connections.

Bridging language gaps instantly

Real-Time Speech Conversion technology marks another significant advancement in content localisation, particularly transforming live broadcasting scenarios such as news bulletins, press conferences and emergency announcements. Through seamless integration, broadcasters can instantly deliver dubbing in major regional languages, including Mandarin, Hindi, Bahasa and Arabic. The capability to accurately translate speech in real-time significantly enhances broadcasters' ability to compete for audience attention and disseminate timely, crucial information to diverse populations across language barriers.

Enhancing viewer immersion

To further elevate the viewer experience, sophisticated AI-driven speech and vision algorithms can be employed to optimise lip-sync accuracy. These algorithms analyse speakers' lip movements and facial expressions, generating synchronised dubbed audio that closely aligns with visual cues. The result is a highly immersive viewing experience that greatly improves audience perception of dubbed content. Lip-sync optimisation is particularly valuable for public and national broadcasters as it helps maintain audience trust and engagement, contributing to an authentic and seamless viewing experience.

Advanced AI captioning solutions

By leveraging advanced machine-learning algorithms, AI captioning streamlines subtitle generation, significantly reducing turnaround times and costs. Its adaptive learning capabilities continuously enhance transcription accuracy by learning from user corrections, while advanced speech recognition effectively handles multiple accents and languages. Additionally, built-in speaker identification and customisable formatting features allow broadcasters to provide clear, accessible captions that align with brand identity and regulatory standards.

Enhancing audience engagement

AI-driven localisation is not just a technological advancement; it is a strategic priority that enables broadcasters to reach wider audiences more efficiently. By rapidly adapting content to diverse linguistic contexts, broadcasters can significantly expand their viewer base, drive deeper audience engagement and potentially enhance commercial revenues. Moreover, these innovations improve accessibility for viewers with hearing impairments and non-native speakers, aligning broadcasters' missions with goals of inclusive and equitable content delivery.

Continuous innovation

Despite impressive advancements, the use of AI in localisation presents ongoing technical challenges, such as accurately handling noisy backgrounds, multilingual dialogues, heavily accented speech, slang and unique cultural references. AMT continues to invest in research and development to strengthen machine learning algorithms and reasoning capabilities, ensuring robust performance across diverse broadcasting scenarios.

In addition to AI-driven localisation, we offer technology solutions, including:

- Low Latency, High-Quality Streaming: Global delivery of live sports, news events, conferences, webinars, and e-learning.
- FAST Channel and Content Distribution: Leveraging AI to deliver Free Ad-Supported Streaming TV (FAST) channels and customised digital distribution for TV platforms, hotels and maritime environments via the SAILAS TV app.
- Personalised and Targeted Advertising: Utilising AI-driven audience analytics to deliver highly personalised advertisements and maximise viewer engagement.

AsiaSat and AMT are committed to supporting broadcasters across the Asia-Pacific region to address localisation challenges and enhance viewer experiences.

Q&A with Olle Zachrison

This interview is featured in the EBU News report, *Leading Newsrooms in the Age of Generative AI*

Olle Zachrison is one of Europe's strongest editorial leaders of AI development and co-founder of the Nordic AI Journalism Network. He leads innovation as part of the European Broadcasting Union's public service algorithm project, and was awarded a Swedish UNESCO award for his work on AI and ethics in 2024. Olle recently joined the BBC from Swedish Radio, where he was Head of AI and News Strategy. As Senior News Editor at the BBC, he will explore ways to use technology to reach new audiences, develop strategy and progress existing AI pilots.

You are not only the AI Director of Swedish Radio but also co-founder of the Nordic AI in Media Summit, a go-to AI conference for the media crowd. How would you describe the current mood in the industry concerning AI?

Olle: In the past year, media companies have been moving from a lot of cool experiments and pilots into a more strategic use of AI. More organizations have explicit strategies of what they want to achieve and not just guidelines saying what not to do. It has shifted from a more careful and in a way negative stance to a more proactive and forward-looking stance.

What caused that shift?

Olle: The initial hesitancy was natural, because we all emphasize trust so much, especially in public service media. And nobody knew a year ago which use cases were creating real value. Swedish Radio has an AI strategy now that says very simply: We should use and accelerate AI to enhance and develop our journalism to give the audience better user experiences and to increase our internal productivity. And those three points have been very helpful in choosing what to focus on because you can do tens of thousands of things with AI, but you need a filter and a link to your value and your mission. We used these three pillars to frame our AI plan for 2025 which is a much more coherent and clearer plan than the kind of uncoordinated experiments we did previously.

Nordic publishers seem to be very much ahead in exploring and implementing AI-based solutions. Where does public service media sit in all of this?

Olle: Public service media is certainly more careful with the audience-facing use cases and automatic uses of generative AI towards audiences. For example, you tend not to see a lot of automated summaries of content or a lot of synthetic voices or virtual news presenters. Because more and more research is showing that people don't want to associate AI with news reporting and trustworthy news. That realisation has sunk in among people like me who work with digital transformation and AI. Therefore, public service media organizations are focusing their AI-efforts more on newsroom support.

Could you give examples for these supporting cases?

Olle: At Swedish Radio we do 370 audio news stories every day, in the form of news clips. And some of them are not very sophisticated. Take a big traffic accident outside of Stockholm. We have to report it. And we do now a 25 second audio clip on that that we upload into our content management system (CMS). It is transcribed in the background and editors get a suggestion for a headline and three bullet points. They have to manually oversee it and edit it, of course.

Have you seen any outstanding use cases?

