

Code of Practice on
Disinformation – Report of
NewsGuard for the period
January 2023–December
2023

Executive summary

In June 2022, NewsGuard signed onto all the Code of Practice's measures that are relevant to its services, committing to maintain its journalistic practices, which include an independent, unbiased, and apolitical approach; full transparency on its methodology; and providing publishers a 'right to be heard' by calling for comment when publishers are deemed to fail certain criteria. Furthermore, NewsGuard also committed to continue to strengthen its media-literacy efforts with public libraries and schools to help users develop their critical thinking and online awareness through its browser-extension tool.

Here is a summary of how we implemented our commitments in 2023.

1. EMPOWERING USERS

NewsGuard's Reliability Ratings are based on nine apolitical and basic journalistic criteria that assess the credibility and transparency of a news or information site. Our nine criteria are applied equally to all news sites, regardless of their size or political orientation — from mainstream media outlets to small blogs — while allowing all sites to exercise their right to be heard.

Our criteria are basic journalistic principles and are inherently apolitical. They are also completely transparent and [explained](#) in great detail on our website in several languages spoken in the EU (namely English, French, German and Italian,) along with the relative weighting of each criterion, depending on its importance.

Our rating process is designed to ensure our criteria are applied in an unbiased manner. After an analyst produces a first rating, with an associated Nutrition Label explaining in detail why he or she arrived at such a rating, the analysis is edited by at least two editors. Then, if any doubt remains about how to apply a specific criterion, the rating is discussed during a full staff meeting hosted by our two co-CEOs and co-Editors-in-Chief, Steven Brill and Gordon Crovitz. Over the years, this process has led NewsGuard to assign high ratings and poor ratings to sites of all political leanings.

To ensure fairness, publishers are also put at the center of our rating process and given a chance to comment whenever our team flags an issue with the credibility or transparency of their site. We believe this publisher right of reply is fundamental to fair and accurate ratings. For the sake of accountability, readers can see the credentials and backgrounds of everyone responsible for every NewsGuard Reliability Rating and Nutrition Label that they read. Because our tools are meant to empower users so that they can make informed decisions on which sources to trust and which to be wary of, we also allow users to submit suggestions of sources to rate, if we have not yet rated them, and to send feedback on existing ratings. All inbound messages are reviewed by our team.

Finally, to ensure complete independence, we accept no fees from news websites to rate them. Our revenue comes from license fees that platforms, ad agencies, brands, media monitoring companies, AI companies, and researchers — among other groups — pay to use our data.

News consumers are able to access NewsGuard ratings through our licensees such as Microsoft as well as directly from NewsGuard. Companies providing internet browsers, search, social media and other services make our ratings available to their users to empower them with information about the nature of news sources they see online. Individuals can also subscribe to our ratings through a browser extension and mobile version.

At a time when generative AI engines often “hallucinate” and create and spread misinformation about topics in the news, NewsGuard data also protects news consumers when they use AI models. The Microsoft Copilot chatbot benefits from NewsGuard’s Reliability Ratings for news sources as well as NewsGuard’s catalog of all the significant false claims spreading online (Misinformation Fingerprints) through the Bing Search team’s use of this data. As a result, Microsoft Copilot benefits from NewsGuard trust data to treat trustworthy news sites differently from untrustworthy sites and to recognize provably false claims on topics in the news. This protects news consumers from being presented with misinformation in AI responses to prompts and also prevents malign actors such as disinformation operations from the governments of Russia, China and Iran from abusing AI models by having them create and spread state-sponsored disinformation. (As described below, we participate in the Working Group on AI and would encourage other signatories operating AI models also to take steps to ensure their models have access to trust data to prevent misinformation on topics in the news.)

NewsGuard has also provided its media literacy browser extension for free to 195 public libraries in the EU (in Italy, France, Germany and Slovenia), under a program sponsored by Microsoft, helping thousands of patrons navigate the internet more safely and access additional information and context on the sources of news and information they encounter online.

From January 1, 2023 to December 31, 2023, NewsGuard participated in several media literacy seminars and awareness-raising events in the following EU countries: France, Italy, the Netherlands, and Slovakia. These events reached a total of approximately 675 participants, including educators and librarians who in turn could reach hundreds of students and library users.

2. SUPPORTING TRUSTWORTHY JOURNALISM AND DEMONETIZING DISINFORMATION

NewsGuard’s brand safety service, BrandGuard, enables brands to invest in ad inventory on high quality news sites that publish trustworthy journalism — and avoid placing ads on websites that repeatedly publish misinformation or unreliable news. BrandGuard offers multiple “inclusion” and “exclusion” list options for advertisers, enabling each brand to tailor its approach to advertising on news to account for its values and risk tolerance while enforcing the publisher’s right to be heard.

BrandGuard’s inclusion and exclusion lists are based entirely on NewsGuard’s Reliability Ratings of news and information websites, which are compiled by a team of experienced journalists and editors based on nine apolitical journalistic criteria. Based on the criteria, each publisher receives an overall rating level ranging from “High Credibility” to “Credible with Exceptions” to “Proceed with Caution,” along with a 0-100 reliability score and an assessment on each of the nine criteria. Our rigorous rating process is explained in great detail on our website, on a page called [“Website Rating Process and Criteria”](#) (which is available in several EU languages: English, French, Italian and German.)

As the page describes, our process is transparent and accountable to everyone involved — including publishers, advertisers, and the general public. Each criterion is defined in significant detail, with numerous examples of how a publisher would pass or fail the criterion. Each site’s score is derived entirely from our assessments of those criteria, which are each assigned a specific number of points as outlined on our website. For each rating, we provide a detailed written Nutrition Label report that explains why NewsGuard made its

determination on each of the criteria, provides evidence and examples to back up its assessments, and includes any relevant comments from the publisher.

Before publishing a rating or update, we always seek feedback from publishers that fail any of our criteria. We hold ourselves to the same standards we expect of the websites we rate, which means transparently conducting responsible journalism and allowing publishers to exercise their right to reply. Each assessment of a website is made public via NewsGuard's browser extension, which is available for public subscription, and is personally sent to each publisher evaluated. NewsGuard subscribers and rated publishers can read NewsGuard's detailed analyses, called "Nutrition Labels," which explain why NewsGuard made its determination on each of the criteria, provide evidence and examples to back up its assessments, and include any relevant comments from the publisher. Additionally, we also invite publishers who disagree with our rating to provide feedback [on a dedicated page of our website](#).

This transparent process is documented [on NewsGuard's website](#) and in our Nutrition Labels, and allows publishers not only the right of reply — but also an opportunity to improve. More than 2,230 websites rated by NewsGuard [have taken](#) steps to improve editorial practices after being contacted by our team during the rating process — resulting in improved ratings and scores and, in some cases, leading advertisers to monetize their websites.

To ensure our process remains strictly apolitical, NewsGuard relies on apolitical criteria when rating a site (e.g. a corrections policy cannot be partisan, as there is no conservative or progressive way to regularly publish corrections) and carries out a manual and rigorous editing process involving approximately five journalists and editors per website rating, ensuring no rating is the assessment of a single person. The most debated analyses undergo a final review step in which it is shared with the full team of NewsGuard analysts, including the two co-CEOs, to raise any issues and ensure consistency.

3. EMPOWERING THE RESEARCH COMMUNITY

As a member of the Italian Digital Media Observatory since 2021, NewsGuard regularly publishes its content and analysis on disinformation in Italy and in Europe on IDMO's [portal](#), contributing to the consortium's media literacy efforts.

