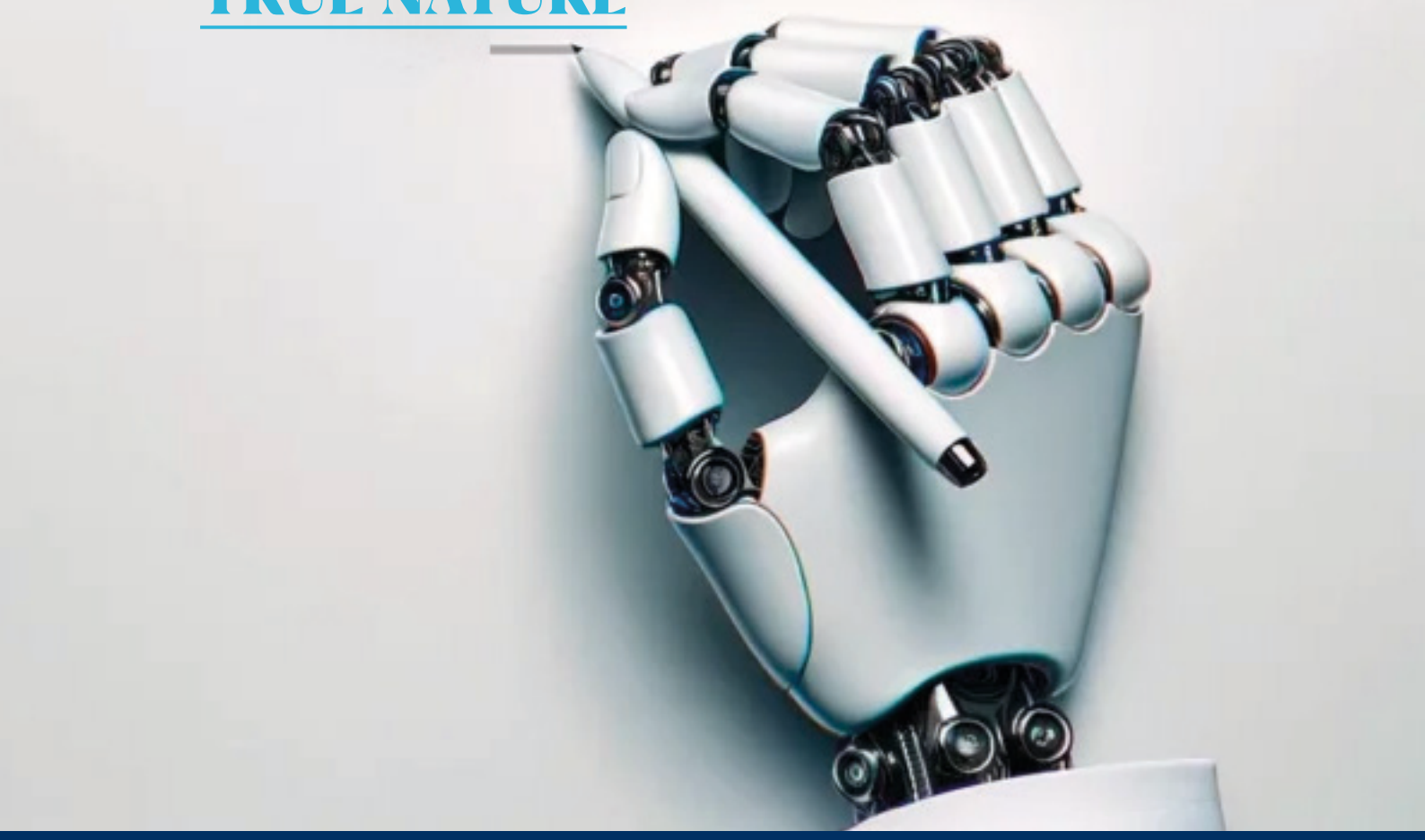
AI IS RESHAPING THE ARGENTINE MEDIA ECOSYSTEM

MEDIA OUTLETS SHOULD ADAPT WITHOUT COMPROMISING THEIR TRUE NATURE



ADEPA

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CONTENTS

FOREWORD
JOURNALISM IN THE ERA OF ARTIFICIAL INTELLIGENCE: AN INALIENABLE COMMITMENT TO QUALITY
P. 3

INTRODUCTION
P. 6

CHAPTER 1
USE OF AI BY MEDIA OUTLETS: GLOBAL, REGIONAL AND NATIONAL LANDSCAPES
P. 10

CHAPTER 2
THE SITUATION OF ARGENTINE MEDIA OUTLETS
P. 22

CHAPTER 3
EDITORIAL, BUSINESS AND AUDIENCE CHALLENGES
P. 35

CONCLUSIONS
P. 42

APPENDIX 1
METHODOLOGY
P. 45

APPENDIX 2
RECOMMENDATIONS FOR AN AI GUIDELINE ADDRESSED TO COMPANIES, ORGANIZATIONS AND MEDIA OUTLETS
P. 53

APPENDIX 3
GUIDELINES FOR AI USE ADDRESSED TO ARGENTINE MEDIA OUTLETS
P. 60

APPENDIX 4
LIST OF AI TOOLS CURRENTLY USED BY ARGENTINE NEWSROOMS AND THEIR SPECIFIC USE
P. 63

CONTENTS

FOREWORD

Journalism in the era of artificial intelligence: an inalienable commitment to quality

In a constantly evolving industry, where new technological challenges arise every day, it is increasingly difficult to establish long-lasting parameters for action. Innovation, particularly around artificial intelligence, imposes a permanent logic of change that pressures practices, business models, and the foundations of journalism as we know them today. Nonetheless, this uncertainty cannot lead to passivity.

Quite the opposite, it addresses us even strongly. As media organizations, we have an undeniable responsibility to society: to sustain a robust, trustworthy, and ethical journalism, even in the midst of the storm. And living hand in hand with complexity is something that those who work in this profession know.

Artificial intelligence is fulfilling its promise: to change everything. Every day is a confirmation of this drastic transformation. While we are still drafting initial recommendations for its responsible use in newsrooms, new generations of algorithms emerge, challenging the few consensuses reached. The ground is shifting constantly, and so are ethical dilemmas, editorial strategies, and relationships with audiences.

In this context, ADEPA decided to conduct extensive research—including interviews with 20 Argentine media outlets of different reach, scope, and origin—to track a realistic roadmap of the current use of AI in newsrooms, as well as the opportunities and threats that AI brings. This report does not only provide good practices and challenges, but it also expresses a shared view: high-quality journalism is the one that should set the pace of this transformation.

Still, there is an urgent question that cuts across the entire industry: sustainability. How should professional journalism be sustained when the content generated by media outlets fuels AI engines without compensation and is later used to reply to users directly? How can the social value of information be preserved in a context of platforms monopolizing attention, data, and income?

In line with global and regional organizations, as well as academic research worldwide, ADEPA holds that media content is a key asset for democracy and should be protected. Technological alliances should be fair and transparent, respecting intellectual property, content tracking, and providing equitable compensation for its use. If not, the own viability of the information ecosystem will be threatened.

Technological alliances should be fair and transparent, ensuring respect for intellectual property, content tracking, and adequate compensation for its use. In this sense, ADEPA advocates for the recognition of the value of journalism and the production of high-quality information. This should be translated into robust economic agreements, whether through individual or collective efforts, which reach media outlets of various sizes and locations.

Increasingly, a phenomenon is significantly affecting the future of journalism and the entire digital ecosystem: artificial intelligence engines are using the content produced by media outlets to fuel their responses, retaining audiences, and capitalizing on advertising attention and revenue without directing traffic to original sources. This logic erodes the principle of the Internet—an open flow of information—and threatens to exacerbate the concentration of power in a few global platforms.

If this trend continues, the impact will be devastating. The economic base of media outlets that generate high-quality and verified information daily, and maintain newsrooms, reporters, correspondents, and verification systems will be weakened, while platforms will multiply their value thanks to this work. We are not only dealing with a business sustainability problem, but a democratic dilemma: if there are not robust, diverse and sustainable media outlets, citizens' right to receive credible information will be seriously affected.