Olle: We are copying one inspiring thing from RTS in Switzerland. It is also indirect, because the point is not the AI, it is the quality of the journalism. RTS built something like a journalistic coach into their CMS that pushes journalists to ask: what's the follow-up story to this news event? They based this on the user needs model, assuming that news consumers have a variety of needs. So, the AI coach is meant to help journalists explore other angles of a story, for example by putting a more constructive or explanatory frame on it. The goal is to diversify your journalism and your output to reach a bigger audience. This links AI tools to the core of the reporter mission instead of just automating stuff. We call our version vinkelkompisen, the angle buddy.

Do you use AI in audience-facing products, too?

Olle: Yes, we have automated the transcription of our podcasts, with a disclaimer that it can contain errors. Accessibility is a big thing in public service media, and we think this argument trumps the need of being 100 percent accurate. It has become almost a silver bullet for us in taking bolder steps that we can link to our public service mission. These things sound more like boring stuff than all these shiny super ideas about liquid content and agents. But I think those fancy new terms still contain a lot of fluff.

What about these agents? Everyone reports quite a high level of inaccuracies when they work with news content.

Olle: At this point very few people use agents, it is an immature technology. If you design an agent to fetch the news for you, it needs APIs in the system on the other side that can speak to those agents, a lot has to happen for this to work properly. Then again, this trend with hyper personalised news experiences is certainly something that we're going to see more of. Many in the media industry are worried about this arguing: "why should people come to our platforms if they can have their needs catered to in a better way?" But it is still so theoretical. That's why we as journalists are better off using agents for improving our research. Let's say you are an investigative reporter; instead of focusing all your time on this excel sheet in front of you, maybe you can assign an agent to do that for you and at the same time, say, listen through your interviews.

Which developments are you worried about?

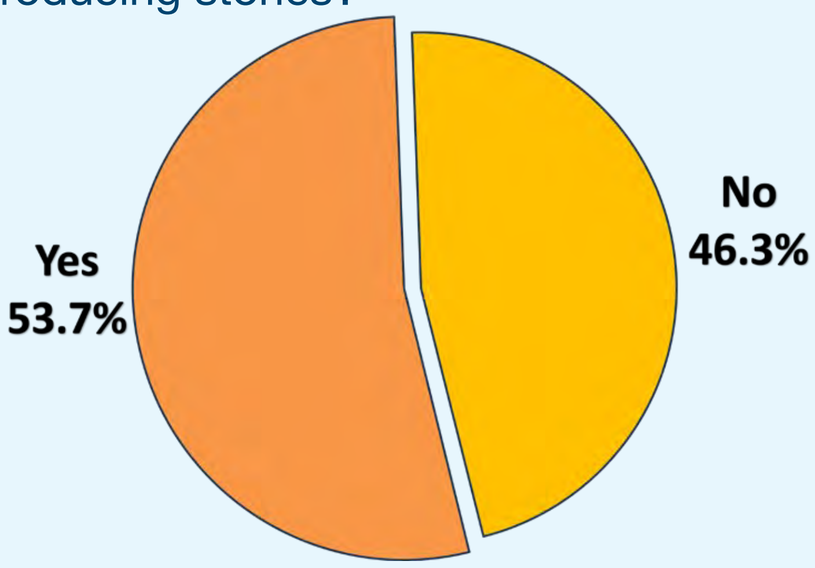
Olle: I'm worried about the prominence of our news. How can we reach all of society if news consumption is maybe shifting to AI services where we don't control how we are represented. This could distort our news content and falsely attribute information to our brand. Factualness is key for us. Also, there is the danger that we are using their tools and all of a sudden, they start performing in a completely new way. That's why we're trying to get people to our own platform. Also, we see more and more news companies strike partnerships or deals with AI companies and their news will be given prominence. Then again there is a degree of hypocrisy towards the platforms, because we're blocking services that aim to access our content. But at the same time, we are using more and more of their models to improve our journalism. We definitely need to strengthen our cooperation within the public service family, and the EBU can be part of this.

Which are the issues the industry needs to address more?

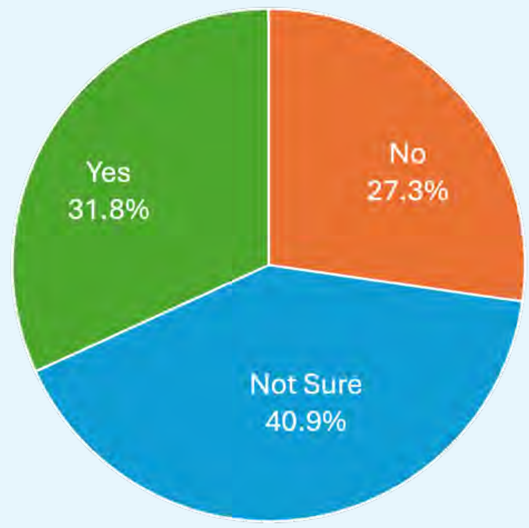
Olle: We should double down on arguing the case for real journalism. News journalism is not just aggregating news events telling what happened, like, what did Trump say? It's making the analysis. It's talking to sources. It's giving the background, putting the news story into context, being out there. Seeking the truth through human reporting is one of our core values. And I think we're not advocating that confidently enough. This is an asset that could be very, very interesting for services that want to provide credible information.