NewsGuard has various partnerships and collaborations with research institutions and universities that study disinformation, such as La Sapienza University in Rome, Ca' Foscari University in Venice, Carlo Bo University in Urbino, IMT Studies in Lucca, Bocconi University, University of Salerno, the European University Institute in Florence, and the universities of Mannheim and Bamberg in Germany.

In 2023, NewsGuard's team produced monthly reports called the [Misinformation Monitor](#) covering misinformation, disinformation, and false news online with exclusive data from nine countries including four Member States (France, Italy, Austria, and Germany). It also published an Israel-Hamas War Misinformation Tracking Center and an AI-enabled Misinformation Tracking Center, which were regularly updated throughout the year. All these reports are distributed in all the countries NewsGuard operates in, and are available for free on NewsGuard's website in English, French, Italian, and German. NewsGuard now also publishes a State-Sponsored Disinformation Risk Briefing focused on hostile information operations by the governments of Russia, China and Iran targeting citizens in the European, North American and Asian democracies, which is provided to officials in the European Commission to assist their work.

NewsGuard also regularly publishes [Special Reports](#) on disinformation focusing on different topics, trends, and platforms (12 in total in 2023).

NewsGuard's [white paper](#), "Fighting Misinformation with Journalism, not Algorithms," which is updated regularly and published on our website, outlines independent research on the effect of using human-curated news reliability ratings to mitigate false news, some of which has been conducted by leading academic institutions and other top scholars using NewsGuard's Reliability Ratings dataset.

II. Scrutiny of Ad Placements

Commitment 1

Relevant signatories participating in ad placements commit to defund the dissemination of disinformation, and improve the policies and systems which determine the eligibility of content to be monetised, the controls for monetisation and ad placement, and the data to report on the accuracy and effectiveness of controls and services around ad placements. [change wording if adapted]

Measure 1.6

Relevant Signatories will advance the development, improve the availability, and take practical steps to advance the use of brand safety tools and partnerships, with the following goals:

- To the degree commercially viable, relevant Signatories will provide options to integrate information and analysis from source-raters, services that provide indicators of trustworthiness, fact-checkers, researchers or other relevant stakeholders providing information e.g., on the sources of Disinformation campaigns to help inform decisions on ad placement by ad buyers, namely advertisers and their agencies.
- Advertisers, agencies, ad tech companies, and media platforms and publishers will take effective and reasonable steps to integrate the use of brand safety tools throughout the media planning, buying and reporting process, to avoid the placement of their advertising next to Disinformation content and/or in places or sources that repeatedly publish Disinformation.
- Brand safety tool providers and rating services who categorise content and domains will provide reasonable transparency about the processes they use, insofar that they do not release commercially sensitive information or divulge trade secrets, and that they establish a mechanism for customer feedback and appeal.

QRE 1.6.3

Signatories that provide brand safety tools will outline how they are ensuring transparency and appealability about their processes and outcomes.

NewsGuard's brand safety service, BrandGuard, enables brands to invest in ad inventory on high quality news sites that publish trustworthy journalism, and avoid placing ads on websites that repeatedly publish misinformation or unreliable news. BrandGuard offers multiple "inclusion" and "exclusion" list options for advertisers, enabling each brand to tailor its approach to advertising on news to account for its values and risk tolerance while enforcing the publisher's right to be heard.

BrandGuard's inclusion and exclusion lists are based entirely on NewsGuard's Reliability Ratings of news and information websites, which are compiled by a team of experienced journalists and editors based on nine apolitical journalistic criteria. Our rigorous rating process is explained in great detail on our website, [on a page called "Website Rating Process and Criteria,"](#) which is available in several EU languages: English, French, Italian and German.

As the page describes, our process is transparent and accountable to everyone involved—including publishers, advertisers, and the general public. Each criterion is defined in significant detail, with numerous examples of how a publisher would pass or fail the criterion. For each rating, we provide a detailed written Nutrition Label report that explains why NewsGuard made its determination on each of the criteria.

Unlike other brand safety providers that rely on black-box algorithms and unaccountable methodologies, NewsGuard's journalists contact any publisher that fails any of the nine criteria before publishing a rating or rating update. Publishers may address any issues raised in the review to increase their score or provide comments explaining their practices, which are included in the Nutrition Label report so that advertisers may judge for themselves whether the publisher should be monetized. Once a rating or update is published, we notify websites of their scores so that they are aware of any issues that could lead brands and ad agencies to exclude them from their ad inventory.

	<p>This transparent process is documented on NewsGuard's website and in our Nutrition Labels, and allows publishers not only the right of reply — but an opportunity to improve. More than 2,230 websites rated by NewsGuard have taken steps to improve editorial practices after being contacted by our team during the rating process — resulting in improved scores and, in some cases, leading advertisers to monetize their websites.</p>
<p>QRE 1.6.4 Relevant Signatories that rate sources to determine if they persistently publish Disinformation shall provide reasonable information on the criteria under which websites are rated, make public the assessment of the relevant criteria relating to Disinformation, operate in an apolitical manner and give publishers the right to reply before ratings are published.</p>	<p>NewsGuard's ratings for news websites are based on nine apolitical criteria that assess the website's credibility and transparency. Each criterion is worth a certain number of points out of 100, weighted based on importance. All criteria are pass-fail, meaning that a site either receives all of the points associated with the criterion or receives no points for that criterion, and are applied in a way that ensures a publisher's right to be heard.</p> <p>All of our criteria and the associated points are publicly available on a page of our website called "Website Rating Process and Criteria," which is available in English, French, Italian and German. For each criterion, our web page provides a detailed explanation of the criterion and lists examples of reasons that a site might pass this criterion and reasons that a site might fail this criterion. To ensure our process remains strictly apolitical, NewsGuard relies on apolitical criteria when rating a site (e.g. a corrections policy cannot be partisan, as there is no conservative or progressive way to have effective correction practices) and carries out a manual and rigorous editing process involving approximately five journalists and editors per website rating, ensuring no rating is the assessment of a single person. The most debated analyses undergo a final review step in which it is shared with the full team of NewsGuard analysts, including the two co-CEOs, to raise any issues and ensure consistency.</p> <p>Before publishing a rating or update, we always seek feedback from publishers that fail any of our criteria. We hold ourselves to the same standards we expect of the websites we rate, which means transparently conducting responsible journalism and allowing publishers to exercise their right to reply. Each assessment of a website is made public via NewsGuard's browser extension, which is available for public subscription, and is personally sent to each publisher evaluated, when it is published for the first time, and after each update. NewsGuard subscribers and rated publishers can read NewsGuard's detailed analyses, called "Nutrition Labels," which explain why NewsGuard made its determination on each of the criteria, provide evidence and examples to back up its assessments, and include any relevant comments from the publisher. Additionally, we also invite publishers who disagree with our rating to provide feedback on a dedicated page of our website.</p>

<h2>V. Empowering Users</h2>	
<h3>Commitment 17</h3>	
<p>In light of the European Commission's initiatives in the area of media literacy, including the new Digital Education Action Plan, Relevant Signatories commit to continue and strengthen their efforts in the area of media literacy and critical thinking, also with the aim to include vulnerable groups. [change wording if adapted]</p>	
<p>Measure 17.2</p>	<p>Relevant Signatories will develop, promote and/or support or continue to run activities to improve media literacy and critical thinking such as campaigns to raise awareness about Disinformation, as well as the TTPs that are being used by malicious actors, among the general public across the European Union, also considering the involvement of vulnerable communities.</p>
<p>QRE 17.2.1</p>	<p>In 2023, NewsGuard participated in numerous media literacy events with students, journalists, librarians, teachers and citizens in some of the Member States it operates in (France and Italy), as well as other European Union Member States, including the Netherlands, and EU candidate countries such as Georgia.</p>

