



EUROPE & CENTRAL ASIA

# 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, laws and policies 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 11 AI strategies, policies and laws we reviewed in Europe and Central Asia, one specifically mentioned journalism; three addressed freedom of speech or expression; two addressed manipulated or synthetic content; three addressed algorithmic discrimination and bias; four addressed intellectual property and copyright; three addressed transparency and accountability; four addressed data protection and privacy; and seven addressed public information and awareness.

**Freedom of speech and expression:** The EU's Digital Services Act and AI Act together aim to safeguard freedom of expression by banning manipulative AI and requiring transparency of AI use on social media; however, the EU AI Act's allowance of biometric surveillance for national security purposes may endanger journalists and their sources.

**Manipulated or synthetic content:** Policies vary throughout the region on rules for AI-created content, with the EU requiring watermarks on deepfakes and Uzbekistan mandating all manipulated content to be labeled without exception.

**Algorithmic discrimination and bias:** The most notable laws addressing this issue are the EU AI Act and the General Data Protection Regulation, which reinforce each other to reduce discriminatory outcomes, while countries such as Kyrgyzstan and Switzerland acknowledge the problem but do not offer concrete measures.

**Intellectual property and copyright:** Within the EU, the AI Act and the Directive on Copyright work together to give copyright

holders the ability to withdraw their content from AI training, while other countries, like the United Kingdom, Switzerland, and Kyrgyzstan, have less specific plans or are beginning to update existing laws.

**Transparency and accountability:** The EU AI Act's rules for transparency and accountability for high-risk generative AI systems are strict and extensive, while other countries in the region mention the need for such measures but have yet to provide detailed or actionable plans.

**Data protection and privacy:** The EU AI Act and the EU's General Data Protection Regulation (GDPR) work together to address data protection and privacy concerns for AI systems, especially for personal data, while countries outside the EU, such as Kyrgyzstan, Russia and Uzbekistan, have focused on specific aspects of data protection like anonymization or alignment with global trends.

**Public information and awareness:** Across the region, proposals promote public awareness through different approaches: Azerbaijan and Russia emphasize public education programs, Serbia mentions AI training for journalists and Tajikistan and the

## Notable legislation

**European Union:** The [EU AI Act](#) is the most notable piece of AI legislation in the region and will be directly implemented in 27 member states. The law classifies different use cases of AI according to risk levels and establishes obligations, such as transparency and human oversight, based on these classifications. Violations of the law are met with extensive fines, up to 35 million euros or 7% of the company's worldwide annual turnover.