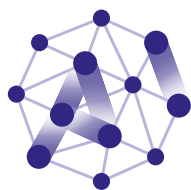


Public Service Medias
Alliance for facts



**AI ACTION
SUMMIT**

Mapping the issues and uses of AI for journalism



France • médias • monde



About this document

Which AI tools can be most useful in newsrooms? What questions arise from their usage? How can we detect the tools that help us act for the better (more reliable information, easier identification of facts, etc.) and, conversely, identify those whose use can contribute to the great confusion of facts? Publications around the world are facing these issues.

This first document "*Mapping the issues and uses of AI for journalism*", supported by the five founding media groups of the "Public Service Medias – Alliance for facts" alliance (France Télévisions, Radio France, France Médias Monde, TV5MONDE, INA), in support of the EBU network, and written on the occasion of the Paris AI Action Summit in February 2025, examines the issues raised by the development of generative AI across the entire information production chain: its collection, its formatting, its verification and dissemination – not to mention the cross-cutting issues specific to media companies.

Journalists and AI specialists from the five public French audiovisual media groups, all members or associate members of the EBU, fed by their regular and numerous exchanges with this network, share their analysis of the impact of new AI tools, products or technologies, and will continue to do so regularly. This first publication of February 2025 provides a framework for reflection and proposes, in particular, a map of AI uses and tools for journalism, as well as an evaluation grid for the interest of these tools. It presents an analysis of the main issues and uses of AI for journalism.

Please note: this is not a "consumer guide", but the sharing of an analysis produced by journalists and intended for their peers. Similarly, this approach, based on the sharing of monitoring of crucial issues, does not in any way constitute a global charter of use of AI in these media, and does not presume their current or future projects. On the other hand, the editorial production of this study and its offshoots is an opportunity to create an exchange network of journalists and AI specialists.

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I - AI areas for journalism

COLLECTION AND PREPARATION OF INFORMATION

- Conversational agents (chatbots): general and specialised research
- Content aggregators, automatic monitoring.
- RAG (retrieval-augmented generation)
- Data exploration and analysis, data visualisation
- Decision support: expert synthesis, arrangement of ideas, detection of weak signals, analysis of nuances
- Automatic transcription
- Automatic indexing

PRODUCTION AND EDITING OF INFORMATION

- Design assistance (angles, formats, etc.)
- Text generation - editing assistants
- Image generation and transformation
- Voice generation and transformation
- Video generation and transformation

VERIFICATION OF INFORMATION

- Detection of generative AI content
- Certification of authenticity (C2PA)
- Reverse search
- Geolocation of content
- Widescale verification assistance

DISSEMINATION OF INFORMATION

- Optimisation of SEO
- Knowledge of audience
- Personalisation and recommendation
- Conversational agents: user support
- Translation - subtitling - dubbing
- Automatic audio playback

Cross-cutting issues

Charter and usage framework
Acculturation and training
Governance and organisation
Security of information systems
Use of content by AI systems

II - Issues and uses of AI for journalism

Artificial intelligence (AI) is undoubtedly the third major technological change in the journalism sector in recent decades. At the turn of the century, there was the development of the web and the digitalisation of tools that profoundly transformed the manufacture and dissemination of information. Then, social networks and smartphones radically changed consumer practices: the reduction in intermediaries in the dissemination of information led to a ruthless struggle to capture attention, and major technological operators and platforms became key players in information consumption filtered by algorithms. It is now AI that is disrupting the news sector, in a context of geopolitical instability, economic pressure and growing societal divides. For many, the intensity of this change, of which we are only at the beginning, could be much greater than the previous ones. Without making risky predictions here, it is a question of outlining the areas of information that AI can modify and the questions that this raises for journalism.

For a journalist, AI can simultaneously be a trending social topic that is frequently discussed in articles¹, a set of tools and processes that can find their place in newsrooms throughout the information processing chain, a powerful accelerator of disinformation that facilitates the production of fake news and undetectable deepfakes, and a potential competitor that captures the value of the journalist's work for its learning and the reader's attention in its ready-to-use responses. Ambivalence towards AI is rife throughout the profession. Between dystopian and utopian prospects, toxic or virtuous effects, where is AI taking us? Or, maybe, where are we taking it? Most journalists know that they need to take a deep interest in these technologies, develop guidelines to frame their uses and experiment with caution to determine the opportunities and risks.