FUTURE OF NEWS SURVEY INSIGHTS

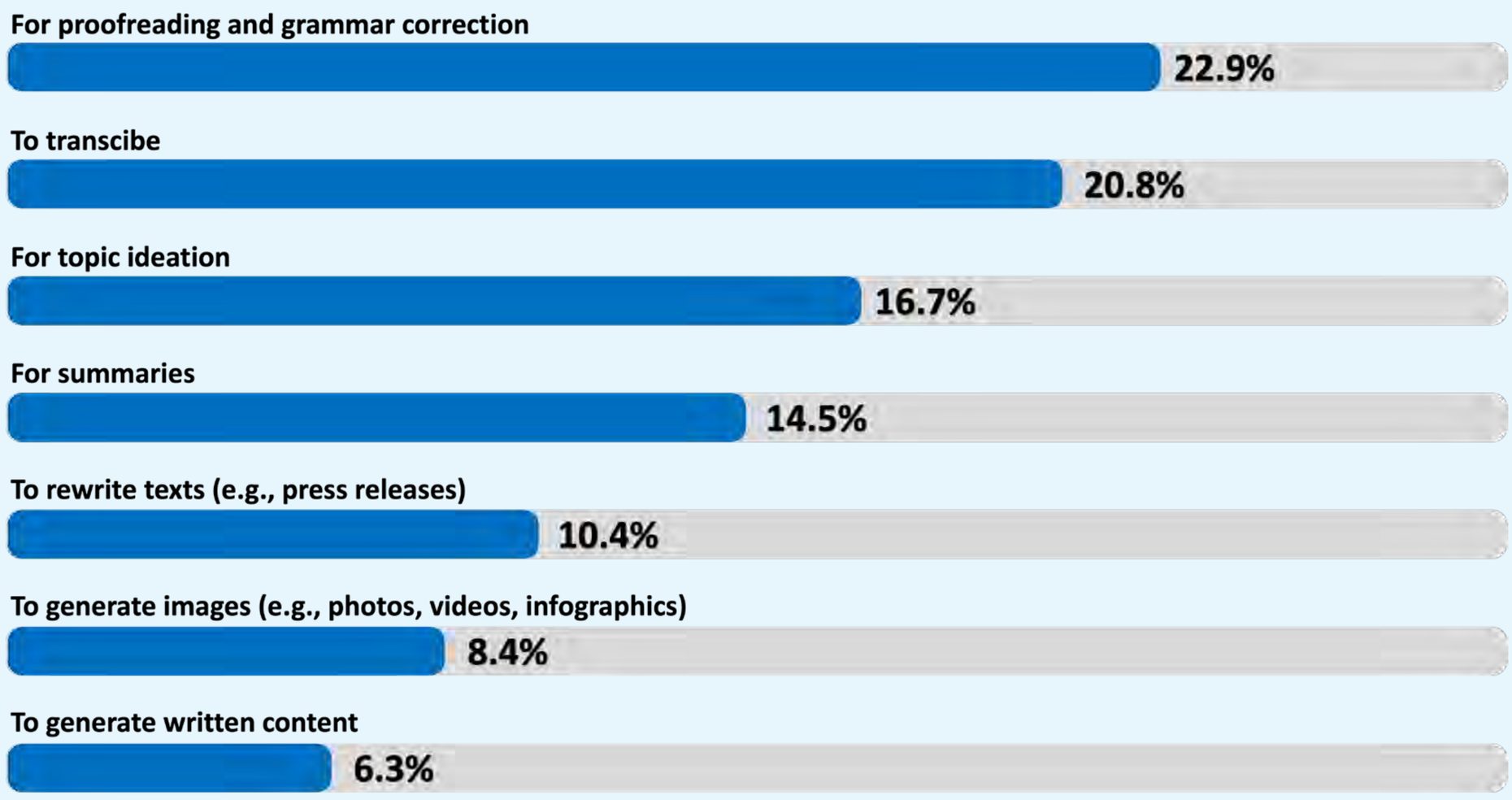
Are your journalists allowed to use generative AI (e.g. ChatGPT) when producing stories?



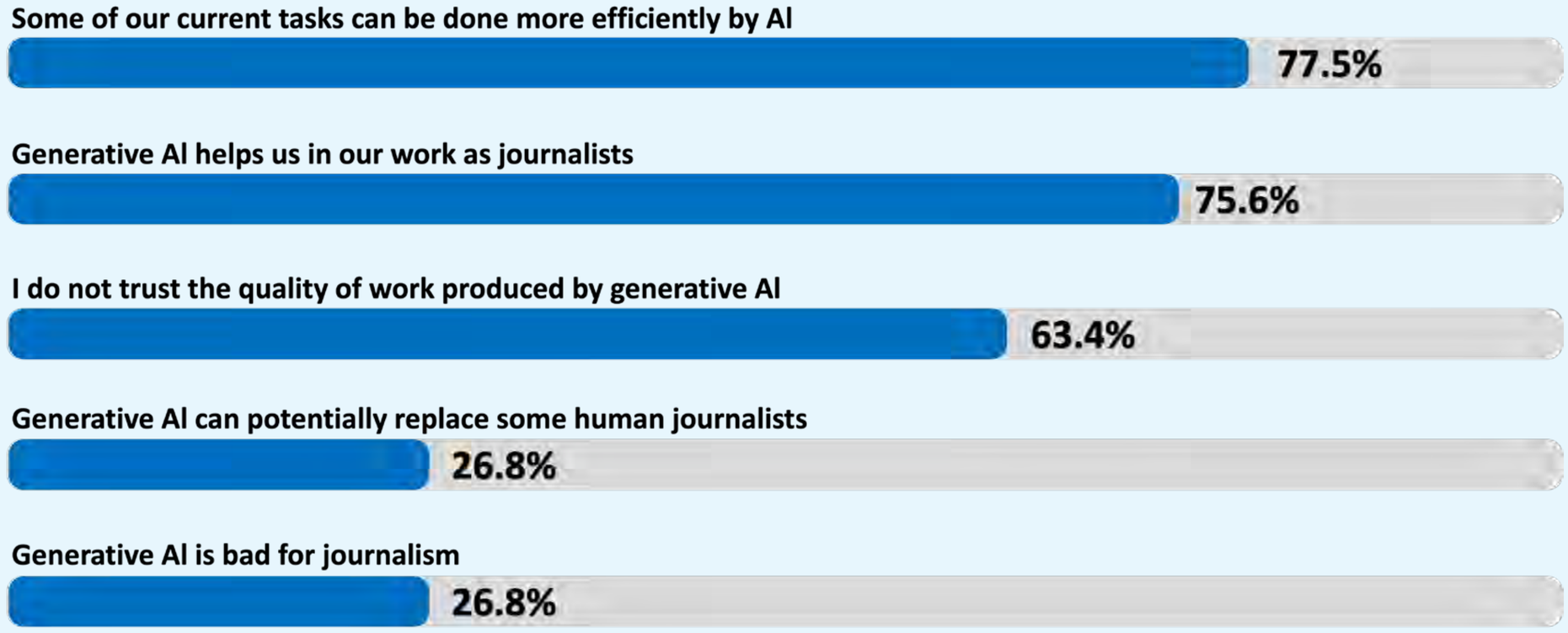
Does your company have ethical guidelines in place related to the use of generative AI in your newsroom?