This is not only about democracy: journalism is also a vital public service. Investigative journalism plays a significant role in controlling power, and similarly, the reporting and coverage of everyday cases represent a valuable service to our community, contributing to bringing people together, guiding communities, and providing answers in decisive moments.

Thus, as an organization that encourages press freedom and media sustainability, we believe that it is time to take over. We should not resist change, but lead it with our values. This extraordinary technology should not result in disinformation and erode the sustainability of journalism, but rather serve as an ally to boost what is most valuable: audiences' trust, and the relevance of journalism in democracy.

ADEPA reaffirms its commitment to collaborative work among media outlets, the Government, the technological sector and civil society. We are confident that it is only through shared principles, flexible ethical protocols, and inclusive strategies that we can build a robust, diverse, and sustainable ecosystem, where AI is leveraged to access accurate information and not to distort it.

INTRODUCTION

The incorporation of generative artificial intelligence (GAI) tools and programs in newsrooms around the world is profoundly reshaping information production, editing and distribution dynamics. From their adoption as an editorial support tool for writers and editors, new ways for organizing workflows and business models, to journalistic proposals entirely designed by GAI algorithms.

These processes—ranging alternately from designed to random or chaotic planning—largely assume a change that focuses on questioning or challenging some of the traditional pillars of journalism, such as authorship, quality standards, and professional ethics. Moreover, they pose questions about the audience's trust and the Government's regulatory role in a media context characterized by an acute crisis of traditional business models, the rise of digital natives, and an increasing dependence on commercial strategies related to global platforms.

This report, prepared by ADEPA based on 20 semi-structured interviews with Argentine executives, journalists, and heads of the areas of technology and innovation in media outlets, aims to describe the current context of AI incorporation and use by national newsrooms, as well as its implications for business models and innovation strategies. Based on diverse opinions, the report aims to present opportunities to optimize processes and explore narratives, as well as to identify risks associated with disinformation, audience fragmentation, and the financial fragility of media outlets in the face of these phenomena.

The report is organized into three main topics:

1. **The use of AI by writers, editors, and information producers**, which allows for assessing the extent to which text generation algorithms, verification support systems, and creative tools, among others, influence news creation processes.

2. **The use of AI for media outlets' internal organization**, whether to optimize workflows, manage high volumes of files and data, and analyze data for strategic decision-making, which allows newsrooms to measure their capability to adapt to new operational paradigms.

3. **A focus on the audience, where personalization technologies**, generation of automatic summaries and recommendation engines reveal changes in the way audiences consume, value and redistribute news.

Each topic was selected due to its relevance to understanding the overall challenges and opportunities posed by AI in both journalism and the profession's quality and ethics.

Several key findings are highlighted among the main conclusions.

Firstly, AI is considered a powerful ally to optimize processes, but it does not replace human judgment and determination. Automated tools—from transcription systems to writing assistants—reduce time and allow journalists to focus on content of higher quality, though expert revision will always be indispensable before publication.

Additionally, it is noted that AI image and video applications require special attention, as many interviewees avoid creating human-like persons or realistic elements with algorithms and only use these apps when they do not have adequate image banks. They recognize that the level of disinformation in visual content or manipulation increases considerably.

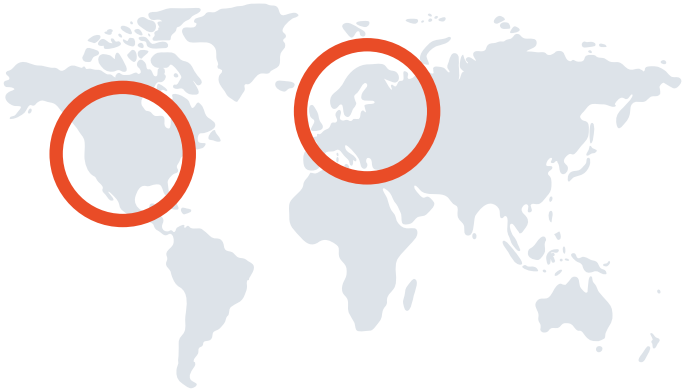
Regarding each media outlet's internal governance, there is a consensus on the need for independent protocols, like style manuals, to guide the responsible use of AI, considering the specific context of each organization—size, access to tools, and resources. However, there should first be a basic consensus on shared principles that serve as general guidance, allowing each outlet to adapt them to its own context.

Based on the interviews conducted, the relationship between technological companies and media outlets is generally described as troublesome. Although these tech companies can be considered allies in innovation development and implementation, they are competing for users' attention and time. This situation favors platforms, since they determine the content consumed by users through their algorithms with greater precision and frequency. Over time, this became a formula that allows them to keep audiences in their own ecosystems, without adequately compensating media outlets for the use of their content. Moreover, tech companies often address this problem lightly by providing training or executing significant agreements. Still, these measures are insufficient, as they offer payments far below the high costs incurred by media outlets to produce trustworthy and high-quality information.

In this way, media outlets can provide platforms with valuable feedback and, at the same time, leverage the experimental innovations that tech companies offer. Regardless of strategic agreements, there is collaboration to test concepts and produce cutting-edge content. Still, the logic behind the audience's content consumption and use in relation to AI engines is against content producers, as platforms satisfy users without directing traffic to the original source.

Finally, many professionals do not believe that a regulation can effectively balance the situation, since laws become rapidly obsolete due to the dynamic nature of technological advancements. Nonetheless, those who promote legislation on AI insist that this process should include all the stakeholders involved, including big and small media outlets, technological platforms, civil organizations, and politicians. Only a heterogeneous group may ensure that this legislation does not favor particular interests and that its applicability is maintained even in a rapid and evolving context, which leads to continually following technological innovations.

C1 USE OF AI BY MEDIA OUTLETS: GLOBAL, REGIONAL AND NATIONAL LANDSCAPES



THE GLOBAL NORTH CONTEXT

New technologies based on artificial intelligence are undoubtedly transforming journalism worldwide. The turning point was the launch of ChatGPT, a platform developed by OpenAI, in 2022. Since then, media outlets and organizations have rushed to leverage the potential of generative AI and started wondering about the sustainability of the media industry.

The need to rapidly adapt and react arose as the industry sought to unveil opportunities and mitigate the risks associated with the use of this technology.

As AI improves and launches new versions, newsrooms adapt themselves once again—as they did with the Internet and social media—to follow the current digital landscape dominated by tech giants.

In the Global North, mainstream media in the United States and Europe were among the first to invest in technology, develop specialized teams, and establish their own protocols. Then, regional and hyperlocal media outlets followed them. All of them had three main goals: boosting productivity, adapting their business models and strengthening their relationship with audiences.

Big, medium and small newsrooms have already integrated AI into many stages of the editorial cycle, from content production

to distribution. This technology is primarily used to assist different routine tasks, such as transcription, subtitling, summaries and text and headline editing. Nonetheless, some media outlets enjoyed considerable benefits while using this technology to add value to their content or launch products targeted at the audience's needs.

There are several successful examples. The Washington Post (USA) developed **Haystacker**, a system to analyze large databases—text, images, or videos—and identify patterns that lead to investigations. The New York Times (USA) created Echo, a tool used by its journalists to create headlines, summarize articles, prepare interviews, and analyze documents. Aiming to ease mechanical tasks, Semafor (USA) designed tools to correct and compare information coverage among media outlets.

The Post also developed two chatbots—**Ask The Post AI** and **Climate Answers**—so that users can interact with its library based on a conversational search. The Wall Street Journal (USA) created **Taxbot** to answer readers' questions on filing taxes. The Financial Times (UK) launched a chatbot, **Ask FT,** which explores its news library to provide answers, and it is only available to subscribers.

Gannett (USA) integrated a **DeeperDive**, a Taboola conversational engine, on the USA Today website. This tool uses its own journalistic content to answer users' questions in real-time and enables the editorial group to generate income from contextual advertising.