AFTER THE BUBBLE

The “wow” effect (enthusiasm) of the beginning has sometimes turned into a “meh” effect (scepticism) for those who were concretely testing AI on their own use cases, with unrealistic expectations. The Gartner hype cycle illustrates this classic pattern of technological innovation very well: a peak of hope, followed by a phase of disillusionment. If AI lives up to its promises and if the pattern continues, we could now be on the long slope of enlightenment that leads to the benefits stage (productivity, creativity, novelty), without necessarily eliminating all its dangers. Among the current imperfections, which ones are temporary and will be forgotten as soon as maturity is acquired; which are deeper scientific and technological barriers, which, in any case, depend on human choices in their implementation and practice?

1 *INA's Revue des médias publication informs us—using the data available on data.ina.fr, itself produced by AI processing—that “the words AI and artificial intelligence are used seven times more frequently on radio and television since the launch of ChatGPT on 30 November 2022.” [La Revue des médias](#) - 13/01/2025*

1 - Collection and preparation of information

The entire information manufacturing chain is potentially prone to the impacts of AI. Starting with the collection and preparation of information. Traditional search engines are being replaced by chatbots, general or specialised, connected to “LLMs” (“Large Language Models”) with which everyone can speak in natural language to find the best sources on a subject, summarise them automatically or deepen them, but also generate an article outline or an interview outline from a “invite” (or “prompt”, i.e. a sufficiently accurate instruction given to AI).

“I MUST BE HALLUCINATING”

Content aggregators and AI-powered automatic monitoring tools make it possible to monitor the news of a field, identify trends and receive alerts. While they considerably expand the scope of information collection from multiple, if not exhaustive, sources, they also question their biases, prioritisation and reliability of the sources listed. Generative AI chatbots have an unfortunate tendency to “hallucinate” unpredictably and – like gifted dunces – to provide sometimes very credible answers even when they do not have relevant elements available. *“It is possible AI generated content is incorrect”*: if necessary, these precautionary messages that generally accompany the answers also pose an implicit question: is the time saving of the tool, obvious at first glance, not neutralised by the need to verify and deepen these responses? LLMs are probabilistic tools whose answers depend heavily on the content used for their training and the development strategies implemented. The result of a calculation and not a reflection, these answers are only plausible, without a close link with criteria of truthfulness or ethics. Therefore, making journalists aware of their operation is a crucial issue when it comes to exercising essential caution in their uses. The current lack of transparency regarding training data leaves little room for potential biases to be objectively assessed. The heterogeneity of the maturity of the tools according to the language used also raises questions as to the imbalances that this entails with regard to processing of information according to the locations concerned. Similarly, the geographical origin of the tools is not without consequence for the reliability of their answers according to the nature of the questions asked: AI is also a field of geostrategic influence.

Some media companies deploy and adapt their own data mining tools following the “RAG” (“Retrieval-Augmented Generation”) principle. The latter consists in establishing reference document bases on a subject and vectorising them semantically (“embedding”). Combined with an LLM, this device allows you to interact in natural language to obtain more reliable, updated and sourced answers, drawn only from reference documents. The applications are numerous, from querying databases on demographic or economic statistics, to scientific sources on climate change and historic political speeches.

REMEDY FOR TIME-CONSUMING TASKS

Data journalists are also users who are particularly interested in AI tools that allow the analysis of very large amounts of more or less structured data, to visualise, identify and follow trends in extremely varied fields. For example, to detect “weak signals” in import-

ant databases or in the mass of information circulating on social networks, but also to perform multi-criteria analyses.