<p>Relevant Signatories will describe the activities they launch or support and the Member States they target and reach. Relevant signatories will further report on actions taken to promote the campaigns to their user base per Member States targeted.</p>	<p>Our editors have conducted pro bono media literacy seminars in secondary schools, universities, journalism schools, and professional associations, basing the sessions on our methodology for evaluating the reliability of news sources online. Such events have included lessons for students at Padua University in Italy and Sciences Po in France; and webinars with librarians and school teachers in Italy and France.</p> <p>Throughout the year, NewsGuard was regularly involved in initiatives led by IDMO, the Italian Digital Media Observatory, of which NewsGuard is a member, including organizing events to raise awareness about disinformation in Italy.</p> <p>Our editors have also spoken at conferences to raise awareness on specific issues related to mis- and disinformation, in several Member States, including Germany, France, Italy, Slovakia, and the Netherlands, and EU candidates such as Ukraine, Georgia and Bosnia and Herzegovina. These events included moderating a panel at the Kyiv Stratcom Forum in March (Ukraine), about “Supporting independent media beyond crisis response”; participating in the “Investing in Facts” Meeting organized in March in Bratislava (Slovakia) by the Center for International Media Assistance and the Center for International Private Enterprise; speaking at the Sustainable Development Goals (SDG) conference “SDG 16 as a compass for navigating intersecting crises” held in Rome (Italy) and organized in June by the UN Department of Economic and Social Affairs, the International Development Law Organization, and the Government of Italy; speaking at the Political Accountability and New Technologies (POINT) conference held in June in Sarajevo (Bosnia and Herzegovina), the Media Development Forum of Paris, organized in July by Canal France International (CFI), the French media development agency of the Ministry for Europe and Foreign Affairs, and Correctiv’s first fact-check symposium about fact-checking, disinformation, AI, regulations and media literacy held in September in Bonn (Germany).</p> <p>In 2023, NewsGuard also continued providing its browser extension for free to more than 900 public libraries throughout the world, including approximately 195 in Italy, Germany, France, and Slovenia.</p>														
<p>SLI 17.2.1 – actions enforcing policies above Relevant Signatories report on number of media literacy and awareness raising activities organised and or participated in and will share quantitative information pertinent to show the effects of the campaigns they build or support at the Member State level (for instance: list of Member States where those activities took place; reach of campaigns; engagement these activities have generated; number of interactions with online assets; number of participants).</p>	<p>In 2023, NewsGuard participated in 14 media literacy seminars and awareness raising events in France and Italy. These events reached a total number of approximately 675 participants, including educators and librarians who in turn could reach hundreds of students and library users.</p> <p>In 2023, NewsGuard’s analysts also participated in 17 speaking engagements in France, Italy, Germany, the Netherlands and Slovakia reaching more than 2,000 people.</p> <table border="1" data-bbox="902 1206 2040 1394"> <thead> <tr> <th data-bbox="902 1206 1122 1394">Nr of media literacy/ awareness raising activities organised/ participated in</th> <th data-bbox="1133 1206 1352 1394">Reach of campaigns</th> <th data-bbox="1364 1206 1583 1394">Nr of participants</th> <th data-bbox="1594 1206 1814 1394">Nr of interactions with online assets</th> <th data-bbox="1825 1206 2040 1394">Nr of participants (etc)</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>					Nr of media literacy/ awareness raising activities organised/ participated in	Reach of campaigns	Nr of participants	Nr of interactions with online assets	Nr of participants (etc)					
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	<p><i>14 Media Literacy Seminars</i></p> <p><i>1) January 17, 2023, France Media Literacy webinar for librarians and middle school teachers</i></p> <p><i>2) January 20, 2023, Trento, Italy Webinar "Did you fall for it? On the lookout for fake news about the EU"</i></p> <p><i>3) January 20, 2023, France Lesson on how to rate a news source at Sciences-Po</i></p> <p><i>4) January 27, 2023, Italy Lesson on how to rate a news source</i></p> <p><i>5) February 22, 2023, Sormani Public Library in Milan, Italy Conference on disinformation about the Russia-Ukraine war</i></p> <p><i>6) March 31, 2023, Rome, Italy Lesson on disinformation for</i></p>		<p><i>1) About 20 virtual attendees</i></p> <p><i>2) About 70 in person attendees</i></p> <p><i>3) About 15 virtual attendees</i></p> <p><i>4) About 90 virtual attendees</i></p> <p><i>5) About 100 attendees (50 online and 50 in person)</i></p> <p><i>6) About 18 in person attendees</i></p>		
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	<p><i>Luiss University students – EuroLab Political Sciences</i></p> <p><i>7) April 5, 2023, Italy Lesson on how to rate a news source</i></p> <p><i>8) May 10, 2023, Rome, Italy Lesson on disinformation at the La Sapienza University – Faculty of Arts and Literature</i></p> <p><i>9) May, 18, 2023, Turin, Italy IDMO – The risk of mis/disinformation in generative AI content workshop at Salone del Libro di Torino International Book Fair</i></p> <p><i>10) May, 23, 2023, Padua, Italy Lesson on disinformation at the University of Padua – Faculty of social and behavioral sciences</i></p> <p><i>11) October 3, 2023, Italy Webinar on mis- and disinformation for librarians of the</i></p>		<p><i>7) About 200 virtual attendees</i></p> <p><i>8) About 50 in person attendees</i></p> <p><i>9) About 60 attendees</i></p> <p><i>10) About 20 in person attendees</i></p> <p><i>11) About 20 virtual attendees</i></p>		
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	<p><i>SBNEM library system</i></p> <p><i>12) October 18, 2023, Future Education Modena, Italy Lesson on how to rate a news source</i></p> <p><i>13) November 17, 2023, Krautergersheim, France Workshop on mis- and disinformation targeting sports events as part of the "Décodage" Festival</i></p> <p><i>14) November 30, 2023, Rome, Italy Lesson on disinformation and the risks of generative AI at the La Sapienza University - Faculty of Communication and Social Research</i></p> <p><i>17 Speaking Engagements</i></p> <p><i>1) February 28, 2023, Rome, Italy Disinformation event organized by US - Italy Fulbright, Luiss Data Lab, and the</i></p>		<p><i>12) About 20 virtual attendees</i></p> <p><i>13) About 17 in person attendees</i></p> <p><i>14) About 20 in person attendees</i></p> <p><i>1) About 100 attendees (50 online and 50 in person)</i></p>		
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	<p><i>Italian Ministry of Foreign Affairs</i></p> <p><i>2) March 10, 2023, Rome, Italy IDMO 365 - Reshaping Infosphere - IDMO annual event in Italy</i></p> <p><i>3) March, 24, 2023, Bratislava, Slovakia "Investing in Facts" CIMA/CIPE Meeting</i></p> <p><i>4) April 20, 2023, Turin, Italy "War, Technology and Power: the Challenges to International Security" conference organized by the European Council on Foreign Relations (ECFR) with the support of the Ministry of Foreign Affairs in collaboration with the Army Training and Application School Command - Post Conflict Operations Study Centre</i></p> <p><i>5) April 26, 2023, Rome, Italy MediaFutures Roundtable on</i></p>		<p><i>2) About 60 attendees (online and in person)</i></p> <p><i>3) About 50 attendees</i></p> <p><i>4) About 70 attendees</i></p> <p><i>5) About 50 attendees</i></p>		
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	<p><i>Disinformation at Luiss University</i></p> <p><i>6) May 3, 2023, Paris, France Hearing before the French Senate Inquiry Committee on TikTok</i></p> <p><i>7) May 4, 2023, Paris, France Disinformation and Democracy - seminar organized by think tank Terra Nova</i></p> <p><i>8) June 1, 2023, Rome, Italy "SDG 16 as a compass for navigating intersecting crises" conference organized by the UN Department of Economic and Social Affairs, the International Development Law Organization, and the Government of Italy</i></p> <p><i>9) July 13, 2023, Paris, France Media Development Forum of Paris, organized by CFI, a subsidiary of the France Médias Monde group, which promotes</i></p>		<p><i>6) About 7 senators</i></p> <p><i>7) About 10 attendees</i></p> <p><i>8) About 200 attendees</i></p> <p><i>9) About 300 attendees</i></p>		
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	<p><i>the development of the media in Africa, the Arab world and South-East Asia</i></p> <p><i>10) August 21, 2023, Rotterdam, Netherlands World Library and Information Congress 2023</i></p> <p><i>11) August 30, 2023, Virtual, France "Responses to pandemics and disinformation" - Scientific café organized by Fulbright France</i></p> <p><i>12) September 15, 2023, Bonn, Germany CORRECTIV's first fact check symposium on topics around fact-checking, disinformation, AI, regulation and media literacy</i></p> <p><i>13) September 29, 2023, Rome, Italy "AI and journalism: are bots in the newsroom an opportunity or a threat? How to use best machine learning in the</i></p>		<p><i>10) About 250 attendees</i></p> <p><i>11) About 35 attendees</i></p> <p><i>12) About 210 attendees</i></p> <p><i>13) About 60 attendees</i></p>		
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	<p><i>profession” workshop for journalists</i></p> <p><i>14) October 24, 2023, Rome, Italy Confcommercio – Communication Day. Discussion about the risks of generative AI</i></p> <p><i>15) November 21, 2023, Paris, France Dauphine Digital Days</i></p> <p><i>16) November 22, 2023, Paris, France Médias en Seine – keynote + debate on AI generated sites and misinformation “Disinformation and AI: the industrial revolution?”</i></p> <p><i>17) December 14, 2023, Paris, France WAN-IFRA webinar – “Disinformation and AI: the industrial revolution?”</i></p>		<p><i>14) About 50 attendees</i></p> <p><i>15) About 150 attendees</i></p> <p><i>16) About 500 attendees</i></p> <p><i>17) About 10 attendees</i></p>		
Measure 17.3	<p>For both of the above Measures, and in order to build on the expertise of media literacy experts in the design, implementation, and impact measurement of tools, relevant Signatories will partner or consult with media literacy experts in the EU, including for instance the Commission’s Media Literacy Expert Group, ERGA’s Media Literacy Action Group, EDMO, its country-specific branches, or relevant Member State universities or organisations that have relevant expertise.</p>				