The Independent (UK) created **Bulletin** to monetize their news summaries. Moreover, Der Spiegel (Germany) uses AI to segment its audience and offer personalized offers, which is a common practice in subscription models. Ringier (Switzerland) developed **Floorian**, an assistant that helps to optimize income from programmatic advertising.

Other initiatives involve verifying sources and combating disinformation, such as **VerificAudio** by Prisa Media (Spain), which helps detect fake audio or deepfakes generated with synthetic voices or voices altered through technology.

For the purpose of educating audiences, Axios (USA) developed an "AI survival kit", which analyzes **ChatGPT**, **Claude**, **Grok**, **Perplexity**, **Gemini**, **Meta AI** and **Apple**. This kit is a guide to improve productivity (writing, health, research, programming) by promoting data privacy and the disinformation risks of this technology.

Media outlets from the Global North were also the first ones to identify the risks. On the one hand, they recognized ethical issues surrounding the use of AI, including inadequacy, disinformation, algorithm bias, lower information quality, and erosion of the audience's trust.

On the other hand, they warned about the unauthorized use of their content to train language models by technological companies, also known as large language models (LLMs). Many of these companies use this content to generate responses in their chats, resulting in increased lack of intermediation and traffic erosion. This affects intellectual property, harms credibility, and threatens media sustainability.

The ethical challenge is one of the main concerns for media outlets, as it is based on the core values of journalism: credibility and trust. In this regard, many outlets designed internal-use protocols and published principles on how and when generative models should be used. Some of them clarified that such principles will be updated in line with the advancement of AI.

Based on this guidance on the use of AI in newsrooms, a key principle is established: human supervision and authorship are a priority.

Another major concern is the use of journalistic content without economic compensation. This tension with tech giants leads to constant news. The Associated Press (USA) was a pioneer in closing an economic agreement with OpenAI, whereby its content was licensed to train the chatbot. Consistently, there are already more than 100 agreements with companies such as OpenAI, Google, Microsoft, Meta, Amazon, Perplexity and ProRata.ai.

In the light of this trend, The Guardian (UK), for example, outlined basic licensing principles and developed pricing models used to negotiate agreements with several tech giants.

While these agreements spread, though their terms and figures are unknown, other media outlets file complaints. The lawsuit filed by The New York Times had a major impact, whereby OpenAI and Microsoft were sued for copyright violation. While the Times continues this legal battle, it executed a licensing agreement with Amazon's AI.

In this context, a question arose across many countries: Is it possible to transition from bilateral agreements to collective agreements that ensure income for small media outlets? In the case of Denmark, both small and large editors joined forces and agreed not to negotiate individually.

Similarly, media associations in the United States and Europe promote campaigns targeting two key objectives. First, governments should make tech giants pay for the use of information. Second, there should be regulations to ensure fair compensation and recognition of authorship for the content generated by AI.

Europe is addressing these two targets. In February 2025, the first phase of the AI Act came into force in the European Union. This ground-breaking act regulates the use of AI and obliges technological companies to comply with transparency requirements related to copyright.

At the same time, many states in the United States, such as California and Oregon, as well as in Canada, promote laws similar to the Australian legislation. In Australia, platforms have had to negotiate with media outlets for the use of their content since 2021. If no agreement is reached, there will be a system of arbitration with judges. Still, this legislation is prior to the advancement of AI, so it is not possible to determine the impact of the regulation on the use of media content by such engines.

THE LATIN AMERICAN LANDSCAPE

Media organizations in Latin America also face operational, commercial and ethical challenges posed by the use of this technology. Although they try to act rapidly, they meet these challenges in an unequal landscape: they have fewer economic resources, less technological infrastructure, a lack of technical skills, linguistic obstacles, and precarious work.

Newsrooms generally rely on the tools provided by tech giants, such as Google and OpenAI. But they also value the local talent from startups. Moreover, they use open-source code tools, participate in challenges or selections made by recognized journalistic organizations or seek international funding.

The incorporation of AI adoption guidelines in newsrooms is quite incipient and different. Therefore, the use of generative models is rather individual and with the same technology available to any user.

Regardless of the obstacles, some media outlets have already designated specific roles. The aim is to establish a strategy to address editorial issues, relationships with audiences, and the impact on the business.

Big media outlets are the ones leading innovation. Still, there are small outlets and digital natives that also develop successful initiatives.

There are important experiences of newsrooms in countries such as Colombia, Peru, Brazil, Paraguay, and Chile that have incorporated AI into their everyday tasks, created labs, developed tools, and established use policies.

In Colombia, El Tiempo appointed an AI editorial manager and developed an internal-use tool that suggests topics based on publicly available weather data. Moreover, it incorporated into its website a read-aloud tool to listen to news articles and a function to summarize main ideas. La Silla Vacía—in the same country—created **LabAI**, a lab dedicated to using AI. They are currently developing an AI toolbox in Spanish to create writing solutions, and it will be offered as a service to other media outlets. Cuestión Pública, another Colombian media outlet, designed **Odín**, an AI assistant fueled by their investigations to generate news on current affairs for social media.

In Peru, Grupo El Comercio developed **MediaLab**, an AI tool that cross-cuts all its editorial departments. Their aim is to develop tools for two main purposes: to enable writers to enhance their news, and to allow users to access content optimized in their media.

In Brazil, Grupo Globo published guidelines for AI use, created **Irineu** to develop products with AI, such as a button to summarize news articles, and conducted special interviews based on findings from major databases. The agency Aos Fatos developed **Fátima**, a robot that offers personalized responses to users' questions related to the verification of information.

In Paraguay, El Surti used AI to boost its narrative journalism and developed **Eva**, a chatbot that narrates the case of a woman imprisoned for drug trafficking. The tool protects the privacy of the source, preserves the main character's voice, and fosters valuable conversations with the audience.

In Chile, El Mostrador offers summaries of news articles through OpenAI's technology.

The dilemma of how to generate income with AI without increasing dependence on tech giants is a tension running high in this region as well. There are already clear precedents of power imbalance with Google and Meta. And there are few opportunities to negotiate licensing. El Comercio (Peru) and La Nación (Costa Rica) are, to date, the only media outlets that executed agreements with the Perplexity platform. According to this agreement, the journalistic content of these media outlets is integrated within the platform system to ensure users receive verified and high-quality information.

The lack of clear standards on ethical risks and content exploitation by AI systems in Latin America boosted collective declarations from press associations and organizations engaged in human rights and governance. For example, the Declaración de Salta 2, promoted by the Inter American Press Society, advises on risks related to exclusion and monopolization.

In addition, the lack of control mechanisms led to the need for governments to step in and assume a regulatory role. In Brazil, the Senate passed a bill aimed at regulating AI in December 2024. If the bill is also passed in the Chamber of Deputies, tech giants will be required to compensate media outlets for using their content to train AI models. Fines exceeding USD 8,000,000 will be imposed on those who fail to adhere to this law, as well as the impossibility to operate in the country for a period of up to five years.

In Chile, the Government introduced a bill to regulate the use and development of AI. The group Copesa—owner of La Tercera and La Cuarta—filed a complaint against Google before the Competition Court. This complaint is based on the abuse of the dominant power in the markets of search engines and online advertising, which leads to anticompetitive practices affecting media outlets.

THE ARGENTINE CONTEXT

In Argentina, media organizations are monitoring global trends and technological developments, and are vigilant for the steps taken by the industry to negotiate licensing agreements. Locally, they are willing to be part of the discussion since the major challenge is to fit the new reality.

Based on the analysis of the regional context and the interviews conducted for this report, although Argentina is one of the countries in the region that has advanced the most in adopting AI in journalism, companies are not on the same page. Its use is unequal—from intensive to moderate—due to economic resources, technological infrastructure, and the individuals trained in each newsroom.

Big media groups in the country are the ones that invest the most in technology, hire experts, and train personnel in the newsrooms. Nonetheless, smaller and hyperlocal organizations have also succeeded in building specialized teams, providing training, experimenting, and developing solutions using AI to meet their particular needs.