Very time-consuming tasks in the preparation of information are already advantageously entrusted to AI. This is the case for the automatic transcription of audio content (“speech-to-text”). Transcribing interviews, audiovisual archives or film rushes now takes seconds to minutes with automatic tools, where several hours were previously needed by humans. And this transformation of sounds into text is valuable: it makes it possible to become acquainted with content much faster, to easily search for precise passages, or even to create audiovisual montages by simple copy and paste of text segments. These technologies are yet to be perfected: for example, the transcription of certain acronyms, terms derived from very specific vocabularies or proper names of people absent from the training data of the model is often wrong. But the current maturity is already operational enough to benefit journalists. Similarly, optical character recognition (OCR) makes it possible to edit text in digitised documents in image format. And beyond that, AI-assisted creation of descriptive metadata of content (thematic descriptors, people, places, identification of speakers, etc.) can simplify their archiving and future use.

2 - Production and editing of information

The field of information production and editing is also affected by the technological transformation brought about by AI. This is particularly true of copywriting, which a few years ago was thought to be beyond the reach of automation. LLMs have changed the game.

EFFICACY VS. UNIFORMITY

Generative AI assistants thus make it possible to summarise texts, reformulate them, extract keywords, propose titles or “key points”, and prepare publications on social networks relating to an article or the content of a newsletter from the highlights of the week. They can also be valuable aids to editorial design, whether it’s creating new journalistic angles or designing new narrative formats. They can also propose a conceptual analysis of the subjects to better identify all possible nuances of points of view. Writing aids include spelling and grammatical correctors or features for transforming the style of a text. Some sites or social media accounts have also used AI to produce purely “synthetic” content² at a low cost, automatically compiling and reformulating content produced by others. Not to mention these parasitic practices, each publication must question the framework they establish for themselves to develop these uses of AI. Should they be limited to certain specific content that is particularly repetitive (for example, sports or electoral results, financial information, etc.) or extended to other areas? What human supervision should be put in place and how? Beyond saving time, is editorial quality improving? Or, on the contrary, are we witnessing a move towards uniformity of writing styles, a growing dependence on tools and a loss of meaning in journalistic work?

2 “NewsGuard has so far identified 1,100 news and information sites generated by AI and managed with little or no human supervision, and lists false narratives generated by artificial intelligence tools.” <https://www.newsguardtech.com/fr/special-reports/ia-centre-de-suivi/> [02/01/2024]

EVERYTHING IS CREATED; EVERYTHING IS TRANSFORMED

Generative AI is not just about text. It has also taken over images. “Diffusion models” make it possible to automatically generate, from a simple textual description, images whose realism no longer allows the human eye to distinguish them from photographs. The initial errors (six-fingered hands, rupture of continuity of lines, improbable lighting, etc.) are disappearing. And these tools provide more and more ability for the user to finely master what they want to produce: backgrounds, characters, objects, actions, lighting, grain, mixture of real and fake elements, etc.

The logic is the same for animated images, integrating movement and the temporal dimension. The video generation tools available at the beginning of 2025 already make it possible to produce credible sequences, the imperfections of which are probably temporary. The continuity of objects, scenery and characters is increasingly assured from one shot to the next. A simple black and white photo can be coloured and come alive for several seconds. A shot that’s too short can be extended in editing to ensure a seamless transition by “inventing” missing images. A simple video excerpt of a face – or even a photograph – allows you to create an animated avatar.

“THAT-MIGHT-HAVE-BEEN”

All of this is changing our relationship to images quite radically.

Realistic images previously belonged to processes of capture of reality such as photography, cinema or video. Analogue for a long time (film, film reels, magnetic tapes, etc.), these techniques became massively digital in the years 1990–2000 without losing their causal link with recorded reality: for such an image to exist, there had to be a reality of which it was a trace. Having become “analogue-digital”, the image was then more easily manipulated, but the editing processes of the editing software were still relatively time-consuming. In the age of generative AI, photographic image transformations and realistic synthetic image creations are produced with disconcerting ease, without the possibility of distinguishing the degree of reality on which they are based. This will profoundly change the way we look at realistic images. The “*That-has-been*” concept – which Roland Barthes identified in *Camera Lucida* as the essence of the intentionality of the photographic gaze – will become a more doubtful “*that-might-have-been*”, implying at best a quest to know about the origin of these images, at worst a general mistrust of them. Therefore, the logic of transparency vis-à-vis the viewer on their practices and the nature of their content must be an imperative of serious media, the only guarantee of a lasting bond of trust with the public. From this perspective, if the intensification of the use of generative AI entails an obvious risk of destabilisation of public and democratic debate, it can also present an opportunity for the media who know how to establish a relationship of trust with the public to distinguish themselves through the value of the credit given to their content.