How does your newsroom use generative AI (e.g. ChatGPT)? Select all that apply.



How much do you agree or disagree with each of the following statements that describe the use of generative AI in journalism? (Percentage of “agree/strongly agree”)



The largest PSM news database

Luis Jimenez

Acting Head of News Strategy and Transformation
European Broadcasting Union (EBU)

Luis Jimenez is the Acting Head of News Strategy and Transformation at the EBU, where he explores the intersection between editorial and digital. A digital transformation expert, he started his career as a journalist at the Spanish national broadcaster, RTVE, and worked in the US for TV and print before joining the EBU.

Sébastien Noir

Deputy Director of Technology & Innovation
European Broadcasting Union (EBU)

Sébastien Noir joined the broadcasting industry in 2012. He was the Product Manager for PlaySRG Switzerland and the coordinator of multilingual VOD projects. He joined the EBU in 2017 as the Product Owner for PEACH and now leads AI-driven service development as Head of Software Engineering.

A consortium of 33 public broadcasters led by the European Broadcasting Union's Brussels office, AISBL EBU-UER, has created what is arguably the largest database of multimedia news stories produced by public service-driven organisations. It has more than 3.6 million stories.

Built on the pillars of diverse and quality journalism, more than 3,000 multimedia news stories are collected daily and automatically translated into English (and other languages on demand) by the AI-powered EuroVox tool. This database powers innovations such as the networked newsroom A European Perspective, a public service algorithm that highlights content with high public service value, and NEO, a conversational news interface that harnesses the power of Generative AI.

A European Perspective (AEP) connects audiences through trusted news, giving them a window into the issues affecting Europe locally and globally. Through a widget they host on their news websites, participating organisations from different countries publish each other's stories in their own language, giving their audience a plurality of views on common issues and bringing to them unique insights from across Europe.

The hub has evolved into a place for editorial dialogue and co-creation. Recently journalists from multiple newsrooms have joined forces to co-produce news stories covering topics of common interest.

Awarded EU grants on three occasions, the project has recently launched YEP News (Your European Perspective News), a multilingual news website that empowers audiences – especially younger ones – with original reporting. YEP News aggregates and translates content from public service media and partners, offering audiences the chance to understand, for example, how similar issues are dealt with in different countries or discover unique angles or stories.

The flexibility and modularity of YEP News allows audiences to take an active role in promoting quality information and lets them embed all or part of the news collections in the audience-facing website in their own digital spaces. That gives people the opportunity to multiply the reach of the stories and contribute to sustaining a healthy news ecosystem.

To identify and maximize this vast database's quality content, we've also developed a public service algorithm (PSA) that assesses news content value based on a set of predefined public service criteria, leveraging the processing speed and text processing capabilities of large language models (LLMs).

But developing an algorithm grounded in editorial values demands a challenging abstraction exercise of every assumption about those precise values. It requires breaking those values into their smallest components to minimize subjective interpretation and ensure consistent alignment between journalists and machines.

Unpacking complex concepts like "diversity" or "in-depth analysis" for a machine to identify was a powerful opportunity for knowledge-sharing among journalists, with the diverse origins of the experts involved helping to reduce cultural bias and enrich the overall dialogue.

By building this unique digital hub of multimedia news stories in multiple languages, we've proven that collaboration is possible, enriching and vital. This humble approach to technological disruption offers more sources of trusted information to citizens across Europe and opens many new opportunities for journalism to seize.

Saving lives with DAB+ Automatic Safety Alerts

By
Lindsay Cornell
Chair of the World DAB Technical Committee and
Principal Systems Architect
BBC

Lindsay has worked for the BBC for more than 30 years, in a variety of engineering, editorial and leadership roles spanning radio, tv, spectrum regulation and internet. He has considerable experience of leading collaborative projects through his roles as Chairman of CEPT FM51, dealing with spectrum issues for programme making, and as Chairman of the WorldDAB and DRM Technical Committees, managing the stability and development of the respective standards. Lindsay contributes his expertise to strategic and policy issues for broadcasters in the ever-changing technological environment through his activities with EBU, ABU, ASBU and WBU. He brings a rare combination of scientific understanding, technical experience, project management and people skills to bear upon all his responsibilities.

New technology means we now have a solution to the problem of mobile phone networks failing or being shut down during times of disaster or when terrorists strike.

Called Automatic Safety Alerts, or ASA, this technology can protect the public during emergencies by delivering safety alerts without requiring an internet connection.

The DAB+ ASA system is designed to overcome the problems with traditional alarms.

ASA gives broadcasters editorial control over the area in which receivers will respond to alerts, a key differentiator from existing emergency warning provisions. Location coding ensures only those affected are alerted and everyone else is left undisturbed. The location coding scheme provides a resolution down to about 1km2, and is globally applicable, so it can be used anywhere in the world.