Based on this experience, many media outlets developed internal protocols and public guidelines to define how AI will be integrated ethically and strategically.

Newsrooms show certain dependence on AI tools provided by major technological companies in the country, such as Google, and emerging techs like OpenAI.

On many occasions, AI use is naturally driven by journalists' motivation. Additionally, its use is more related to content production and editing; thus, human supervision is a priority in editorial processes.

The actual context shows that only a few media outlets have proposed developing a strategy to design their own technologies or use the ones already available. In some circumstances, they received external advice to define an action plan.

There are innovative cases related to AI use in the country that go beyond media leaders and involve smaller organizations with limited resources. This reflects the sectors' adaptation capability.

Clarín developed **UalterAI**, a reading assistant that summarizes news articles in key points, identifies important quotes and figures, creates glossaries, and addresses frequently asked questions.

La Nación created an AI-specialized department and started developing tools to meet the newsroom's needs, such as analyzing large databases and generating award-winning investigations.

Infobae bet on an AI platform developed internally: **ScribNews**. This tool is specifically trained to support journalism under the outlet's editorial standards and aims to integrate AI across all editorial tasks without compromising human control.

The button that converts written news articles into audio is a highly generalized service. La Nación wanted to differentiate the experience of consumption and value authorship, and launched **Voces**, which allows subscribers to listen to the content read by an AI-generated voice previously trained by the authors.

La Voz del Interior, from the province of Córdoba, uses tools such as **Notebook LM** and **Pinpoint**—by Google—**ChatGPT** and **Marfeel** to request suggestions of headlines, process and summarize information, translate text, transcribe audio and videos and modify already-published news articles. Moreover, it used other tools to analyze and explain large amounts of information, such as legal judgments or the original Argentine omnibus bill "Ley Bases" in December 2023.

La Gaceta, from Tucumán, uses tools such as **Marfeel** and **Copilot** to optimize the distribution of content for social media or search engines. It also has an internal technological department that supervises, implements, and experiments with AI-related projects.

The fact-checking organization Chequeado launched an Artificial Intelligence Lab, under the innovation department, in 2024. It is a multidisciplinary team that mapped potentially useful tools and tested them in controlled projects before integrating them into their daily work. These tests, including trials and errors, involved updating headlines and texts. The aim was to assess which generative models yielded better results and determine in which cases they could be used effectively, as well as which ones were not yet mature enough to be used. Based on this experience, they launched a practical guide in 2025 with case studies involving the use of AI in writing, fast-checking, and social media.

The local media outlet 0221 developed personalized intelligent assistants to meet specific writing needs, trained journalists, and published the main principles of AI use on its website.

Todo Jujuy began using AI tools in its newsroom to transcribe audio, suggest alternative posts for social media, and automate news related to weather, traffic, sports scores, and more.

The unequal adoption reflects the need for more media outlets to establish robust frameworks for the ethical use of AI models. The goals are to maintain the social value of journalism and to ensure that the use of this technology has a tangible impact on the editorial product, audience's trust, and business viability.

The issue of how to leverage AI to identify monetization opportunities in the editorial offer is carefully analyzed. Thus, a burning question arises: Are all the conditions in place to negotiate licensing agreements?

As of the date of this report, no agreements have been executed between Argentine media outlets and generative AI platforms.

The sector has analyzed the global landscape so far. The general view is that tech companies are allies and competitors at the same time. Media outlets are aware of the power imbalance and their dependence on platforms, and this new change may exacerbate the sustainability crisis that the industry faces.

Medium and small media outlets are afraid of being excluded from innovations and possible commercial agreements with AI platforms. In fact, they are the ones who believe that it is important to pass legislation to regulate its use. They want to defend intellectual property and aspire to fair and inclusive commercial compensation. They also intend to achieve collective negotiations.

Regardless of the discussion around AI self-regulation or regulation, there is a shared consensus that technology moves fast, and audiences are increasingly using generative AI as a direct journalistic source. In this context, platforms design their products so that users receive the content directly in their chats. This increases a lack of intermediation between media outlets and users, and reduces traffic to websites.

In this new way of consuming information, Argentine media outlets are confident that they can offer what AI platforms actually need: verified and high-quality content, which is their major competitive advantage.

*** This chapter describes the experiences surveyed as of July 2025.**

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THE SITUATION OF ARGENTINE MEDIA OUTLETS

To analyze the use of artificial intelligence by media outlets in Argentina, the first step was to classify and differentiate the various journalistic companies and organizations that participated in the research. This initial segmentation was key to identifying the particularities of each media outlet—size, geography, editorial profile, or type of support—and developing a more adequate and contextualized analysis. This distinction also allowed for identifying different realities, technological capabilities, and levels of AI tool adoption. This was important to adequately interpret the findings and avoid generalizations that may conceal significant nuances among national, regional, hyperlocal, traditional, or digital-native media outlets.

Out of the total media outlets analyzed, **25%** have a hyperlocal approach focused on news of specific towns or cities, and **40%** identify as regional with presence at the provincial level or reaching different provinces. The remaining **35%** represents national media outlets that have broader structures and audiences nationwide.

TOTAL COVERAGE OF THE MEDIA OUTLETS ANALYZED

25%
LOCAL COVERAGE

40%
REGIONAL COVERAGE

35%
NATIONAL COVERAGE

ORIGIN OF THE MEDIA OUTLETS SURVEYED

Regarding **their creation**, **35%** of the participants are digital natives. These media outlets—which were directly born in digital environments—tend to show more flexibility in the adoption of new technologies. However, their structures are smaller and their resources are more limited compared with traditional media outlets. The remaining **65%** are traditional outlets, with longer trajectories of printed formats and which have experienced a process of adaptation to the digital environment.

35%
DIGITAL NATIVES

65%
TRADITIONAL OUTLETS

SIZE OF THE MEDIA OUTLETS SURVEYED

In relation to size, 40% of the media outlets surveyed are small, **35%** are medium, and only **25%** can be considered large. It is worth noting that large media outlets have a national scope, while smaller and medium-sized outlets are typically regional or hyperlocal. This distribution shows that although larger outlets have more visibility and technological capabilities, most of the Argentine media ecosystem comprises smaller organizations whose experience is significant in understanding the specific challenges of implementing artificial intelligence in newsrooms with limited scope and budget.

40%
SMALL MEDIA OUTLETS

35%
MEDIUM MEDIA OUTLETS

25%
LARGE MEDIA OUTLETS

AI FOR WRITERS, EDITORS AND INFORMATION PRODUCERS

This section analyzes the use of generative AI tools in newsrooms, revealing different levels of integration that depend on the media outlet's scope, budget limitations, and teams' skills.

In this regard, 29% of the outlets use AI tools for writing, headlines, translation, and editing. It is essential to note that all media outlets mention that there is always human supervision before publishing.

The interviewees agree that these tools are used as a support—and not a substitution—to perform routine tasks rapidly and effectively. They state that the aim is to achieve more efficient workflows that allow teams to spend more time on original productions with added value. There are even media outlets that adapted their tools to follow their writing style, by training the system with their editorial archives.

Regarding the automated transcription of interviews, 38% of the media outlets primarily use **NotebookLM** and **Pinpoint** (by Google), **TranscribeMe**, **Transkriptor and Chequeado**.

> **"We discovered that the models are not perfect; they always require human supervision. That is why we did tests and we continue doing them, but always with human intervention. There isn't any established and final process whereby we always have to use an artificial intelligence tool for headlines, but we do tests and validate the correct operation of each model".**
>
> Interviewee from a national media outlet

Generative AI models are not generally used to create images or videos. Most of the interviewees consider that the use of images and copyright requires special attention. These two issues are related to ethical dilemmas. In fact, the newsrooms that do use this technology intend to make the content more illustrative or attractive, and they usually use apps such as Adobe and experiment with **Grok or Midjourney**.