<p>QRE 17.3.1 Relevant Signatories will describe how they involved and partnered with media literacy experts for the purposes of all Measures in this Commitment.</p>	<p>Through the Italian Digital Media Observatory’s portal, NewsGuard regularly makes its content and analysis on disinformation in Italy and in Europe public, contributing to the consortium’s media literacy efforts.</p> <p>NewsGuard has various partnerships and collaborations with research institutions and universities that study disinformation, such as La Sapienza University in Rome, Ca’ Foscari University in Venice, Carlo Bo University in Urbino, IMT Studies in Lucca, Bocconi University, University of Salerno, and the universities of Mannheim and Bamberg in Germany.</p> <p>For example, Carlo Bo University of Urbino integrated NewsGuard’s Reliability Ratings in their tool CooRnet. Given a set of URLs, CooRnet detects coordinated link sharing behavior (CLSB) and outputs the network of entities that performed such behavior. With the integration of NewsGuard’s data, the tool returns the average NewsGuard rating score obtained by the domains shared by a coordinated network.</p> <p>The “Affective and interactional polarization align across countries” report, published in December 2023 by researchers from Ca’ Foscari University of Venice and Sapienza University of Rome, among others, relied on NewsGuard’s reliability scores for news outlets in the U.S., U.K., Canada, Germany, France and Italy to compare the reliability of the news domains shared by the political right and left on Twitter (now X.)</p> <p>NewsGuard’s Reliability Ratings are also integrated into Microsoft Search Coach, a free app in Microsoft Teams that helps educators and students produce effective queries and identify reliable resources when conducting online research. Search Coach is available globally in 38 different languages.</p>
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<p>V. Empowering Users</p>	
<p>Commitment 22</p>	
<p>Relevant Signatories commit to provide users with tools to help them make more informed decisions when they encounter online information that may be false or misleading, and to facilitate user access to tools and information to assess the trustworthiness of information sources, such as indicators of trustworthiness for informed online navigation, particularly relating to societal issues or debates of general interest. [change wording if adapted]</p>	
<p>Measure 22.4</p>	<p>Relevant Signatories providing trustworthiness indicators will ensure that information sources are being reviewed in a transparent, apolitical, unbiased, and independent manner, applying fully disclosed criteria equally to all sources and allowing independent audits by independent regulatory authorities or other competent bodies.</p>
<p>QRE 22.4.1</p>	<p>Our ratings are based on nine apolitical and basic journalistic criteria that refer to the credibility and transparency of a news or information site. Our nine criteria are applied equally to all news sites, no matter their size or political orientation, from mainstream media outlets to small blogs, while allowing all sites to exert their right to be heard.</p>

<p>Relevant Signatories will provide details of the basic criteria they use to review information sources and disclose relevant safeguards put in place to ensure that their services are apolitical, unbiased, and independent. They will provide examples of how these are applied equally to a representative range of different publishers. Each analysis will indicate who contributed to assessing the source, or which certification body assessed the source.</p>	<p>Our criteria are basic journalistic principles and are inherently apolitical. They are also completely transparent and explained in great detail on our website, along with the relative weighting of each criterion, depending on its importance.</p> <p>Our rating process is designed to ensure our criteria are applied in an unbiased manner. After an analyst produces a first rating, with an associated Nutrition Label explaining in detail why he or she arrived at such a rating, the analysis is edited by at least two editors. Then, if any doubt remains about how to apply a specific criterion, it is discussed during a full staff meeting hosted by our two co-CEOs and co-Editors-in-Chief, Steven Brill and Gordon Crovitz. Over the years, this process has led NewsGuard to assign high ratings and poor ratings to sites of all political leanings.</p> <p>To ensure fairness, publishers are also put at the center of our rating process and given a chance to comment whenever our team flags an issue with the credibility or transparency of their site.</p> <p>For the sake of accountability, readers can see the credentials and backgrounds of everyone responsible for every NewsGuard Reliability Rating and Nutrition Label that they read.</p> <p>Because our tools are meant to empower users so that they can make informed decisions on which sources to trust and which to be wary of, we also allow users to submit suggestions of sources to rate, if we have not yet rated them, and to send feedback on existing ratings. All inbound messages are reviewed by our team.</p> <p>Finally, to ensure complete independence, we accept no fees from the news websites we rate. Our revenue comes from license fees that platforms, ad agencies, brands, media monitoring companies, AI companies, and researchers – among other groups – pay to use our data.</p>
<p>Measure 22.5</p>	<p>Relevant Signatories providing trustworthiness indicators will provide compliance and correction mechanisms and respect the right of publishers to be heard, including to engage in the assessment process before indicators are applied and to have their responses available to consumers after assessments are published.</p>
<p>QRE 22.5.1 Relevant Signatories will publish regular corrections on their ratings or indicators if updates or mistakes occur. Relevant Signatories will provide examples of exchanges with publishers, including evidence of this engagement as recorded in trustworthiness indicators, and will regularly update their analysis to reflect any changes in the publications' practices, including any improvement of their practices.</p>	<p>NewsGuard is committed to making clear, prominent corrections of any mistakes that appear in our ratings or Nutrition Labels. Our corrections policy is stated on a dedicated page on our website, which includes a form where users can report possible errors for us to review. The corrections appear as notes at the bottom of the relevant Nutrition Label analyses, making clear what the original error was and how the review has been corrected.</p> <p>Publishers can also send requests for corrections and have the opportunity to note any error in our ratings and write-ups when they receive our Nutrition Labels, since we systematically send publishers our initial ratings and updates after they are published, thus enforcing their right to be heard.</p>