Another key innovation that means ASA reaches as many affected people as possible is that ASA radios are designed to watch for alerts in the background, even when the radio appears to be switched off or when it is tuned to other services. It does this by ensuring co-operation between service providers. Every group of services that participates in the emergency warning system signals a “heartbeat” to identify itself as part of ASA, and has the obligation to signal alerts for DAB+ signals with overlapping coverage areas. This means the listener has the freedom to choose any service they like within the ASA group, and if an alert occurs at their location, the radio will respond. The rule set allows ASA radios to be built that have long battery life, and all the essential features can be tested – WorldDAB is launching a receiver compliance scheme in 2025 to give consumers the assurance they need when buying a product.

The international ETSI specifications – the official standards underpinning the ASA system – have been approved and published, marking the successful completion of the technical work. The first roll-out of the ASA system will be in Germany this year.

Terrestrial distribution of radio including DAB+ has shown resilience in extreme situations. Radio devices are portable, easy to use and reliable. DAB+ consumes significantly less energy than FM and ensures good quality radio that is open to all and fully digital.

And the ASA innovations mean we can provide a tailored, multi-functional solution to providing alerts in emergencies, a capability that equates to a Swiss Army knife rather than a sledgehammer.

Enhancing journalism with AI

By
Christian Radler
Head of Research & Development
ARD News

Christian Radler leads the research and development team at ARD's national news hub tagesschau (ARD News), the leading German public news provider. Before that, he worked as reporter, presenter, correspondent and news editor for various news radio, tv and online outlets in Germany and the United States.

AI is a crucial component of ARD News' digital transformation, assisting in content production, personalisation and moderation and enhancing efficiency. As the head of research and development at tagesschau, I lead an internal AI working group and oversee our app suite, a testing ground for AI-driven innovations. As we continue refining these tools, we welcome discussion on AI's evolving role in journalism and invite feedback on our initiatives. This document outlines our AI framework, current applications, and the balance between technological advancement and maintaining editorial integrity.

AI framework

Our regional public service broadcaster, Norddeutscher Rundfunk (NDR), has established AI guidelines to ensure responsible and ethical AI usage. The primary objective is to enhance journalistic quality, optimise resources and maintain transparency. Similarly, ARD's overarching AI guidelines emphasise the importance of balancing opportunities with potential risks while underscoring that AI serves as a tool rather than a replacement for human journalists or engineers.

AI in production

At tagesschau, we rely heavily on AI in our daily operations, particularly in mobile video content production. One of our key AI-driven tools is Pictacrop, which has been in use since 2016 when we introduced vertical video formats to the tagesschau app. This cropping tool analyses video frames and automatically determines the focal points, which editors can adjust as needed. The algorithm undergoes periodic updates incorporating machine learning.

AI in content personalisation

The tagesschau app serves as a platform for rapid AI implementation. Recently, we introduced fully automated content recommendations, improved personalisation, and have successfully launched a personalised push notification feature. User engagement data indicates that AI-powered recommendations increase app interaction and return rates. These features are built on custom algorithms that undergo regular retraining to refine the user experience.

Both the cropping tool and the recommendation services ensure that we reach millions of daily app users in an optimal way for their individual news consumption.

AI in social media moderation

Handling online interactions is another area where AI is invaluable. Our social media platforms receive approximately 55,000 comments daily, often containing problematic content. Existing moderation tools proved inadequate, prompting us to develop a proprietary AI-based moderation system. This tool clusters inappropriate comments for more efficient human review and batch processing, allowing more time for actual community moderation and interaction. As the project progresses, we anticipate refining AI combinations and adapting our approach, based on platform-specific dynamics and user behaviour.

AI-assisted video editing

A recent experiment involves an AI-assisted video editing tool designed to generate 30-second news reels. The algorithm receives continuous feedback from editors to refine its editing techniques, ensuring it aligns with tagesschau's editorial style. A test involved showing two video clips—one human-edited and one AI-generated—in parallel to assess if audiences could distinguish between them. The result: some could, some could not. For the time being though, this specific AI assisted approach takes much longer than a human editor would take to do the same work in a traditional, unassisted manner.

AI Technologies: Innovations and Challenges

By
Alexey Filippovsky
Director
RTR Digital Environment Development

Alexey Filippovsky is a history graduate from Lomonosov Moscow State University. He began his career in media as an editor of the Vesti program on the Rossiya-1 TV channel. In 2016, Alexey was invited to join the Russia Today media group, where he formed and headed the Internet Technology Center to implement a unified internet strategy for the media group. Since 2024, he has worked in the Digital Environment Development Department of RTR and is responsible for the company's internet products.

RTR, as one of the leading media companies in Russia, is actively exploring and implementing advanced AI tools. As AI capabilities grow, so does responsibility for its use. RTR strives not only to introduce innovations, but also to ensure the security and reliability of information.

Preserving Cultural Heritage

A key area of AI use at RTR is working with archives. The company was one of the first in Russia to use artificial intelligence algorithms to search, restore and preserve huge amounts of video. These materials not only return on TV, but also become available on digital platforms, which is particularly important for the younger generation, who prefer online content consumption.

Language Models

RTR produces content in 57 languages, including rare dialects, which makes the task of automating translation and text processing especially relevant. AI language models are used for the auto-generation of subtitles and translation, and in the future voice-overs. This helps us to overcome language barriers and make content accessible to audiences across the country.

