

LATIN AMERICA CANNOT BE LEFT BEHIND

Artificial intelligence is reshaping the access to information.

In a region where journalism upholds democracy and human rights, the absence of comprehensive agreements calls for an urgent response.

Platforms, artificial intelligence and the sustainability of journalism

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SAME CRISIS, GREATER ASYMMETRY

Hispanic Latin America has a combination of affinity and diversity. But it has been left behind by the AI companies as a region and in each of its countries, which have specific realities that do not allow for homogenization.

The spanish speaking latin world has enormous linguistic scale but more fragile advertising markets. Local and regional media depend more on referred traffic and have less negotiating and litigation power.

The region cannot become a silent, free provider of data.

600M+

Spanish speakers

19

Spanish-speaking
countries in Latin
America

0

comprehensive
benchmark
agreements in the
region

THE OLD DIGITAL PACT IS BROKEN

First, we accepted indexing in exchange for supposed distribution. Then, we handed audiences to social platforms.

Now AI absorbs content, trains itself, reproduces it, processes it and synthesizes it, and competes with those who produce it.

From information destinations to system inputs.

Search engines: indexing in exchange for alleged distribution

Social platforms: audiences inside walled gardens

Generative AI: absorption, synthesis, and substitution

AI NOT LONGER MEDIATES: IT INCREASINGLY REPLACES

The “zero click” model reaches its fullest expression: answers to queries are consumed inside the system, while media lose traffic, attribution, and a direct relationship with audiences.

AI adoption is far faster than previous platforms. The impact in traffic, programmatic advertising and referred subscriptions is noticeable.

But AI must be fed with reliable and rigorous information to avoid being captured, biases and falsehoods.

+70%

of AI searches generate
no clicks

0.25%

of AI queries end in media
visits

96%

less traffic even when
cited

THE 3 Cs

Innovation should not come at the expense of those who produce information. The challenge is to agree on clear principles between media and AI developers.

Consent. Compensation. Citation.

Consent

authorization to use content

Compensation

fair payment for captured value

Citation

visible attribution for audiences

FULL VALUE

JOURNALISM DELIVERS FULL VALUE

Decades of journalism, investigations and analysis have been incorporated to IA companies without consent.

Journalism contributed to their enormous market cap, although they account for less than 1% of media traffic.

This is not “fair use”

The system breaks the link between those who produce information and those who capture its economic value.

CONSENT ARCHITECTURES

They are welcome,
but they represent only a part of our value (RAG)

They must be complementary to broader
responses.

FULL VALUE

JOURNALISM DELIVERS FULL VALUE

Media do not merely update answers: they provide language, archives, context, reasoning, verification, and legitimacy. This full stack value must be recognized.

And even more, journalism does not repeat official talking points, it investigates power, challenges its version, seeks what is hidden, questions, audits, discovers, analyzes. AI cannot replace this.

Without reliable sources, mistakes and hallucinations can exceed 30%.

FULL STACK VALUE

language + archives + current information +
verification + credibility

SPANISH SPEAKING LATAM: BLUEPRINTS FROM THE REST OF THE WORLD

- Comprehensive agreements within AI companies and media groups. The most recent, Open AI with Folha de S. Paulo.
- More than 100 copyright lawsuits around the world.
- Regulatory advances: Australia, France, UK
- European Union Court of Justice: states should require fair remuneration for the use of journalistic content in digital platforms (12/5/26).
- Consent and coalition architectures advances: Cloudflare, Spur.

OUR STARTING BASE...

In spanish speaking Latin America, intellectual property laws offer solid grounds to defend these rights.

Comprehensive agreements are absent.

Pilot projects or revenue sharing agreements are weak, fragmented or little relevant.

ASSOCIATIONS CAN CONTRIBUTE TO THE NEW BALANCE

Latin America and Spanish are underrepresented in the AI ecosystem.

ADEPA, IAPA, and other organizations can help reduce asymmetries: promote agreements, support regulations, agree on standards, and build common regional positions.

Regulate

Advocate for frameworks that accelerate enforceable rights, reduce negotiation asymmetries and create incentives for fair agreements

Defend

Support members in their claims, help them document unauthorized uses, advise them in constitutional, copyright and antitrust issues.

Standardize

Promote industry standards in legal (IAPA Salta Declarations 1 y 2) and technological aspects (to audit, license and monetize in the RAG market).

Negotiate

Encourage AI companies to prioritize Latam, and promote comprehensive agreements in national, regional and local levels.

WE ARE STILL IN TIME

AI can treat journalism as free raw material or recognize it as democratic pillar. The response requires negotiation, licensing, compensation, and collective action.

The economic, cultural, and democratic value of journalism must be recognized.

**IF MEDIA
LOSES,
DEMOCRACY
LOSES.**