	<p>All of our Nutrition Labels are also regularly updated. We update all labels in our database at least once a year, or more frequently if we become aware of a change in the publication’s practices, or for websites that are among the most read in a given country. When a site’s rating changes because the site has improved its practices, this specific change is described in an editor’s note. We also engage in lengthy conversations with publishers to help them understand how they can meet certain criteria and improve their score.</p> <p>For example, in June 2023, Italian science and culture website FocusJunior.it’s score went from 77.5/100 to 82.5/100 after adding information on its editorial leadership following NewsGuard’s notification that the site would otherwise fail that criterion. In December 2023, after engaging with NewsGuard, the staff of Marianne, a weekly French magazine covering news, politics, and culture, added information on the site’s legal notice about its ultimate owner, thus improving its score from 67.5/100 to 75/100.</p>
<p>SLI 22.5.1 - actions enforcing policies above Relevant signatories will report on the total number of instances per Member State where, following a publisher exercising its right to be heard before a rating or updated rating is issued, a rating of untrustworthy changes to a rating of trustworthy.</p>	<p>Total nr of instances when a publisher’s rating changed from untrustworthy to trustworthy following a hearing before a rating/updated rating is issued</p> <p>In 2023, 17 websites from our European database (9 in France, 4 in Italy, 4 in Germany) saw their rating go from untrustworthy (below 60/100) to trustworthy (60/100 and above), including Italy’s MarieClaire.it and French-language website SantePlusMag.com (based in Morocco, but widely read in France.)</p> <p>All our score changes are recorded internally in the site’s rating history, as well as noted in editor’s notes at the bottom of each Nutrition Label. Data measurement is therefore easily done by looking at the ratings and updates published in the timeframe concerned. We also record whether sites have responded to our inquiries and engaged with us, and which practice they’ve improved after engaging with us.</p>
<p>SLI 22.5.2 - actions enforcing policies above Relevant Signatories will report regularly on the number of publishers who have improved their journalistic practices after being assessed on the disclosed criteria and whose conformity, respectively trustworthiness scores thereby improved.</p>	<p>Total nr of publishers who improved their score under the trustworthiness indicator</p> <p>Since NewsGuard launched in 2018, 2,230 news and information websites around the world (in the E.U. but also in the U.S., Canada, and the U.K.) have improved their journalism practices after engaging with us, increasing their accountability and providing readers with more trustworthy news and information.</p> <p>In 2023, more than 150 websites based in the E.U. improved their NewsGuard ratings: 68 Italian-language websites, 52 German-language websites, and 40 French-language websites.</p> <p>All our score changes are recorded in our database and explained to users in editor’s notes at the bottom of each Nutrition Label.</p>

VI. Empowering the research community

Commitment 29

Relevant Signatories commit to conduct research based on transparent methodology and ethical standards, as well as to share datasets, research findings and methodologies with relevant audiences. [change wording if adapted]

Measure 29.1

Relevant Signatories will use transparent methodologies and ethical standards to conduct research activities that track and analyse influence operations, and the spread of Disinformation. They will share datasets, research findings and methodologies with members of the Task-force including EDMO, ERGA, and other Signatories and ultimately with the broader public.

QRE 29.1.1

Relevant Signatories will provide reports on their research, including topics, methodology, ethical standards, types of data accessed, data governance, and outcomes.

In 2023, NewsGuard launched two new Tracking Centres. Our [AI Tracking Centre](#) highlights the ways in which generative AI has already been (or could be) deployed to turbocharge misinformation operations. It includes a selection of NewsGuard's reports, insights, and debunks related to AI-enabled Misinformation. As for our [Israel-Hamas War Misinformation Tracking Centre](#), it catalogs all myths about the conflict, and the websites spreading them.

In 2023, NewsGuard's team produced 11 monthly reports called the [Misinformation Monitor](#) covering misinformation, disinformation, and false news online with exclusive data from nine countries including four Member States (Austria, France, Germany, and Italy). NewsGuard also published 12 [Special Reports](#) during the year, focusing on different topics, trends, and platforms.

Examples of reports published by NewsGuard in 2023 include:

- "Rise of the Newsbots: AI-Generated News Websites Proliferating Online"
- "Do-Gooders Doing Bad: How Nonprofit and Government Organizations Unintentionally Fund the Misinformation Machine"
- "NewsGuard Uncovers Network of Italian-Language Unreliable AI Generated Sites"
- "AI Voice Technology Used to Create Conspiracy Videos on TikTok, at Scale"
- "Violent, Celebratory Hamas Videos Garner Millions of Views, Despite Bans by Tech Platforms"
- "AI-Generated Site Sparks Viral Hoax Claiming the Suicide of Netanyahu's Purported Psychiatrist"

NewsGuard relies on the data of its two datasets: Reliability Ratings (analyses of the reliability of all the news and information sources that account for 95% of online engagement in the countries it operates in, with ratings for more than 35,000 sites and social media accounts and video channels as of Feb. 2024), and Misinformation Fingerprints (a catalog of the top misinformation narratives spreading online, with more than 2,000 entries and 25,000 example of false claims as of Feb. 2024).

In all its reports, NewsGuard explains its methodology in detail at the end of the report.

All NewsGuard reports carry the bylines of their authors and link to their respective biographies.

<p>QRE 29.1.2 Relevant Signatories will update their research in the Transparency Centre to allow for greater awareness and availability of their work.</p>	<p>All NewsGuard's yearly reports are available in the Transparency Centre. NewsGuard's public reports have been regularly shared on IDMO's portal.</p>
<p>QRE 29.1.3 Relevant Signatories will provide detailed information on methodology development to all stakeholders informed about research results. They will also regularly inform all members of the Task-force, including ERGA, EDMO and other Signatories about research activities they conduct, and, wherever possible, the related methodologies used. They will finally share, wherever possible, such research outcomes and related methodologies with the broader public.</p>	<p>NewsGuard's white paper, "Fighting Misinformation with Journalism, not Algorithms," which is updated regularly and published on our website, outlines independent research on the effect of using human-curated news reliability ratings to mitigate false news, some of which has been conducted by leading academic institutions and other top scholars using NewsGuard's Reliability Ratings dataset.</p> <p>In 2023, 35 researchers used NewsGuard's Reliability Ratings and/or NewsGuard's Misinformation Fingerprints as the basis for their research on topics such as Russian, Chinese, and Iranian disinformation, electoral integrity, healthcare misinformation, and online news consumption trends.</p> <p>NewsGuard is regularly in touch with ERGA and EDMO informing them of its works, making its data available when requested, and offering access to its datasets to monitor disinformation in Europe.</p> <p>NewsGuard's special reports and analyses are all available to the public on NewsGuard's website, including outcomes and methodologies.</p>