Personalising Content

With the increase in content volumes (more than 200,000 hours of original audiovisual content), there is a need for effective navigation tools. AI-based recommender systems analyse user actions, preferences, and content data to suggest the most relevant materials. These systems use various algorithms, identifying:

- Regional preferences: videos that are popular in a specific region
- Collaborative filtering: recommendations based on similar user interests
- New video algorithms: combating "cold start" for content that does not yet have enough viewing data;
- Content recommendation: suggesting similar content

The data sources for recommendation systems include user actions, demographic data, recognized speech from content and metadata. In industrial video hosting systems, the number of such algorithms reaches 50, which allows us to not only improve the user experience, but also to increase audience engagement.

Smart Search

With the development of search technologies, users increasingly search for content by description rather than by exact titles. Smart search based on multimodal machine learning models allows users to find videos, audios and images by text queries. These technologies eliminate the need for a manual description of each piece of content, which reduces the cost of its preparation and simplifies the search process.

Automating routine tasks

Assistant editors powered by AI technologies play a key role in automating time-consuming routine tasks. Automating routine tasks not only increases the efficiency of editors, but also allows them to focus on the creative aspects of their work. This is especially important in an environment where speed and content quality are key. Freeing editors from technical routine allows them to fully realize their creative potential, which ultimately leads to the creation of higher-quality and original content.

At RTR, some of these tasks are performed with the help of AI.

- **Auto-tagging and categorising**

  Manually adding tags and categories to content is a time-consuming process that requires attention to detail. AI-powered automation instantly analyses content, identifies topics and suggests relevant tags and categories. This not only speeds up the process, but gives editors more time to focus on improving the quality of content.

- **Automating video design**

  Choosing a cover, or thumbnail, for a video is an important step that affects the attractiveness of the content to the audience. However, manually searching and choosing the right frame takes a lot of time. AI can automatically analyse the video, identify key moments and suggest the most suitable frames.

- **Artifact detection**

  Finding and removing unwanted elements such as smoking, logos, or other artifacts is a technical task that requires attention. AI can automatically detect and flag such elements, significantly speeding up the editorial review process and preparing the material for publication.

- **Facial recognition**

  Manually identifying people requires care and knowledge. AI can automatically recognize faces and match them with a database, which greatly simplifies the process and saves time.

- **Identifying titles and credits**

  Manually identifying when titles and credits appear can be tedious and time-consuming. AI can automatically analyze a video, find such elements, and mark them for further editing.

- **Video Transcription**

  AI can automatically convert speech into text with high accuracy, which greatly speeds up the process of information production and content processing.

- **Summarising content**

  Another promising area for AI application is in the production of text and video summaries. Extractive and generative AI algorithms can be used to highlight key points in articles or create news summaries. This is especially useful for combining materials on the same topic.

Provenance in media

By
Bruce MacCormack
Chair, International Press Telecom Committee
Media Provenance Committee

Bruce is focussed on the impact of Artificial Intelligence on news operations, with a particular emphasis on mitigating the threat of misinformation. He is a member of the Partnership on AI steering committee on AI and Media Integrity. He is also a co-founder of Project Origin; the BBC, New York Times, CBC and Microsoft media provenance initiative. Bruce is a member of the steering committee of the Coalition for Content Provenance and Authenticity (C2PA). He chairs the Media Provenance committee of the International Press Telecommunication Council (IPTC).

The media environment, particularly for news, has become more complex. Generative AI tools, indirect social distribution channels, and malicious actors have introduced new threat vectors to the ecosystem. The Coalition for Content Provenance and Authenticity (C2PA) has gathered over 130 media and technology companies to define a standard response to this challenge.

Well established digital rights management methods exist to prevent legitimate media from being distributed by illicit channels or reaching unauthorized users. The added challenge is now to prevent illegitimate media from being unwittingly distributed by legitimate channels by validating the sources of origin of the content. That is where media provenance adds value.

The C2PA process provides secure foundation for the news ecosystem. With C2PA the receiver of a digital file or stream can be confident that:

- The content comes from the source that has signed it.
- The media has not been altered since it left the sender.
- The meta-data manifest is attached to the proper media file.

In addition, for media that is produced over a number of processes, or that contains multiple media elements, the history and composition of the file is recorded and retained by all C2PA compliant processes that were involved in the production.

Trust is core to our work as news publishers. The decisions of who to trust, and why, are the choice of our readers and audiences. They are based on their history with the brand and several signals they receive that associate a particular piece of content with the brand.

Technology must support, and not supplant the long-established trust relationships between media brands and their audiences. The responsibility for the veracity of the content as a basis for continued trust in the brand is purely a journalistic and marketing responsibility of the publisher. This is unchanged. However, the emergence of AI generated synthetic media requires the addition of two additional technical foundation layers – Validated Identity and Tamper Evident File Integrity.

Well established brand identities are hard earned and can be hijacked to provide false confidence or amplification to malicious sources of misinformation. Providing cryptographic protection to the provenance is a defense against this form of attack. It comes in two parts.

- Who (Publisher certificates)

  Cryptographic signing certificates will be used to prove that a brand is who it says it is. They will be issued to authorized staff at branded publications after confirmation of organizational identity and role has been confirmed. This will allow the publishers signing key to be recognized by downstream validation systems.

To facilitate adoption of media provenance techniques the International Press Telecommunication Council (IPTC) is building the infrastructure to issue signing certificates and manage the Origin Validated Publisher list. This work started in April 2024 and is actively welcoming new members to participate in developing governance rules and sharing best practices.

