

Media outlets worldwide join call for AI companies to help protect news integrity.

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Thousands of public and private news media worldwide have joined an initiative by the European Broadcasting Union and WAN-IFRA calling on AI developers to help ensure that Artificial Intelligence is safe, reliable and beneficial for the news ecosystem and the public.

The initiative – News Integrity in the Age of AI – proposes five key principles for a joint code of practice, inviting technology platforms to open dialogue and cooperation with media companies to counter the misinformation crisis and protect the value of trusted news.

“Organisations and institutions that see truth and facts as the desirable core of a democracy and the foundation of an empowered society should now come together at one table to shape the next era,” said Ladina Heimgartner, President of the World Association of News Publishers (WAN-IFRA), Head of Media Ringier AG and CEO of Ringier Media. *“We can make this work – but only together.”*

The five steps to preserve news integrity in the age of AI – made public on [5 May](#) during the three-day [World News Media Congress 2025](#) in Kraków, Poland – cover principles of consent, fairness, dialogue and other areas of engagement with tech companies:

1. **News content must only be used in Generative AI models and tools with the authorization of the originator.**
2. **The value of up-to-date, high-quality news content must be fairly recognized when it's used to benefit third parties.**
3. **Accuracy and attribution matter. The original news source underlying AI-generated material must be apparent and accessible to citizens.**
4. **Harnessing the plurality of the news media will deliver significant benefits for AI-driven tools.**
5. **We invite technology companies to enter a formal dialogue with news organizations to develop standards of safety, accuracy and transparency.**

The five principles, developed by the EBU and WAN-IFRA, gained extra reach with endorsements from the [North American Broadcasters Association](#) (NABA), [Alianza Informativa Latinoamericana](#) (AIL), [Asia-Pacific Broadcasting Union](#) (ABU) and the media association [FIPP](#).

Together, these organisations represent thousands of public service media and private publishers providing news across broadcast, print and online formats on all continents.

“The integrity of the news has never been so important in keeping people informed and democracies healthy,” said Ernotte from the EBU. *“As technology transforms our lives, we must always assess the benefits and risks for reliable news, the media and our societies.”*

The principles also reflect how news media have become more involved and innovative with AI, all while safeguarding news integrity in a complex environment.

“A functional media space that contributes value to society and can be shared is a common good. It must be supported and encouraged,” said Heimgartner from WAN-IFRA. *“If the rules of the game ensure fair play for everyone, Generative AI can become a catalyst for trust, also thanks to professional media content.”*

Contact and Inquiries

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About

[WAN-IFRA](#), the **World Association of News Publishers**, is the global organisation of the world's press. Its mission is to protect the rights of journalists and publishers worldwide to operate independent media. WAN-IFRA provides its members with expertise and services to innovate and prosper in a digital world, enabling them to perform their crucial role in society. It derives its authority from its global network of 3,000 news publishing companies and technology entrepreneurs, and its legitimacy from its 40 member publisher associations representing 18,000 publications in 120 countries.

[The European Broadcasting Union \(EBU\)](#) is the world's leading alliance of public service media with 113 Member organizations in 56 countries – plus 31 Associates in Asia, Africa, Australasia and the Americas. Members operate nearly 2,000 television, radio and online channels and services, offering a wealth of content across platforms. Together they reach an audience of more than one billion people around the world, broadcasting in 153 languages. The EBU operates the Eurovision and Euroradio services and also supports public service media with innovation, research and advocacy.

[FIPP](#). Founded in 1925 in France, FIPP is one of the world's oldest and most prestigious membership associations. Originally formed by a consortium of magazine publishers to enable them to share ideas, the organisation has grown over 100 years to include media owners and content creators worldwide. FIPP empowers its members to build market-leading international media businesses through intelligence, solutions and partnerships. The FIPP World Media Congress brings the industry together once a year to hear the latest trends and for networking.

[The 76th World News Media Congress \(WNMC\)](#), taking place [from the 4th to the 6th May 2025](#) in Kraków, Poland is organised by WAN-IFRA – the World Association of News Publishers, in collaboration with the Agora Media Group. The WNMC is the leading annual event for media leaders, bringing together over 950 editors and executives from over 60 countries to discuss challenges and opportunities for the global news media industry. This year's Congress brings together our flagship events, including Digital Media Europe, to provide three summits, workshops and access to international experts and case studies; something for everyone interested in Mastering Media's New Playbook.

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