Then, 40% of the media outlets surveyed added audio systems with synthetic voices to accompany notes, allowing users to listen to entire news articles or summaries, as well as special reports or podcasts. There are even specific cases in which the voice of many authors was cloned to personalize the experience and add value to the content. Audio by AI is also considered a sound resource to provide more accessibility.

29% of the newsrooms use AI tools to identify trends or analyze information behavior. Some teams use **Google Trends**, while others invest in specific external tools, such as **Marfeel**, to monitor the content published by competitors locally or regionally.

> **"Working with artificial intelligence can help us reduce time, and that is helpful for journalists to have more time to create content of higher quality".**
>
> Interviewee from a hyperlocal media outlet

Only some media outlets have specific or multidisciplinary teams with experts in the use of this technology. Organizations that lack such expertise within their structure use external technological solutions.

Nonetheless, almost all media outlets took internal or external training related to the use of AI in newsrooms. Some mention certain inequalities when training the profiles, as some individuals have more initiative in using AI, while others are more reluctant.

> **"We use AI when there are no options in image banks, and we specify this in the post when we do it. We avoid including people in the pictures generated with AI. This is a sensitive topic in the newsroom".**
>
> Interviewee from a regional media outlet

> **"I think there should be a macro protocol for all the media outlets, for the different journalistic structures. Or the other way around, a basic unit, a basic consensus with some items that serve as a guideline to be later expanded by each outlet. And I would include an appendix for each outlet to decide what to add or not".**
>
> Interviewee from a regional media outlet

Moreover, many media outlets have internal documents with guidelines that outline the ethical use of these tools and indicate which ones should be used. Other outlets are still developing their guidelines or protocols.

However, all the outlets agree that it is necessary to have common principles on the use of these tools, especially in relation to their ethical use. They also consider that these principles should be flexible and adaptable to each outlet's context.

AI FOR THE ORGANIZATION

Based on the interviews, it was possible to note that, in general, most media outlets do not use AI tools strategically across the organization, particularly to help them develop their business models, identify new monetization opportunities, and increase the value of their editorial archives.

Moreover, there is no common stance on the possibilities of regulating its use in journalism. This includes control mechanisms and economic compensation when tech platforms use journalistic content to fuel their AI models, and the creation of internal protocols for data protection.

According to the media outlets surveyed, there is almost no integration in the use of AI tools to facilitate the analysis of metrics to assess the performance of journalistic content or identify business opportunities. They have not explored personalized digital subscription models through AI algorithms or advertisement strategies based on generative models.

> **"A good way of collaboration and exchange would be allowing media outlets to be at the forefront, testing technology, which would also be beneficial for tech companies, as they receive feedback on their advancements. It is also key to know how the user is consuming AI and how the media outlet can position itself within this landscape. Regardless of strategic agreements, there are collaboration opportunities for testing and content".**
>
> Interviewee from a national media outlet

There are no agreements with tech companies so far. However, many outlets stated they are willing to explore this possibility to execute commercial as well as collaborative and exchange contracts.

Regarding the recovery of historical archives, only one media outlet mentioned that it has a conversational chatbot that answers users' queries by using published information. Most media outlets do not have strategies in place for this purpose. Nonetheless, many consider that archives have significant potential to become a business unit in the future.

Regardless of this lack of strategic integration, all the media outlets surveyed share a common criterion: the need for permanent human control when using AI tools. This supervision primarily focuses on assessing risks before adopting new technologies; thus, they prefer

> **"In the case of passing legislation, the previous discussion should include large and small media outlets, politicians, and NGOs to set up a heterogeneous group. This should not be only in the hands of politicians or the interests of larger groups".**
>
> Interviewee from a regional media outlet

doing exhaustive experimental tests. The concern for the veracity of the information created by generative models reinforces this constant monitoring. Consequently, human intervention is a non-negotiable requirement in all processes involving these technologies.

Regulation on the use of AI in journalism is one of the issues that leads to dissenting opinions. On the one hand, some of the media outlets interviewed are in favor of having regulations that ensure ethics and transparency, with clear and explicit guidelines on how and why this technology is used. On the other hand, other media outlets believe they should be self-regulated, meaning that each organization should decide how to do so and establish its own framework. There is a third group that considers the regulation should not be limited to journalism, but rather a general regulatory framework involving different stakeholders, including media outlets.

Among the media outlets interviewed, there is still no robust opinion on which type of control should be imposed on tech giants when they use information produced by journalistic companies or organizations

> **"We consider our subscribers ethically, and we will never share their data to train AI models. This technology may offer us more tools to process information, but all the models we use work in private and non-identifiable environments. Our business model is based on trust and the responsible use of our subscribers' data".**
>
> Interviewee from a regional media outlet

to train their generative models and offer responses based on that information on their own platforms. For them, it is difficult to imagine negotiating fair commercial compensation, particularly for hyperlocal media outlets that fear being excluded from such negotiations.

However, all the media outlets agree that their information is a valuable asset for technological platforms. In the case of smaller outlets, their local location is their major competitive value.

Another important issue is how media outlets protect the data they generate and store, especially audience's data—both from registered users and subscribers—and their own data as companies or organizations.

Although all media outlets agree with the national personal data act, there is no definitive, clear strategy or specific protocols in place to safeguard this information against AI tools.

AI FOR THE AUDIENCE

All the media outlets surveyed show an emerging use of AI tools to improve the audience's informative experience. To date, the use of this technology for this purpose remains experimental.

Based on the experiences shared during the interviews, the tools are still not widely implemented to personalize news, whether for creating summaries, or making content recommendations. In general, newsrooms do not work with systems that analyze readers' behaviors and automate the personalization of their offer.

> **"There are tools such as ChatGPT that are really helpful to make content more accessible, make summaries, or turn notes into audios, but maybe we don't have access to that due to an economic issue".**
>
> Interviewee from a regional media outlet

> **“We have a transparency policy so that our audience knows for sure what kind of experiments we do with AI, and we also specify in writing the tools we use and how we use them in our news articles”.**
>
> Interviewee from a national media outlet

Some media outlets have already implemented tools such as automated subtitles and narration with synthetic voices, allowing disabled persons to access their content.

For many media outlets, the use of AI during the news process poses a key commitment: to tell the audience when they use this technology to create or edit content. In this regard, 75% of media outlets claim to be transparent when using artificial intelligence, particularly when the content was created or supported by these tools. This practice is particularly adopted in cases involving images and visual elements.

Only 10% of the media outlets developed specific strategies or actions to educate the public on the use of AI in journalism.

Finally, none of the media outlets have formal channels or specific actions to receive feedback or opinions from audiences regarding productions made or supported with artificial intelligence.

C3

EDITORIAL, BUSINESS AND AUDIENCE CHALLENGES

EDITORIAL: PROTOCOLS AND ETHICS

Media outlets in Argentina face many editorial challenges related to the incorporation of AI in their newsrooms. One of the main challenges is the lack of regulatory and ethical consensus establishing guidelines for implementing this technology in editorial processes. Although there are no unified or broad protocols, many media outlets have internal protocols due to the lack of general guidelines.

Nonetheless, the lack of common standards in the editorial industry leads to a limitation in its use, incorporation, and trust. For this reason, most outlets agree that it is beneficial to have an action protocol for implementing AI, but it should be tailored to each outlet, much like a "style manual".

This idea to adapt the protocol to each newsroom is also related to the fact that many local and smaller outlets believe it is essential to consider their needs in decision-making when setting out general protocols or legislation, so that they do not become subject to larger outlets.

Argentine media outlets also face the challenge of incorporating artificial intelligence without compromising their editorial standards and sustaining credibility. This tension between technological innovation and journalistic rigor is particularly reflected in the ethical sphere. The interviewees express that their primary concern is related to the veracity of content generated with AI tools. Generative models are not perfect; they can "hallucinate", provide incorrect data, and even reproduce bias.

For this reason, all news companies and organizations acknowledge the almost mandatory need for human supervision before publishing any content involving this technology.