CAUTION AND TRANSPARENCY

Sound is not to be outdone, of course. Noises, moods, music are now generated by a simple descriptive text, or even other sources of input such as an animated image

sequence. A few seconds of recording is enough to clone a voice and create an audio avatar. Combined with its image, this audio-visual avatar can pronounce any written text – including in a foreign language – with relatively natural facial movements and lips that automatically follow the diction of the words (the “lip sync” process). Of course, this is not perfect yet. Technical progress is still expected, particularly with regard to prosody, emotions or intonation. But fast progress has been made, and the current maturity of these tools easily suggests what the future holds for us.

What connection does this have with journalism? The applications of audiovisual generative AI primarily concern cinema, video games, advertising, marketing, etc. But we can see attempts to use them in the field of information. Some are failures, due to amateurism³, opposition from journalists⁴ or the public: the degree of acceptability of AI is a particularly divisive subject that requires a lot of caution. Other experiments are more inspiring: creating your own avatar to fight more quickly against the spread of fake news⁵, anonymising witnesses in a survey of women in Iran⁶, improving the audio quality of online press articles⁷, etc. The “good” uses of these audiovisual generative AIs in journalism are not impossible if they are transparent and bring obvious added value.

3 - Verification of information

But, above all, by facilitating the creation of fake news, fake images, sounds or videos, the impact of these AIs is on another essential area of journalistic activity: the verification of information. First, there is the verification that every journalist is required to carry out for their own content that they process and produce. And there are the checks that some specialised journalists – fact-checkers – do, on information disseminated by third parties, for the entire public and our democratic health. The speed with which disinformation is spread must be matched by the speed with which it is detected in close to real time.

DETECTING, AUTHENTICATING

To combat disinformation and the proliferation of deepfakes⁸ accelerated by generative AI and to (re)create confidence in the nature of the content to which everyone is

3 *“In Poland, artificial intelligence in radio turns into a fiasco”* – Le Monde – 03/11/2024

4 *“Uproar at Loopsider after the use of generative artificial intelligence cloning voices”* – Le Monde – 19/07/2024

5 *“A journalist’s deepfake to tackle fake news”* – Génération IA – 18/03/2024

6 *“Emergency at France Télévisions: inventing the blurring of tomorrow”* – La Revue des médias – 16/05/2024

7 *“Audio versions of articles: how Le Monde deployed the reading of its contents by synthetic voice”* – The Audiencers – 03/06/2024

8 The “deepfake” is a technique of creating or transforming audiovisual content commonly by using artificial intelligence to give an illusion of misleading reality. By approximation, such produced contents which are being spread in a disinformative, malicious intent or hoax way are also called deepfakes.

exposed, three complementary steps are being undertaken worldwide. The first is a “technicist” approach: what one AI has produced, another AI can detect. Many sites offer automatic detection tools for AI-generated content. The approach is interesting, but it still seems to lag behind in innovation structurally and struggles to keep up with the exhaustiveness of image generation tools: while they can help, their detection rates remain too low and their scopes are not exhaustive.

The second is to impose an indelible marking (watermarking, blockchain) on “synthetic” content produced by generative AI. In particular, it is the regulatory strategy imposed at a European level by the European AI Regulation (AI Act) aimed at authorising on its territory only those generative AIs that will implement such a solution of permanent marking of the content produced.