- How (Vendor certificates)

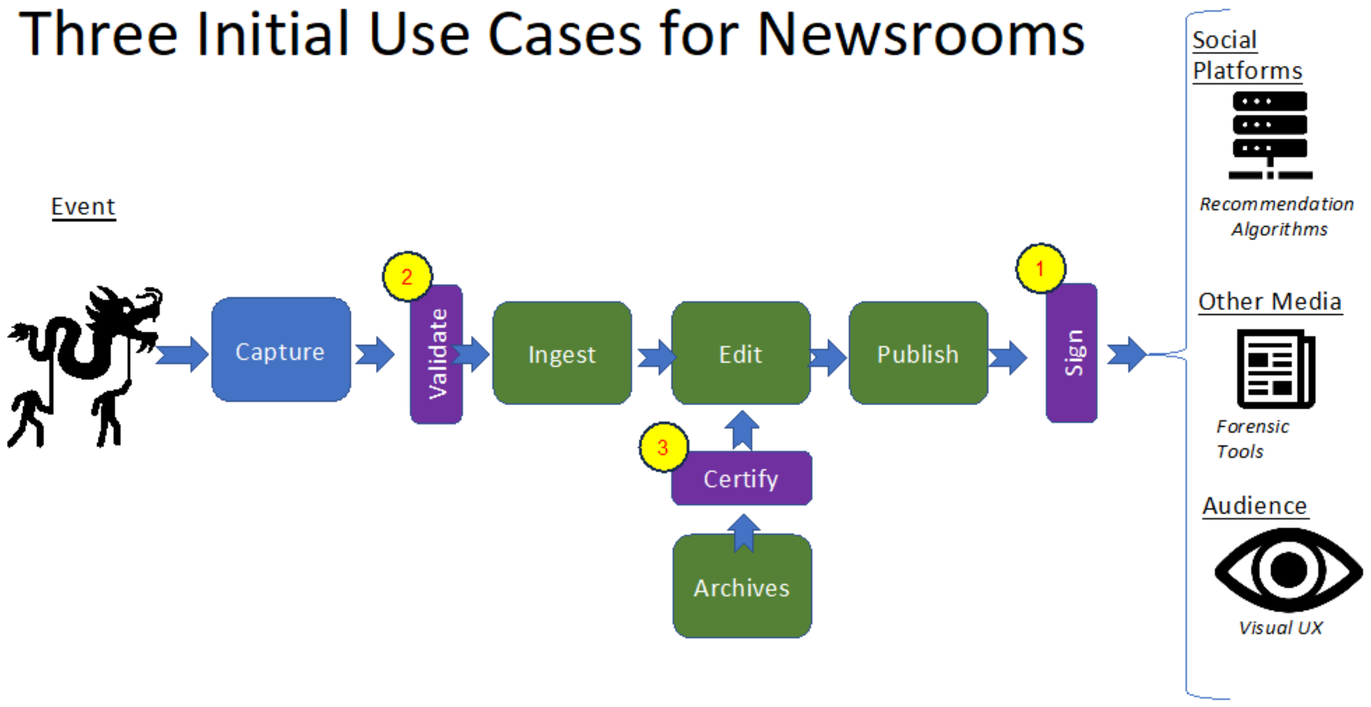
  Camera manufacturers and software vendors are already beginning to incorporate the C2PA standard into their products. Once implementations have been validated for compliance to the specification, they will be issued signing certificates which will allow them to create C2PA manifests on the creation of each new file version produced. This will create a manifest which provides a provenance history of the asset.

Tamper Evident File Integrity

The technical security of the underlying digital file or stream provides the final level of assured media provenance. The addition of a tamper evident, cryptographically sealed manifest provides assurance the the identities of the publisher and tool vendors are as stated, that there have been no undocumented changes to the file post publication, and that the manifest is attached to the intended file.

Other technologies such as watermarking and fingerprinting of digital media can reinforce the robustness of the manifest by detecting the absence, and potentially recovering, manifests that should be present but that have been removed.

When fully implemented, the C2PA standard can securely document the path of media from the camera lens to the audiences display screen. Well before then, individual links in the distribution chain will be enhanced with secure, tamper evident, metadata that will allow more efficient and automated assessments of the technical integrity of a media file. Other techniques like watermarking and fingerprinting complement and reinforce secure meta-data to deliver C2PA manifests.



Three newsroom use cases

Validation – Know your source

The job of validating material ingested into the news workflow has become more complex with the widespread availability of generative ai tools that can create almost undetectable fake photos and videos. The presence or absence of a secure C2PA manifest can provide a trained journalist with valuable clues or assurances.

Trusted sources can be confirmed by their signing identity.

Media created by prominent generative AI planforms include markings and manifest which identify their synthetic origins.

The absence of secure manifests can be an indicator that increased analysis is required before trusting the submitted media.

None of these methods is foolproof against determined misinformation attacks by knowledgeable parties, but taken together, they greatly increase the chances of leaving tell-tail clues. These systems will be able to triage incoming media and allow increased focus on material that is not signed or shows evidence of tampering.

Archive restore – Preserve History

Newsroom archives preserve a validated record of history. This will become increasingly valuable to society as AI tools that can alter the photo or video record of past events become widely used. The archivist who restores material from a newsroom archive can act as the proxy witness to past events by cryptographically signing the material as a true copy of what is in the newsroom archives.

This validated media library, with professional meta data records are becoming increasingly valuable for use as training data for AI systems. AI needs to consume training data that is from authentic and real-world sources. Training systems on datasets that include undisclosed synthetic data can cause damage to valuable AI models. The ability to attest to the provenance of training data will enhance the negotiating power of the owners of news libraries.

Publication - Protect your brand, sign your work.

The addition of C2PA manifests to a news story, signed by the publisher, is a signal to the audience that the story is authentic. The publisher has attached their brand reputation to the material in a way that cannot be impersonated. This is something that will be increasingly required to maintain the trust of consumers who are becoming sensitized to AI manipulated media. Newsrooms are busy places with limited manpower. Adding secure media provenance information is a technical effort, which, when set up, will not require any additional day to day effort on the part of journalist.

This is a community effort

Whether you are a creative, a vendor of media hardware or software, a media house or a digital distribution partner, media providence solutions will become part of your day-to-day operation. Regulators worldwide are beginning to plan for the use of media providence as one high potential defense against disinformation.

