

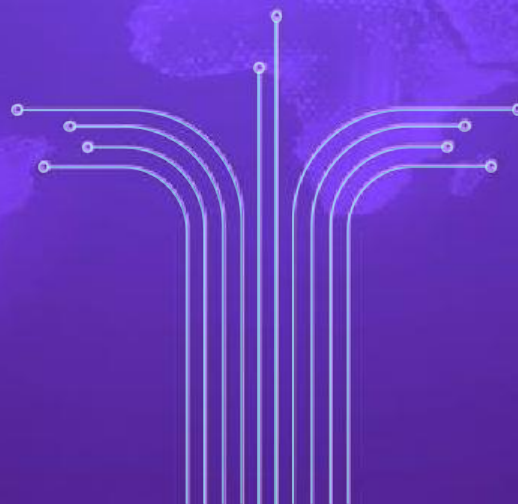
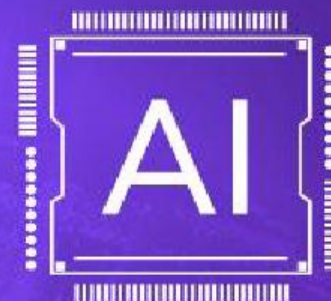
EBU

OPERATING EUROVISION AND EURORADIO



World Association
of News Publishers

NEWS INTEGRITY IN THE AGE OF



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FACTS IN : FACTS OUT

When AI assistants ingest facts, they must pass them on without damaging their integrity.

That's what the **Facts In : Facts Out** campaign is about.

#FactsInFactsOut



Why **FACTS IN : FACTS OUT?**

A campaign to fix the AI news pipeline.

- AI assistants are now a gateway to information.
- The BBC/EBU study revealed widespread errors, omissions and distortions in answers to news queries
 - 45% of all AI answers had at least one significant issue.
 - 31% of responses showed serious sourcing problems – missing, misleading, or incorrect attributions.
 - 20% contained major accuracy issues, including hallucinated details and outdated information.
 - Gemini performed worst with significant issues in 76% of responses, more than double the other assistants, primarily due to its poor sourcing performance.
- AI is undermining, misattributing and decontextualising trusted public service journalism.
- The result? Confusion, mistrust and suspicion



What **FACTS IN : FACTS OUT** offers

A clear, practical framework for trustworthy AI-powered news.

- Anchored on the News Integrity Principles: accuracy, transparency, source prominence, safety and dialogue with Big AI.
- Provides useful resources: explainers, policy briefing, advocacy tools, social media assets, talking points
- Aimed at policymakers, AI companies, journalists, PSM, civil society.
- Helps PSM show leadership in building a healthier information ecosystem.



How to back **FACTS IN : FACTS OUT**

Help ensure people everywhere can:

- Link to www.newsintegrity.org from your site – encourage others to endorse the principles
- Reference the BBC/EBU report, News Integrity initiative, and **FACTS IN : FACTS OUT** in social media/speaking engagements/interviews, etc
- Share relevant resources and updates (reports, initiatives, PSM/AI developments) with us
- Be a guest on our blog and write a post about the issue.

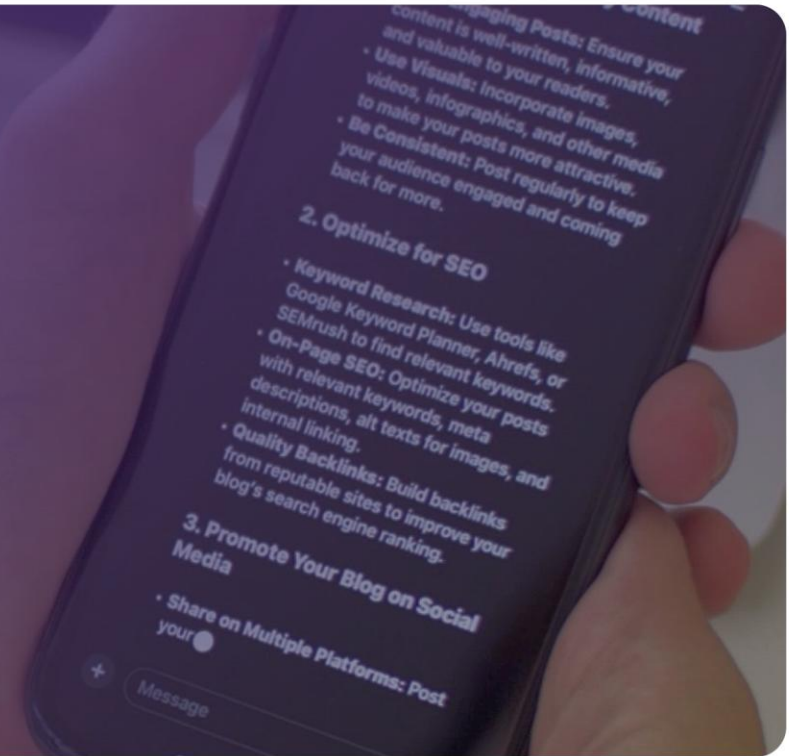
Use it. Share it. Demand AI that respects the facts.



News Integrity in the Age of AI

Trusted news providers worldwide, led by the EBU, WAN-IFRA and FIPP, are calling on AI companies to uphold five principles that protect the integrity of news.

[Read the principles below.](#)



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



Endorse the principles
#factsinfactsout



➤ newsintegrity.org