The third is to encourage media adoption of reliable solutions to authenticate the origin of their “authentic” content, from capture to publication. In particular, this is the subject of the C2PA standard (Coalition for Content Provenance and Authenticity) involving both major players in capture technologies (camera manufacturers, smartphones, recorders, etc.), editing technologies (assembly and post-production tools, etc.) and broadcasting technologies (mainly major digital platforms). In practical terms, this tracing of the stages in the production of content should accompany the content itself through “content credentials” capable of reliably informing the end consumer about the nature of what they are viewing.

BOUNDARIES OF THE AUTHENTIC

These last two very positive initiatives are not fully operational today. They will take a few more years to become widespread and have similar weaknesses: to be fully effective, they must be systematically adopted by all, which is unlikely. There will be undefinable content – unlabelled, as it were – between “authentic” and “synthetic” (they can be filtered that way, at least). Not to mention the copious hybrid content that is bound to multiply as production and editing tools integrate AI processing plug-ins (effects, mixing, calibration, colorisation, inpainting, outpainting, etc.). Is the boundary between “authentic” and “synthetic” that clear?

Moreover, in terms of information verification, the sharing of the “true” and the “false” does not systematically cover that of the human (“authentic”) and the AI (“synthetic”). True information may very well be conveyed by a video avatar, whereas a lot of fake news is produced and spread by humans. The verification of information is based on many criteria: the truth of the facts, but also the authenticity of the statements reported, the credibility and authenticity of the source, the absence of manipulation, falsification or misleading decontextualisation of the content.

It is investigative work that combines methods and tools⁹, to which AI can of course contribute. Besides many AI tools to help with the detection of images, sounds or synthetic

texts previously mentioned, we can also name reverse image search devices throughout the web, exploring satellite images to locate a building, geolocation of content, or comparison of information with large databases or social media content¹⁰. Knowing which solutions are most effective and efficient requires constant monitoring and evaluation.

Journalists are also important actors in the media and information literacy (MIL) of students. Integrating understanding of the massive effects of AI into these education programmes is a major issue, which more broadly concerns citizens' acculturation to these issues vital to our collective informational health. Everyone must be able to exercise their vigilance over the information they are confronted with and the verification work carried out by journalists needs to be understood and easily accessible. For example, it is possible to use chatbots that can simultaneously query several fact-checking sites in natural language about a piece of dubious information¹¹.

4 - Dissemination of information

The dissemination of information is also subject to upheaval. Marketing tools rely mainly on data and have for several years integrated AI, whether to optimise SEO, to know and develop an audience better, to customise or to recommend content based on affinity of profiles and interests. Conversational agents can now provide user support on apps and media sites.

Translation technologies have also matured: article translations, video subtitling and sound dubbing are now massively assisted by AI. This opens up opportunities previously economically inaccessible to develop international offerings. However, we must not underestimate the proportion of content adaptation required to address audiences whose language, as well as culture and political, social and economic context – therefore expectations in general – differ from those of the editorial staff offering the content.

FROM SEARCH ENGINES TO ANSWER ENGINES

Uses are also developing on the side of information “consumers”. Features that facilitate the accessibility of content (for example, the automatic subtitling of videos in the original language or the audio playback of textual articles), the “smart” exploration of an online press site using a chatbot or the personalisation of content according to available time are intended to improve the user experience.

These improvements will be crucial when trying to retain an audience in a context where a dangerous trend for news media business models will further increase: search engines are tending to become answers engines. Being referenced in these tools (for those who

¹⁰ Content verification often faces issues of access to social media data, subject to the changing policies of platforms (API – application programming interface – free or paid, or suddenly closed).

¹¹ Example: *Vera*, a chatbot at the NGO LAReponse.Tech connected to more than 300 fact-checking sites.

explicitly cite their sources with links) is essential but will not be enough. In practice, the bounce rate from an AI conversational agent response page to the sources cited will continue to fall, as the information provided is often sufficiently detailed to satisfy the user.

5 - Cross-cutting issues

Collection and preparation of information, production and editing of information, verification of information, dissemination of information: the issues and use cases of AI are present throughout the chain. Some aspects of the intense development of AI in journalism have more cross-cutting issues.