<h2>VIII. Transparency Centre</h2>	
<h3>Commitment 34</h3>	
<p>To ensure transparency and accountability around the implementation of this Code, Relevant Signatories commit to set up and maintain a publicly available common Transparency Centre website. [change wording if adapted]</p>	
<p>Measure 34.1 Signatories establish and maintain the common Transparency Centre website, which will be operational and available to the public within 6 months from the signature of this Code.</p>	
<p>Measure 34.2 Signatories provide appropriate funding, for setting up and operating the Transparency Centre website, including its maintenance, daily operation, management, and regular updating. Funding contribution should be commensurate with the nature of the Signatories' activity and shall be sufficient for the website's operations and maintenance and proportional to each Signatories' risk profile and economic capacity.</p>	

<p>Measure 34.3 Relevant Signatories will contribute to the Transparency Centre’s information to the extent that the Code is applicable to their services.</p>	
<p>Measure 34.4 Signatories will agree on the functioning and financing of the Transparency Centre within the Task-force, to be recorded and reviewed within the Task-Force on an annual basis.</p>	
<p>Measure 34.5 The Task-force will regularly discuss the Transparency Centre and assess whether adjustments or actions are necessary. Signatories commit to implement the actions and adjustments decided within the Task-force within a reasonable timeline.</p>	

VIII. Transparency Centre	
Commitment 35	
<p>Signatories commit to ensure that the Transparency Centre contains all the relevant information related to the implementation of the Code’s Commitments and Measures and that this information is presented in an easy-to-understand manner, per service, and is easily searchable. [change wording if adapted]</p>	
<p>Measure 35.3 Signatories ensure that the Transparency Centre contains a repository of their reports assessing the implementation of the Code’s commitments.</p>	
<p>Measure 35.6 The Transparency Centre will enable users to easily access and understand the Service Level Indicators and Qualitative Reporting Elements tied to each Commitment and Measure of the Code for each service, including Member State breakdowns, in a standardised and searchable way. The Transparency Centre should also enable users to easily access and understand Structural Indicators for each Signatory.</p>	

VIII. Transparency Centre

Commitment 36

Signatories commit to updating the relevant information contained in the Transparency Centre in a timely and complete manner. [change wording if adapted]

<p>Measure 36.2 Signatories will regularly update Service Level Indicators, reporting elements, and Structural Indicators, in parallel with the regular reporting foreseen by the monitoring framework. After the first reporting period, Relevant Signatories are encouraged to also update the Transparency Centre more regularly.</p>	
<p>Measure 36.3 Signatories will update the Transparency Centre to reflect the latest decisions of the Permanent Task-force, regarding the Code and the monitoring framework.</p>	
<p>QRE 36.1.1 (for the Commitments 34-36) With their initial implementation report, Signatories will outline the state of development of the Transparency Centre, its functionalities, the information it contains, and any other relevant information about its functioning or operations. This information can be drafted jointly by Signatories involved in operating or adding content to the Transparency Centre.</p>	<p>NewsGuard committed to setting up and maintaining a publicly available common Transparency Centre website. All relevant information related to the implementation of the Code's Commitments and Measures will be presented in an easy-to-understand and clear manner. That information will be regularly updated in a timely fashion.</p>
<p>QRE 36.1.2 (for the Commitments 34-36) Signatories will outline changes to the Transparency Centre's content, operations, or functioning in their reports over time. Such updates can be drafted jointly by Signatories involved in operating or adding content to the Transparency Center.</p>	<p>The administration of the Transparency Centre website has been transferred fully to the community of the Code's signatories, with VOST Europe taking the role of developer.</p>
<p>SLI 36.1.1 - (for Measures 34 and 36) meaningful quantitative information on the usage of the Transparency Centre, such as the average monthly visits of the webpage Signatories will provide meaningful quantitative information on the usage of the Transparency Centre, such as the average monthly visits of the Webpage.</p>	<p>The common Transparency Center has received around 35.000 views between July 1st 2023 and December 31st 2023. The average engagement time on the website is 1m11s and reports have been downloaded more than 9.000 times.</p>

IX. Permanent Task-Force

Commitment 37

Signatories commit to participate in the permanent Task-force. The Task-force includes the Signatories of the Code and representatives from EDMO and ERGA. It is chaired by the European Commission, and includes representatives of the European External Action Service (EEAS). The Task-force can also invite relevant experts as observers to support its work. Decisions of the Task-force are made by consensus. [change wording if adapted]

Measure 37.1

Signatories will participate in the Task-force and contribute to its work. Signatories, in particular smaller or emerging services will contribute to the work of the Task-force proportionate to their resources, size and risk profile. Smaller or emerging services can also agree to pool their resources together and represent each other in the Task-force. The Task-force will meet in plenary sessions as necessary and at least every 6 months, and, where relevant, in subgroups dedicated to specific issues or workstreams.

Measure 37.2

Signatories agree to work in the Task-force in particular – but not limited to – on the following tasks:

- Establishing a risk assessment methodology and a rapid response system to be used in special situations like elections or crises.
- Cooperate and coordinate their work in special situations like elections or crisis
- Agree on the harmonised reporting templates for the implementation of the Code's Commitments and Measures, the refined methodology of the reporting, and the relevant data disclosure for monitoring purposes.
- Review the quality and effectiveness of the harmonised reporting templates, as well as the formats and methods of data disclosure for monitoring purposes, throughout future monitoring cycles and adapt them, as needed.
- Contribute to the assessment of the quality and effectiveness of Service Level and Structural Indicators and the data points provided to measure these indicators, as well as their relevant adaptation.

<ul style="list-style-type: none"> - Refine, test and adjust Structural Indicators and design mechanisms to measure them at Member State level. - Agree, publish and update a list of TTPs employed by malicious actors, and set down baseline elements, objectives and benchmarks for Measures to counter them, in line with the Chapter IV of this Code. - Seek out and discuss research, expert input and up-to-date evidence relevant to the Code's commitments, such as, inter alia, emerging best practices in safe design, retroactive flagging, repository of fact-checks, provenance tools. - Discuss and provide guidance on the adequate quantitative information to be provided by signatories to fulfill their reporting obligations regarding agreements with fact-checking organisations across different services. - Regularly discuss whether the Code's Commitments and Measures need updating in view of technological, societal, market and legislative developments, as well as in view of accommodating new signatories and, where the Task-force agrees to be necessary, carry out such updates. - Review the appropriateness and consistency of adapted Measures for smaller or emerging services. - Promote the Code among relevant peers and integrate new Signatories to the Code. 	
<p>Measure 37.3 The Task-force will agree on and define its operating rules, including on the involvement of third-party experts, which will be laid down in a Vademecum drafted by the European Commission in collaboration with the Signatories and agreed on by consensus between the members of the Task-force.</p>	
<p>Measure 37.4 Signatories agree to set up subgroups dedicated to the specific issues related to the implementation and revision of the Code with the participation of the relevant Signatories.</p>	
<p>Measure 37.5 When needed, and in any event at least once per year the Task-force organises meetings with relevant stakeholder groups and experts to inform them about the operation of the</p>	