Moreover, although some media outlets use AI to create images, others prefer to avoid it, considering there is a higher risk of disinformation, especially on social media, since it is contaminated by deepfakes. Regardless of the level of application, there is a certain consensus on limiting this practice to illustrative images and evergreen content. The aim is to avoid using generative models to make adaptations of real individuals, involve public individuals or create distortions with hegemonic faces and bodies. Many outlets that use AI tools for creating visual content highlighted the importance of specifying their use in the published content to be transparent with their users.

Another major challenge for newsrooms while integrating AI tools is journalists' willingness to adopt them. Once again, organizations need to undergo a cultural transformation. The interviewees conclude that, in general, younger generations, particularly digital natives, smoothly welcome new technologies and adapt better to evolving changes. On the contrary, those who have more consistent routines, because they do not work with real-time data or belong to other generations, show more reluctance. Finally, they try to provide their teams with internal and external training to close this gap.

BUSINESS: ECONOMIC SUSTAINABILITY AND RELATIONSHIP WITH PLATFORMS

From an economic perspective, the primary dilemma is whether AI platforms should be charged for the use of content generated by media outlets and used to provide answers on their platforms. In the case of demanding economic compensation, the question arises whether media outlets should join forces and act together or enter into bilateral agreements. Hyperlocal or regional industry leaders, with smaller structures, have a well-defined stance: they believe in the power of collective alliances.

Although no media outlet has executed agreements with technological companies yet, some journalistic companies intend to do so. Consequently, this leads to tensions in the relationship, as it appears to be the "frenemies" stance; that is, an ambiguous relationship where there should be cooperation between both parties, but there is, in parallel, an implicit competition.

Opportunities to monetize and provide technological infrastructure are also related to the size of each company or organization. Larger

media outlets have different capabilities to negotiate and develop their own AI tools for internal use. Quite the contrary, smaller or even regional outlets have a more passive role and use external tools due to budget limitations.

Regarding regulation, there are contrary opinions. On the one hand, some media outlets believe it is necessary to regulate the use of AI, particularly in consideration of copyright and the mitigation of the bias this technology has. On the other hand, other outlets consider that a regulation can become outdated due to the rapid advancements in technology. Media outlets supporting regulation emphasize the importance of participation of all necessary stakeholders in the legislative debate, including media outlets, technological platforms, social organizations, academic institutions, and the Government.

Finally, it is crucial to note that small media outlets, compared to larger ones, often lack the necessary resources to implement stringent regulations or adapt to new legislation rapidly.

AUDIENCE: TRANSPARENCY, EDUCATION AND ACCESSIBILITY

Most Argentine media outlets have not yet developed transparency policies for the use of AI in relation to their audiences. It is either a pending task or it is in process. Although there is still no concrete communication strategy in place, they consider it a key aspect for building relationships with their audiences.

In this regard, many media outlets do not always report when AI was used to assist in the creation of content. This is because they believe that human supervision before publishing is sufficient if the tool is used to create headlines or for SEO optimization, for example. However, they do state that when AI is used to create audio or images. The reason behind this is that there are doubts about when it is necessary or relevant to specify AI use, since there are no unified protocols.

The issue of education is twofold. Some media outlets consider it important to actively educate on the use of artificial intelligence, both at the editorial and journalistic production levels, as well as the practical use by audiences in their everyday life. They also believe this is a responsibility. Other media outlets think that education is not an editorial priority, and many outlets do not have enough resources to provide it.

Finally, the use of AI systems in user experience design is becoming apparent. Based on the interviews, it is useful to facilitate users' accessibility and personalize content by making automated news summaries and translations, using synthetic voices or cloning journalists' voices to read the articles. This implementation is still quite incipient in the sector. Large media outlets generally have some of these tools to personalize and facilitate access to information, while smaller outlets are still experimenting with them.

C. CONCLUSIONS

Overall, according to the report, the incorporation of artificial intelligence by Argentine media outlets poses complex challenges that extend beyond the technology itself. AI is so much more than just a technological tool. It is a disruptive element that affects and changes structures, poses ethical questions, and reshapes the business.

In Argentina, traditional media outlets and digital natives have been navigating a complex crisis for years; a crisis that is not external to the industry's global context, but exhibits particular local features. High levels of political polarization are one of the most significant factors, alongside a decline in public interest and trust in the news, audience fragmentation, and the competition to capture attention on social media. The country's macroeconomic issues are also part of this landscape since they directly affect the profitability of news companies and weaken their business models.

In this complex context, journalistic companies innovate with distinctive informative proposals that confirm their relevance. They also explore new ways and bet on diversification.

And AI emerged during this multifactor crisis. As we can see, based on the twenty interviews conducted, its integration is proportional to the capabilities of each company or organization. It is important to remember that the majority of the Argentine media industry comprises smaller companies.

From an editorial perspective, the lack of common regulatory frameworks and shared protocols reflects the need to establish criteria to ensure the integrity of journalistic work in relation to technology.

Regarding commercial matters, there is a dilemma about how media outlets should interact with tech companies and what kind of agreement is possible. Here, media outlets have dissenting opinions. There is an asymmetry between smaller media outlets, as it is more difficult for them to develop robust new economic models. On the contrary, larger outlets enjoy more favorable conditions to participate in negotiations, execute specific cooperation agreements, or build alliances to protect their editorial assets.

Finally, in relation to audiences, the progress is still incipient. Only some media outlets have worked and developed strategies to show transparency regarding the use of technology in their content, particularly when handling news with artificial images or audio formats.

In the face of this landscape, it is essential to design collaborative strategies that involve media outlets, the Government, and the technological sector.

Although artificial intelligence can be extremely useful for journalistic companies and organizations, it is necessary to consider that their relationship should be strategic and cooperative, where technology is integrated with ethical criteria, transparency policies, and an approach focused on human rights.

AI implementation should primarily focus on extending access to trustworthy information, and highlighting the essential role of journalism in society and democracy.

A1 METHODOLOGY

The analysis was performed based on a mapping of global industry leaders. We examined the guidelines and recommendations for AI use designed by technological companies (Google, Microsoft, Globant, IBM, Adobe), media outlets and press associations (The New York Times, The Guardian, O Globo, Wired, INMA, Thomson Reuters, Inter American Press Society), and human-rights and governance organizations (United Nations, UNESCO and the EU Steering Committee on Media and Information Society). Based on this corpus, key criteria for the responsible adoption of AI emerged, as well as the ethical, operational, and regulatory tensions described in different contexts.

Based on this international and regional analysis, we decided to focus our research on Argentine media outlets on three main topics that reflect where AI is mostly impacting: content production tools, internal-use applications, and solutions focused on audiences. Each topic was selected to reflect opportunities for innovation and enhance the sustainability of media outlets.

Finally, we conducted 20 semi-structured interviews with executives, journalists and experts in technological innovation from Argentine journalistic companies so as to write this report on the current situation related to AI use.

The semi-structured interviews were conducted between January and February 2025, and they involved representatives from traditional companies and digital natives, both at the local and national levels. All the interviews were recorded, transcribed, and analyzed through a thematic coding process, which allowed us to identify patterns, tensions, coincidences, and differences regarding the use of AI in newsrooms. Based on this systematization and qualitative analysis, we defined the sections of this report. The following table shows the profiles of the media outlets interviewed and the questionnaire used.