JOURNALISTIC ETHICS

How to take advantage of AI opportunities without compromising journalistic ethics or public trust? Each editorial board must set clear rules on the uses it authorises, encourages, restricts or prohibits. Many media outlets have developed and adopted artificial intelligence charters¹² This was inspired, in particular, by the work carried out by Reporters Without Borders (RSF) in the summer of 2023. An international commission has been convened to define the ten fundamental ethical principles to protect the integrity of information in the age of AI¹³.

- 1- Journalism ethics guide the way media outlets and journalists use technology.
- 2- Media outlets prioritise human agency.
- 3- AI systems used in journalism undergo prior, independent evaluation.
- 4- Media outlets are always accountable for the content they publish.
- 5- Media outlets maintain transparency in their use of AI systems.
- 6- Media outlets ensure content origin and traceability.
- 7- Journalism draws a clear line between authentic and synthetic content.
- 8- AI-driven content personalisation and recommendation upholds diversity and the integrity of information.
- 9- Journalists, media outlets and journalism support groups engage in the governance of AI.
- 10- Journalism upholds its ethical and economic foundation in engagements with AI organisations.

Some news media outlets have not yet adopted an AI charter, either due to lack of experience on the subject, or because this work is still ongoing, or for fear of establishing too rigid a framework in such an unstable technological context.

¹² *"Media in the face of artificial intelligence: 20 charters under the microscope" - La Revue des médias - 11/01/2024*

¹³ *Paris Charter on AI and Journalism - Reporters Without Borders (RSF)*

And beyond the main ethical principles, there are very practical questions to be answered in terms of the consequences. For example, transparency on the use of AI requires further reflection on the issue of borders: since AI tends to potentially permeate the entire information chain, what types of use are deemed substantial enough to require special notices? This also requires defining a shared grammar of pictograms and notices that accompany content in various ways, integrating both the nature of content, user experience, emerging practices of the sector or the functionalities of broadcast platforms.

SUPPORTING AND SECURING USES

Other cross-cutting issues posed by AI within news media companies include staff acculturation and training, but also AI governance and work organisation. To maintain a healthy dialogue on the future of the practices of the sector and to bring out the best uses of AI, everyone must be able to understand the issues and principles, learn the techniques of “prompting” and the functional development of tools more and more quickly. This requires awareness-raising programmes, continuous training of staff, and also the provision and support of tools to initiate an agile approach to exploring use cases. These concrete implementations allow journalists to better understand the contributions and limitations of AI tools, to capitalise on tests and feedback to advance and strengthen individual and collective expertise over time.

It also requires consideration of issues of privacy of processed data, cybersecurity, regulatory and ethical compliance, dependence and technological sovereignty. New profiles are generally required in the media workforce: technical, of course (data analysts, data scientists, IA-devOps, etc.), but also legal (regulations, personal data, intellectual property, ethics, etc.) and editorial (data journalists, prompt designer, etc.) AI monitoring and internal governance must be implemented across the board, as the topics and developments related to AI are diverse. This multidisciplinaryity is also required in teams working on projects involving AI. More than ever, it is necessary to break down the partitions between the technical and editorial teams to move forward jointly and iteratively on such projects where skill areas are symbiotic.

These challenges are massive and require significant investments for which future benefits are not guaranteed: this is the essence of any major innovation. But a wait-and-see attitude and passivity are perhaps riskier options. At the individual level first: the employability of journalists in the future will require them to have mastered AI tools. At the company level, those who fail to seize the opportunities offered by AI in terms of efficiency and opening up new possibilities risk having a critical competitive disadvantage.

FAUSTIAN PACT OR GOOD INTELLIGENCE?

AI also raises the strategic question with news organisations of using their content for training or model improvement. For a long time, AI technical players have fuelled their models by drawing on all available resources online, usually with the greatest secrecy. The race for quality data is essential for training foundation models, for finetuning or for the specialisation and update of these models. With media coverage of generative AI, publishers and rights holders have become aware of the value of their data. In Europe,

many have expressed their opposition to this use through the opt-out permitted under the DAMUN directive (copyright and related rights in the digital single market) on TDM (Text and Data Mining). Some media outlets have negotiated and made agreements on the use of their data with remuneration and specific terms of use: for example the obligation to cite and link sources, or a ban on training the foundation model. Finally, others, less frequently, have initiated legal battles.