Code and gather their views related to important developments in the field of Disinformation.	
<p>Measure 37.6 Signatories agree to notify the rest of the Task-force when a Commitment or Measure would benefit from changes over time as their practices and approaches evolve, in view of technological, societal, market, and legislative developments. Having discussed the changes required, the Relevant Signatories will update their subscription document accordingly and report on the changes in their next report.</p>	
<p>QRE 37.6.1 Signatories will describe how they engage in the work of the Task-force in the reporting period, including the sub-groups they engaged with.</p>	<p>NewsGuard has been participating in the meetings of these subgroups:</p> <ul style="list-style-type: none"> - Monitoring and Reporting + Structural Indicators subgroup - Crisis Response subgroup - Ad Scrutiny subgroup - Generative AI subgroup <p>Monitoring and Reporting + Structural Indicators: NewsGuard contributes to the work of the subgroup and has supported the process to create structural indicators to measure the prevalence of disinformation and made its Reliability Ratings available as a way to identify disinformation sources.</p> <p>Crisis Response: NewsGuard participates in all meetings of the Crisis response subgroup and shares with the group its observations on new narratives and trends that its team are monitoring when it comes to current misinformation crises (COVID-19 and vaccine misinformation, Russian propaganda on the war in Ukraine and its spread to the E.U. and different platforms, misinformation on the Israel-Hamas war.) NewsGuard also makes the group aware of important new reports or developments to existing reports it publishes on relevant themes including on its Russia-Ukraine Disinformation Tracking Center, its Israel-Hamas War Misinformation Tracking Center, and reports on specific platforms and topics.</p> <p>Ad Scrutiny: NewsGuard regularly participates in the Ad Scrutiny subgroup meetings, and it made its data available to create, with the help of a third party, a structural indicator to measure and track over time the demonetization of disinformation.</p> <p>Generative AI subgroup: NewsGuard participates in all meetings of the Generative AI subgroup and disseminates its findings on the use of generative AI systems to turbocharge the spread of disinformation by enabling bad actors to generate falsehoods at unprecedented scale. NewsGuard shares its reporting on the disinformation risks presented by</p>

	generative AI, including the public results of its misinformation red-teaming exercises on leading generative AI models such as ChatGPT and Gemini (formerly Bard), its AI Tracking Center landing page housing its current count of known Unreliable AI-generated News (UAIN) websites, and its insights into the use of generative AI outputs to support Russian, Chinese, and Iranian state-sponsored propaganda narratives.
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X. Monitoring of Code	
Commitment 38	
The Signatories commit to dedicate adequate financial and human resources and put in place appropriate internal processes to ensure the implementation of their commitments under the Code. [change wording if adapted]	
Measure 38.1 The Signatories commit to dedicate adequate financial and human resources and put in place appropriate internal processes to ensure the implementation of their commitments under the Code.	
QRE 38.1.1 Relevant Signatories will outline the teams and internal processes they have in place, per service, to comply with the Code in order to achieve full coverage across the Member States and the languages of the EU.	Members of NewsGuard’s European team (including Roberta Schmid, Managing Editor and Vice-President Partnerships for Germany and Austria, and Virginia Padovese and Chine Labbé, co-Managing Editors and Vice-Presidents for Partnerships for Europe,) are responsible for implementing and monitoring the company’s commitments under the code in Germany, Austria, Italy, and France. NewsGuard’s co-CEO and co-Editor in Chief Gordon Crovitz also regularly contributes to the Ad Scrutiny subgroup’s work, and Roslyn Rios, Director of Partnerships, contributes to the Generative AI subgroup.

X. Monitoring of Code	
Commitment 39	
Signatories commit to provide to the European Commission, within 1 month after the end of the implementation period (6 months after this Code’s signature) the baseline reports as set out in the Preamble. [change wording if adapted]	

X. Monitoring of Code	
Commitment 40	

<p>Signatories commit to provide regular reporting on Service Level Indicators (SLIs) and Qualitative Reporting Elements (QREs). The reports and data provided should allow for a thorough assessment of the extent of the implementation of the Code's Commitments and Measures by each Signatory, service and at Member State level. [change wording if adapted]</p>	
<p>Measure 40.2 Other Signatories will report yearly on the implementation of the Commitments and Measures taken under the present Code, including on the relevant QREs and SLIs, at service and Member State level.</p>	
<p>Measure 40.3 Signatories will regularly update the Transparency Centre with relevant QREs and SLIs, at least in line with their reporting period under this Code.</p>	
<p>Measure 40.4 Signatories will develop, within the Task-force, harmonised reporting templates.</p>	
<p>Measure 40.5 Signatories will regularly work to improve and optimise the monitoring and reporting framework of the Code, including the SLIs, within the Task-force, building in particular on feedback from the European Commission, ERGA and EDMO.</p>	
<p>Measure 40.6 Signatories will cooperate with the European Commission, respond to its reasonable requests and provide the European Commission with reasonable information, data and further input necessary to assess the implementation of the Code, allowing for the Code's efficient and thorough monitoring, including at Member State Level.</p>	

X. Monitoring of Code
Commitment 41

Signatories commit to work within the Task-force towards developing Structural Indicators, and publish a first set of them within 9 months from the signature of this Code; and to publish an initial measurement alongside their first full report. To achieve this goal, Signatories commit to support their implementation, including the testing and adapting of the initial set of Structural Indicators agreed in this Code. This, in order to assess the effectiveness of the Code in reducing the spread of online disinformation for each of the relevant Signatories, and for the entire online ecosystem in the EU and at Member State level. Signatories will collaborate with relevant actors in that regard, including ERGA and EDMO. [change wording if adapted]

Measure 41.1
 Within 1 month of signing the Code, Signatories will establish a Working Group to tackle this objective. This working group will be tasked with putting forward data points to be provided by Platform Signatories, and a methodology to measure Structural Indicators on the base of these data points, to be executed by non-Platform Signatories. Signatories will share data points appropriate to enable the measurement of metrics to be determined by the working group, such as prevalence or other contextualised metrics for sources and spread of online disinformation. Signatories will assess the work that will be necessary to deliver on the goals of this commitment, and discuss within the Task-force whether financial support is required.

Measure 41.2
 The Working Group will report on its progress to the Task-force on a trimestral basis. It will consult with expert stakeholders including but not limited to EDMO, ERGA, and researchers to inform its work and outputs. 7 months after the signing of the Code, a conference will be convened with external stakeholders to present on progress thus far and seek feedback.

Measure 41.3

By 6 months after the signing of the Code, the Working Group will table with the Task-force a workable proposal for such Structural Indicators. By 9 months, relevant Signatories will provide to others within the Working Group the data points required to measure the Structural Indicators, and they will share publicly the aligned Structural Indicators. The Working Group will publish their measurements for the Structural Indicators in line with the first full report by the Signatories, as well as its full methodology, with the understanding that those may still require refinements over time. Signatories commit to keep updating the measurements, aligned with their reporting periods. Measurements will be published on the Transparency Centre in a way that allow to monitor them over time for the entire ecosystem and between different services.

