



EAST ASIA & THE PACIFIC

# Journalism's New Frontier

An analysis of 188 global AI policy proposals and their impacts on journalism.



Read the full report at <https://bit.ly/4s7nVPq>.



The Center for News, Technology and Innovation reviewed 188 national and regional AI strategies, policies and laws around the world to determine how they impact journalism. We focused our analysis around how regulatory activity addresses seven policy components that are particularly likely to impact journalism.

Of the 23 AI strategies, policies and laws we reviewed in East Asia and the Pacific, two specifically mentioned journalism; three addressed freedom of speech or expression; 13 addressed manipulated or synthetic content; 13 addressed algorithmic discrimination and bias; nine addressed intellectual property and copyright; 20 addressed transparency and accountability; 17 addressed data protection and privacy; and 11 addressed public information and awareness.

**Freedom of speech and expression:** Proposals in East Asia and the Pacific mention freedom of speech but often lack clear rules; Australia's standard discusses how AI can infringe on civil liberties.

**Manipulated or synthetic content:** The reviewed documents generally prohibit certain types of AI-generated content, can require reports on false information and may mandate labels on AI-generated content.

**Algorithmic discrimination and bias:** Countries in the region offer general guidance, establish bias audits, prohibit discriminatory AI uses and plan for government agencies to create anti-discrimination policies.

**Intellectual property and copyright:** Proposals for intellectual property and copyright related to AI are still being developed and legally decided in the region, with some proposals adhering to existing laws, others allowing copyrighted works to be used for AI training with exceptions and some requiring licenses.

**Transparency and accountability:** In this region, proposals focus on transparency in AI use by requiring labels on AI-generated content, providing notice to users, offering non-technical explanations, developing new legal frameworks, ensuring human oversight and monitoring AI systems.

**Data protection and privacy:** In East Asia and the Pacific, proposals encourage companies to use personal data responsibly and anonymize data. They also strengthen existing data protection laws, give individuals control over their data and create government investigation protocols for violations.

**Public information and awareness:** Proposals include formal education, public campaigns and promoting AI technologies, all of which will increase the need for AI literacy among the public and news organizations.

## Notable legislation

**South Korea:** South Korea's comprehensive AI legislation, the Basic Act on Artificial Intelligence, adopts some ideas from the EU AI Act; although, South Korea has one broad framework for classifying risks rather than the EU's four categories. It requires AI business operators to "clearly notify or indicate to users or indicate clearly when virtual sounds, images, or videos are AI-generated, and may be difficult to distinguish from authentic ones."