The media faces a dilemma. While they now realise that their content has value for AI, they also know that AI poses significant risks to their economic viability, with potential serious or critical losses: unfair competition in content production, loss of traffic (advertising model) and subscriptions (paid models) through the capture of usage by conversational agents. But AI systems alone cannot produce reliable, pluralistic and up-to-date information without the work of journalists. European regulatory changes aim to impose greater transparency on AI operators on the data used. There are many debates on these issues: will they lead to the structuring of a “data market” within a framework, ensuring fair competition, the sustainability of business models of all actors and a balance between fair remuneration of rights holders and legal certainty for suppliers and users of AI models? Or will we see a form of news media vassalisation, particularly the most economically fragile, by the major AI technology players in a new movement of “platformisation” of information comparable to that of e-commerce?

On all these topics, which we are only outlining here, it is crucial to share experience and regular reflection among peers. AI technologies are evolving at such a speed that monitoring has become extremely complex and time-consuming. Tools must be evaluated for the specific needs of the news media. What are the most relevant use cases? What are the best tools applied to this or that task? What are the risks and harmful effects observed, or the obvious opportunities? The answers to these questions are still evolving. Similarly, on cross-cutting issues (usage framework, acculturation, organisation, strategy, etc.), the continuous pooling of good practices and strategic thinking areas is essential to build a collective intelligence of news media in the AI era.

III - Evaluating the interest of AI tools for the news media: a proposal

How to evaluate AI solutions for news media? The following evaluation grid proposes a series of criteria to be analysed.

	Criterion	Evaluation	Comment
USE VALUE	Expected benefits Gain in efficiency and productivity, boost in creativity, opening up new possibilities, expansion of audience?		
	Scope of requirements covered From very specific to very generic.		
TECHNOLOGICAL MATURITY	Reliability Is the reliability of the solution assessed, is it satisfactory for the intended purpose?		
	Implementation complexity Tools on the shelf (software, plug-in, SaaS, etc.), light integration (interface and connection to APIs) or complex integration (developments, finetuning)? What internal skills are required?		
	Complexity of adopting the solution What user support or training is needed? What is the quality of the documentation?		
	Community of experts Are there groups of users and technical experts of the solution, organised and accessible?		

	Criterion	Evaluation	Comment
CORPORATE SOCIAL RESPONSIBILITY (CSR)	Environmental impact What are the energy consumption and carbon footprint of the solution for the intended use? Is there a more frugal solution that is just as effective?		
	Impact on business lines Does the implementation of the solution lead to substantial changes in the organisation of work and the activity of the staff concerned? What are the adaptations or developments to be implemented?		
SOVEREIGNTY AND SECURITY	Watertightness of data flows Is the installation of the solution possible in the internal information system or does it require data processing on external servers? And in this case, what guarantees are provided on the confidentiality and non-use of the processed data by the models?		
	Adaptability Does the solution allow adjustments and improvements to adapt it to needs (settings, finetuning, etc.)?		
	Portability How easy is it to change technological solutions (competition, dependence, etc.)? How well does the solution fit with the rest of the workflow?		

	Criterion	Evaluation	Comment
LEGAL AND REPUTATIONAL RISKS	Transparency of the AI system Has the model been trained with content in compliance with regulations (copyright, intellectual property, GDPR, AI Act, human rights, etc.)? Is the solution transparent about this? Does it offer guarantees?		
	Ethics Does the use of the solution comply with internal ethical rules? With what precautions?		
	Acceptability Does the use of the solution involve a risk of mistrust among internal staff and the public?		
COSTS	Direct Flat fee, subscriptions, consumption, etc. Please note: free solutions are not always free forever and are sometimes lower quality. But open-source models can be very relevant (transparency, flexibility, frugality, autonomy of deployment, etc.)		
	Indirects Infrastructure, internal implementation, training, etc.		