MEDIA OUTLETS INTERVIEWED

MEDIA OUTLET	HYPERLOCAL, REGIONAL OR NATIONAL	DIGITAL NATIVE OR NOT
0221	HYPERLOCAL	YES
ADNSUR	REGIONAL	YES
CHEQUEADO	NATIONAL	YES
CLARÍN	NATIONAL	NO
EL ECO	HYPERLOCAL	NO
EL LITORAL	REGIONAL	NO
EL TRIBUNO	REGIONAL	NO
GRUPO CRÓNICA	NATIONAL	NO
INFOBAE	NATIONAL	YES
LA CAPITAL	HYPERLOCAL	NO
LA GACETA	REGIONAL	NO
LA NACIÓN	NATIONAL	NO
LA VOZ DEL INTERIOR	REGIONAL	NO
LOS ANDES	REGIONAL	NO
MISIONES ONLINE	HYPERLOCAL	YES
PÁGINA 12	NATIONAL	NO
PERFIL	NATIONAL	NO
RÍO NEGRO	REGIONAL	NO
TN	NATIONAL	YES
TODO JUJUY	HYPERLOCAL	YES

QUESTIONNAIRE

1

QUESTIONS ON THE USE OF AI FOR WRITERS, EDITORS AND INFORMATION PRODUCERS

DAILY AI USE

1. Do you have specialized teams or defined roles to manage the implementation or supervision of AI projects?
2. Do you use AI tools to write, edit, create headlines or subtitles, or translate content into different languages?
3. Do you use AI to automate routine processes, such as interview transcriptions?
4. Do you use AI to manage comments on your platforms? If so, have you encountered any problems or challenges in its implementation?
5. Do you use AI to create fixed images, videos or illustrations? If so, do you specify that the material is AI-generated?
6. Do you use AI to create audio? Of what kind?
7. Have you used AI to improve the management or recovery of historical archives?

8. Does AI help you identify trends or relevant topics for the daily agenda? What tools do you use?

9. Do you check the information published by AI, or do you consider it trustworthy?

ADDITIONAL QUESTIONS

- (If you use the tools) How does AI impact on the time and quality of your work?
- Do you believe AI tools can supplement your creativity, or do you think they limit your style and editorial approach?

TEAM TRAINING AND PROTOCOLS

10. Do you have a protocol or guideline on the use of AI tools in editorial processes? YES / NO / IN PROCESS

11. Do you consider that it is necessary to have a unified protocol on the use of AI in journalism addressed to journalists? YES / NO

12. Have you conducted internal training on AI addressed to journalists or technicians?

13. Have you participated in external AI training courses? If so, which ones?

ADDITIONAL QUESTIONS

- How well do you think your teams are ready to work with AI tools?
- Do you conduct risk assessments before implementing AI in your newsrooms? What elements are considered in these assessments (third parties' rights, labor rights, environmental impacts, etc.)?

2

QUESTIONS ON THE USE OF AI FOR THE ORGANIZATION (BUSINESS MODEL, ARCHIVES, DATA, AUTOMATION)

BUSINESS

1. Are you using AI to analyze content performance metrics and make strategic decisions based on this data? YES / NO - If the answer is "yes", ask additional questions.

2. Have you used or do you use AI to identify new business opportunities or diversify income sources? YES / NO - If the answer is "yes", ask additional questions.

3. Are you using AI to explore ads or subscription models? YES / NO - If the answer is "yes", ask additional questions.

4. Have you considered entering into a mutual cooperation agreement with a technological company, or do you think such a possibility exists? If not, would you consider it? With which company?

5. How can journalistic and technological companies collaborate in AI implementation?

6. Do you see large technological companies as partners or competitors? Which ones do you consider partners, and which ones are competitors? (If possible, provide specific examples.)

ETHICS

7. Which ethical challenges do you face when integrating AI tools in your processes?

8. What is your opinion on regulating the use of AI in journalism? Do you think the use of AI in relation to news should be regulated by law?

9. How do you ensure the protection of your own data while implementing technologies based on AI?

3

QUESTIONS ON THE USE OF AI FOR THE AUDIENCE (VALUE, SUMMARIES, SEARCH ENGINES, RECOMMENDATIONS)

ACCESSIBILITY

1. Do you use AI tools to offer quick summaries of news or personalized content for the audience, or content recommendation systems?
2. Are you using AI to enhance access to your content, such as automated transcriptions, subtitles, or reading aloud for individuals with disabilities?

COMMUNICATION OF AI USE

3. Do you have a strategy to communicate transparency in the use of AI to your audience? Do you publish details of the tools used?
4. How do you ensure the protection of your users' data?
5. Have you received feedback from your audience on the use of AI in your content? How have you handled it?
6. Do you have any strategy to educate your audience on the different uses of AI?

A2

RECOMMENDATIONS FOR AN AI GUIDELINE ADDRESSED TO COMPANIES, ORGANIZATIONS AND MEDIA OUTLETS

RECOMMENDATIONS FOR COMPANIES

AI governance and ethics

Companies should implement AI governance frameworks to ensure AI systems are developed and used responsibly. This involves establishing clear ethical principles, such as transparency, equity, privacy, and safety. These principles shall be applied across the whole AI lifecycle. Creating an AI Ethical Committee, as seen in the case of IBM, is a way to ensure compliance with such principles. It is essential that companies establish clear controls and responsibilities for all the people involved in AI projects.

Companies: IBM, Microsoft, UNESCO, EU Expert Group, UN, Thomson Reuters, Globant.

Transparency and information

Companies should prioritize transparency in AI development and implementation. This includes clarity regarding who trains AI systems, what data is used and how algorithms reach their recommendations. Information is key to trust, and this implies creating AI systems that are easy to understand and do not sacrifice transparency. Sharing information about how AI models work can promote understanding and responsible adoption.

Companies: IBM, Microsoft, The Guardian, The New York Times, Inter American Press Association, UNESCO, EU Expert Group, UN.

Mitigation of risks and bias	The guidelines emphasize the need to identify and mitigate risks and bias related to AI. Companies should use a risk-based approach to assess potential AI impacts and take action to avoid unfair or harmful consequences. It is also important to ensure the data used is adequate, clean, and compliant with laws and regulations. **Companies:** IBM, Microsoft, EU Expert Group, Google, Globant, Inter American Press Association, UNESCO, UN, Grupo Globo.
Collaboration and open ecosystem	Collaboration among companies, researchers, governments, and civil society is key to achieving responsible AI advancements. Companies should promote an open ecosystem to share knowledge, tools and solutions. Alliances should be built to address AI challenges, including security and human rights protection. **Companies:** Google, UNESCO, UN, EU Expert Group, Thomson Reuters, Globant.
Focus on human and social benefits	The main goal of AI is to increase human intelligence and improve people's lives. Companies should develop and use AI so that the benefits exceed the foreseen risks. AI should be used to address real-world problems, drive economic progress and promote innovation across various fields. AI development should prioritize inclusion, respect, and privacy. **Companies:** Globant, UNESCO, UN, Grupo Globo, The Guardian, The New York Times, WIRED, Thomson Reuters.

RECOMMENDATIONS FOR ORGANIZATIONS

Ethics and human rights as foundations	The guidelines emphasize that AI development and use should be anchored to ethics and respect for human rights. This means that any AI system should be designed, developed, and used in a way that respects human dignity, fundamental rights, and universal ethical principles. International organizations seek to ensure AI does not harm or aggravate inequalities.
AI lifecycle	The guidelines consider that the lifecycle encompasses all phases, from research and design to implementation, use, maintenance, and dismantling of AI systems. In this sense, ethical assessment, accountability, and supervision should be present in each phase of AI development and use.
Transparency and information	Transparency and information are two main principles to build trust in AI systems. Users should know when they interact with an AI system. They should have access to the logic and reasoning behind every decision made by these systems. This is key to ensuring accountability and that decisions are not arbitrary or discriminatory.

Governance and regulation	The need for robust and adaptable governance and regulatory frameworks is promoted to monitor AI development and use. This includes the need to make assessments of ethical impact, establish oversight mechanisms, conduct audits, and perform due diligence involving all stakeholders. Such frameworks should be inclusive, multidisciplinary and multilateral, and should repair damage beyond borders.
International cooperation and inclusion	The guidelines highlight the need for international cooperation to ensure all countries benefit from AI. This involves efforts to reduce digital gaps and inequalities, with a focus on low- and middle-income countries, least developed countries, landlocked developing countries and small island developing states. It is also crucial to involve all stakeholders, including vulnerable groups, in the debate and implementation of AI policies.