Project Origin, the BBC, CBC/Radio-Canada, New York Times, and Microsoft collaborative effort, is a co-founder of the C2PA. We are now the Media Provenance working group at the IPTC and welcoming new members. Please join us as we collectively gain experience in deploying C2PA in the global news ecosystem.

FUTURE OF NEWS SURVEY INSIGHTS

What problem or issue is your newsroom prioritising this year?

- Increase audience reach and engagement
- Establish TV as the main entity while enhancing digital presence
- Launch exclusive podcast series
- Develop criteria for audience measurement
- Embrace digital transformation
- Adapt to changing audience behaviour and fast technological development
- Develop content that appeals to human interest
- Cover current and breaking news
- Secure funding and sponsorships
- Gain recognition through invited talks and international conferences
- Hire more journalists
- Manage workload to prevent burnout
- Provide training for staff development
- Ensure necessary resources and tools are available
- Develop social media content strategy and skills
- Improve writing style and content quality
- Combat fake news
- Improve the quality of broadcast content
- Address issues like outdated website, ineffective Facebook fanpage, reduced budget, and headcount
- Improve methods to measure radio coverage and program effectiveness
- Focus on income generation and profitability
- Enhance digital news offerings

FUTURE OF NEWS SURVEY INSIGHTS

If you were CEO of your organisation, what change would you make to help future-proof your newsroom?

- Aim to bring all aspects of the news department to an international standard
- Focus on producing more high-quality news reporting
- Embrace digital platforms and technology advancements, including AI tools
- Hire More Staff
- Implement flexible working hours with trust in employees
- Provide digital training for staff
- Improve staff welfare to encourage active work and attract younger generations
- Conduct more training workshops and capacity-building programs
- Train journalists for multimedia skills
- Establish a team specifically for covering online news
- Increase audience reach and engagement through various platforms
- Offer live news and vernacular editions
- Develop and launch exclusive podcast series
- Focus on human resource training, mentorship programs, and academic research capacity
- Manage workloads to prevent burnout & improve efficiency
- Develop and embed core values within the organization to create a committed culture
- Promote transparency and empathy in management to build trust and creativity
- Focus on income generation and profitability.
- Find more sponsorships and apply for grants.
- Increase salaries
- Offer access to mental health services
- Adapt to changes in scope of work due to political landscapes and state priorities
- Reduce censorship and promote creative freedom

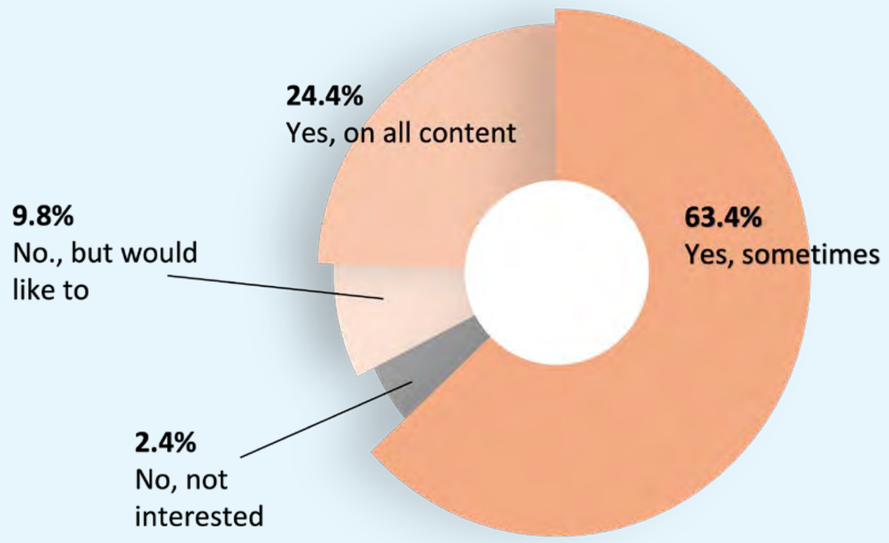
FUTURE OF NEWS SURVEY INSIGHTS

What would you like to see more of when you consume news?

- Analysis and investigative reporting
- Human interest and positive news
- Good news, cultural stories
- Environmental and climate change
- Consumer content
- Specific and informative news
- Data journalism
- Digital and visual content
- Short form digital products (newsletters, podcasts, vertical videos)
- Graphics
- Live news
- Political and financial explainers
- Tech explainers
- Finance for dummies
- Local and regional coverage
- News that reflects core values of real journalism
- Political content
- Stories about corrupt politicians
- Conflict and crime
- War coverage
- Small scale conflicts (neighbours, couple issues)
- Constructive stories
- Less negative stories
- Less government propaganda and crime stories
- Advertising and PR
- Corporate-commissioned PR disguised as reliable information
- More advertisements
- Less PR
- Less opinions and debates
- More fact-based content

FUTURE OF NEWS SURVEY INSIGHTS

Do you practise solutions journalism in your newsroom?



Which courses or workshops do you think ABU News should provide in the next 12 months?

- AI tools
- AI coding
- AI in journalism
- Vertical video training
- Use of graphics and video editing
- Digital journalism and content creation
- Writing for online audience
- Digital journalism
- Social media and video production
- Improving writing style
- Photography and Short Videos
- Audience engagement
- Appealing to a younger generation
- Quantitative research
- Newsroom management
- Editorial workflows
- Climate change reporting
- Local context training

FUTURE OF NEWS SURVEY INSIGHTS

What problem or issue is your newsroom prioritising to address in the upcoming year?

What problem or issue is your newsroom prioritising to address in the upcoming year?

2025 Asiavision members

For more information: www.abu.org.my/avn-news/

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