RECOMMENDATIONS FOR MEDIA OUTLETS

Human supervision and responsibility	Media organizations emphasize that humans should always supervise the use of AI. This means that, although AI can be helpful in tasks such as data analysis or text creation, journalists and editors ultimately have the responsibility to verify the truth and quality of the information published. Professionals should review and validate any content generated by AI.
Transparency and ethics	It is crucial that the use of AI be transparent to the public. It should be stated when part of the content includes elements generated by AI. Organizations should also adhere to ethical principles to ensure that information is accurate and unbiased. Moreover, privacy and copyright should be respected. Media outlets should be transparent about how their content was created and how AI-related risks are mitigated.
Use as a support system	AI is primarily viewed as a tool to enhance the quality of journalism. This includes accelerating processes, such as analyzing large databases, generating ideas for stories, and transcribing interviews. Nonetheless, AI should not replace original investigation, verification of facts or journalistic content production. Instead of replacing human work, AI seeks to boost journalists' abilities.

Intellectual property protection	Media organizations emphasize the importance of protecting their intellectual property rights. AI systems should not use protected content without authorization or fair compensation. AI developers should respect copyright and obtain the appropriate licenses to train their models. There should also be transparency in what content is used to train AI models. The aim is that editors are recognized as an essential party in the supply chain of AI systems by creating high-quality content.
Quality and integrity	AI should be used to ensure trustworthiness and information adequacy. Media organizations are committed to maintaining high-quality standards and avoiding the disclosure of incorrect information. AI systems should promote credible information sources and be designed to avoid distorting the original work. The quality and impartiality of AI-generated results depend on the quality of the data used to train them.

A3

GUIDELINES FOR AI USE ADDRESSED TO ARGENTINE MEDIA OUTLETS

1 **Prioritize the acquisition of AI as a tool to enhance the quality of journalism.** AI use should be focused on supporting journalism to boost efficiency and create more space for high-quality content, with human supervision present at all stages of the process.

2 **Be transparent and always disclose the use of AI** in journalistic productions at every stage. Clearly explain how AI was used and why a specific tool was chosen. We suggest providing details on the specific tools used and the stages involving AI.

3 **Work to mitigate risks and limit potentially harmful AI apps in any aspect.** It is key to conducting a systematic assessment of the risks related to AI implementation, including risks to third parties' rights, the environment and labor rights.

4 **Ensure quality, adequacy, and representativeness when training AI models.** It is crucial for media organizations to meticulously assess data availability, equity and quality, avoiding bias, stereotypes and other harmful differences. They should also ensure compliance with data protection and privacy rules.

5 **Work on the audience's trust and disclose AI work.** It is imperative to develop educational strategies that explain to the public how AI is used in journalism, with specific examples of its use in content creation, so that they can differentiate its use and understand the impact on the information they consume.

6 **Build responsible teams to implement AI projects** in media products to manage all the phases involved in organizational and editorial processes. Promote ethical leadership to foster a culture of innovation and continuous training.

7 **Respect copyright and intellectual property to foster journalistic integrity in AI projects.** The use of content protected by copyright to train this technology should be authorized by its original authors. The development of language models shall not violate this basic journalism principle. In addition, references should be transparent to the audience; thus, AI-generated content should include appropriate quotes and links to the original source.

8 **Develop processes to assess and continually improve AI implementation,** ensuring adequate and effective results. For this reason, it is crucial to monitor the performance of models during their whole lifecycle. Journalistic organizations should also promote collaborative work with academic, technological, and productive institutions to join forces.

A4

LIST OF AI TOOLS CURRENTLY USED BY ARGENTINE NEWSROOMS AND THEIR SPECIFIC USE

Adobe Firefly

- It adequately edits images, videos and audio.
- It creates and improves visual content.

Beyond Words

- It tests various functions and tools, particularly for creating audio in news articles.

Canva

- It automatically improves images.
- It edits images.
- It works on the post-production of videos.

ChatGPT

- It trains specific models to help write news articles and generates content adapted to specific styles, topics, or audiences.
- It corrects, polishes, and arranges the sections of a text, and converts audio from live streaming.
- It suggests and optimizes SEO in headlines and leads.
- It processes information, summarizes and translates content.
- In some cases, journalists use this tool on a second screen.

Copilot

- It optimizes the distribution of content for social media or search engines. It is also helpful for editorial decision-making.

Dall-E

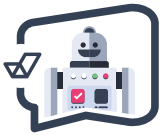
- It creates images.

Descript

- It edits videos, which allows the journalist to directly edit the material.
- It is used to generate audio with the journalist's voice from a report or a reel based on a written text.

Transcription (Chequeado)

- It automatically transcribes YouTube videos and creates subtitles in different formats.



Eleven Labs

- It clones real voices to create personalized narrations and audios for video scripts.
- It is used to clone presenters' voices in daily podcasts or to create a voice when it is necessary to correct information in a report without re-recording it.

El Explorador (Chequeado)

- It is a chatbot that has access to the entire news articles database published by Chequeado, so it contains verified information.

Facepoke

- It edits photos.

Freepik IA

- It converts static images into attractive videos.

Gemini

- It generates content.
- It analyses and prepares metric reports.
- It optimizes SEO in headlines and leads.

Glasp

- It is a Chrome extension that transcribes complete YouTube news and sends the transcription to ChatGPT to segregate or summarize topics.

Grok

- It creates images.
- It creates images for evergreen notes and editorials on television.

HeyGen

- It creates videos and audio.

Samsung AI (in mobile phones)

- It transcribes interviews.

Invoke

- It creates images.

Marfeel

- It identifies trends and agenda topics. It suggests headlines optimized for SEO.
- It suggests changes to published news articles, social media copies, link journalism, and related photos.
- It positions content in Discover and other platforms.

Midjourney

- It creates static images, illustrations and videos.

Mimir

- It processes videos in real time and recognizes (previously tagged) individuals.
- It reads images in image and video banks, and recognizes similar faces and other non-identified content.

Natural Reader

- It generates audio.

NotebookLM

- It transcribes audio.
- It analyzes streaming programs to obtain ideas or summarize content.
- It processes long documents to extract key information and allows interactions as conversations.
- It processes TV videos and transcribes them using Google Transcript, allowing the journalist to take the key moments of the video—instead of transcribing them—to create a note in the CMS.
- This tool is widely used in the newsrooms of some media outlets, as well as Gemini.

Orange

- It is a data mining tool. It inserts AI algorithms and processes large data volumes without programming. It connects different pre-established algorithms to show or group data in graphs.

Perplexity

- It suggests related topics.

Pinpoint

- It transcribes audio.
- It organizes files by creating collections.

Power Beans

- It summarizes notes in an audio through AI.

Qué se chequea hoy (Chequeado)

- It is a tool that scrapes various information sources on the web to identify keywords in headlines, trends in social media, and search results. It creates boards to verify trends and topics.

TranscribeMe

- It transcribes interviews through WhatsApp. It is used to accelerate the writing of routine information.

WordPress, with ChatGPT

- It creates news based on the transcription of an interview and suggests tags, headlines and summaries.

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AI IS RESHAPINGTHE ARGENTINE MEDIA ECOSYSTEM.

MEDIA OUTLETS SHOULD ADAPT WITHOUT COMPROMISING THEIR TRUE NATURE.

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What is IFPIM?

The International Fund for Public Interest Media (IFPIM) is a new global, independent and multilateral initiative that combats the threats faced by public interest media outlets in low- and middle-income countries. IFPIM seeks to boost financial support for independent media organizations in crisis and accelerate the development of systematic and long-term solutions, thereby fostering a media ecosystem that favors democracy.

What is ADEPA?

The Association of Argentine Press Entities (ADEPA) is a national non-profit association founded in 1962, comprising 180 journalistic entities in Argentina, as well as editors of newspapers, magazines, and websites. Since its creation, ADEPA has played a pivotal role in defending and promoting press freedom, which is the cornerstone of the republican and democratic system. Today, ADEPA also works in key areas of the media industry, ensuring media sustainability nationwide, protecting copyright and intellectual property, promoting transformation and innovation, providing professional training, and recognizing excellence through the prizes awarded for high-quality information.

ADEPA

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