X. Monitoring of Code

Commitment 42

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce. [change wording if adapted]

X. Monitoring of Code

Commitment 43

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce. [change wording if adapted]

X. Monitoring of Code

Commitment 44

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce. [change wording if adapted]

Reporting on the service's response during a period of crisis

Reporting on the service's response during a crisis

Russia-Ukraine crisis

Threats observed or anticipated at time of reporting:

When launching its "Russia-Ukraine Disinformation Tracking Center" in March 2022, immediately after Russia started its full-scale invasion, NewsGuard was anticipating a wave of Russian disinformation flooding social media in Europe, from inauthentic and authentic accounts as well as unreliable news sites within the continent. Since then, the wave of mis- and disinformation, directly spread by the Kremlin or weaponized by Russian actors, has not ceased. Through our constant monitoring of Russian disinformation in Russian, English, French, Italian, and German across different platforms and websites, we have observed actors pushing false narratives about Ukraine, but also sowing division and nurturing anti-war and war fatigue sentiments across Member States and playing up European fears and dissent. As of December 2023, NewsGuard's Russia-Ukraine Disinformation Tracking Center had identified 166 false narratives about the war, being spread by 455 websites around the world, including in Italy, France, Germany and Austria, versus 100 myths spread by 205 sites at the end of 2022.

Mitigations in place at time of reporting: N/A

[Note: Signatories are requested to provide information relevant to their particular response to the threats and challenges they observed on their service(s). They ensure that the information below provides an accurate and complete report of their relevant actions. As operational responses to crisis/election situations can vary from service to service, an absence of information should not be considered a priori a shortfall in the way a particular service has responded. Impact metrics are accurate to the best of signatories' abilities to measure them].

Scrutiny of Ads Placements

Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.

Specific Action applied
(Measure 1.6)

Throughout the year, NewsGuard monitored and added to its database new detailed Reliability Ratings of websites spreading Russian Disinformation. Quickly after the war started, NewsGuard also added a specific "Russia-Ukraine Misinformation" metadata field accompanying its Reliability Ratings, to allow brands and advertisers using its BrandGuard services to easily identify these sites and make sure their ad money does not support the Kremlin disinformation machine. In doing so, NewsGuard continued using its transparent and apolitical evaluation process, whose methodology is detailed on its website, with all criteria clearly explained to publishers. NewsGuard also made sure that news publishers being flagged for spreading Russia-Ukraine disinformation were aware of it, and given a right to comment on issues flagged by NewsGuard. NewsGuard also continued offering these websites the possibility to publish a full response to their ratings.

In a May 2023 public report, NewsGuard reported that it had found advertisements for 79 Western brands on three times as many sites (88 versus 27) spreading Russian disinformation as at the beginning of the war against Ukraine, all placed by Google and other Western ad tech services. The report aimed at raising awareness on the problem, both within the advertising industry and the wider public.

	Indication of impact (at beginning of action: expected impact) including relevant metrics when available
Empowering Users	
<p>Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.</p> <p>In 2023, NewsGuard continued to closely monitor sources of Russian disinformation within the continent, constantly adding new sources to its Tracking Center, and rating these sources according to its transparent rating system, so that users with access to its browser extension (a consumer product available to all for a monthly subscription fee) could make informed decision about which sources to trust, and which to be wary of, when reading the news online, and as the war became a protracted one. In a non-crisis situation, NewsGuard's main editorial promise is to rate all news and information sites that account for 95% of online engagement with news. However, for this specific line of work - just like we do for every crisis situation and did before for the COVID-19 pandemic -, NewsGuard's analysts went further, looking for any site spreading mis- and disinformation about the war in the languages we cover (English, French, Italian and German.) - even those responsible for very little online engagement - and making sure we rated them. We also made sure to track all sources that spread the myths we were uncovering, in order to cover more sources.</p>	
<p>Specific Action applied (Measures 17.2, 17.3, 22.4, and 22.5)</p>	<p>In 2023, NewsGuard's analysts participated in 14 media literacy seminars and awareness raising events in France and Italy, and an additional 17 speaking engagements in France, Italy, Germany, the Netherlands and Slovakia. Most touched on all relevant crises, including the Russia-Ukraine war, and many aimed at including vulnerable groups and reaching those most affected by Russian disinformation. For example, we participated in an event in Slovakia, and another one in Georgia, with young professionals from all over the region.</p> <p>Throughout the year, NewsGuard's analysts fed its browser extension with transparent analyses of Russia-Ukraine misinformation sources. The analysts continued basing their ratings - as they always do - on NewsGuard's transparent, apolitical and independent process, applying equally our nine criteria to all sources.</p> <p>Indication of impact (at beginning of action: expected impact) including relevant metrics when available</p>
Empowering the Research Community	
<p>Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.</p>	
<p>Specific Action applied (Measure 29.1)</p>	<p>In 2023, NewsGuard published two reports on the Russia-Ukraine crisis. The first one, published in February 2023, and titled "One Year, 50 Films: Russian Propaganda Documentaries Spread on YouTube, Despite Ban," focused on RT films justifying the Ukraine war proliferating on YouTube, despite the platform's ban on Russian state-funded media. In October 2023, a second report titled "After One Year of War, the Number of Sites Spreading Russian Disinformation Found to be Supported by Western 'Programmatic' Advertising Has Tripled," identified advertisements for 79 Western brands on 88 sites spreading Russian disinformation, three times as many as at the beginning of the war against Ukraine, all placed by</p>

	Google and other Western ad tech services. Both reports detailed the research methodology at the end, and were published on NewsGuard's website, where they still are available in English, French, Italian and German.
	Indication of impact (at beginning of action: expected impact) including relevant metrics when available

Reporting on the service's response during a crisis

Israel-Hamas crisis

Threats observed or anticipated at time of reporting:

When launching its "Israel-Hamas War Misinformation Tracking Center" in October 2022, NewsGuard was anticipating a wave of misinformation resembling the one that followed the invasion of Ukraine. The rapidity at which the misinformation machine was geared up surprised everyone though, bringing NewsGuard's team to publish its Center within days of the Oct. 7 attack. This new crisis also had the characteristic of being immediately marked by the deployment of generative AI tools. In the monitoring we conduct for our Tracking Center, a publicly available hub documenting the top false narratives emerging about the war, including where the claims emerged, how they are spreading and the level of online engagement they are receiving, NewsGuard's analysts have observed trends and tactics similar to those previously observed on the Russia-Ukraine front: malign actors on X and TikTok passing off video game footage as real, and sharing clips from other incidents or wars entirely, misinformers on both sides of the conflict forging false official documents, etc. Through our constant monitoring of War-related misinformation in English, French, Italian, and German across different platforms and websites, we have seen bad actors, including authoritarian governments, capitalizing on the war to advance disinformation that could have an impact on wider geopolitical conflicts. In one of the most prominent false narratives spreading about the war, Kremlin-owned media outlets, joined by far-right U.S.-based commentators, baselessly claimed that Ukraine sold donated Western weapons to Hamas. The social media campaign appeared to be an attempt to undermine international support for Ukraine and proved that the two crises (the Russia-Ukraine war, and the Israel-Hamas war) could intertwine, and risked increasing discontentment in Europe. As of December 2023, NewsGuard's global team of misinformation analysts had identified 66 myths spreading across social media, as well as 222 sites on its "Israel-Hamas War Misinformation Tracking Center."

Mitigations in place at time of reporting: N/A

[Note: Signatories are requested to provide information relevant to their particular response to the threats and challenges they observed on their service(s). They ensure that the information below provides an accurate and complete report of their relevant actions. As operational responses to crisis/election situations can vary from service to service, an absence of information should not be considered a priori a shortfall in the way a particular service has responded. Impact metrics are accurate to the best of signatories' abilities to measure them].

Scrutiny of Ads Placements

Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.

Specific Action applied
(Measure 1.6)

Throughout the year, NewsGuard monitored and added to its database new detailed Reliability Ratings of websites spreading Israel-Hamas War Misinformation. NewsGuard quickly added a specific "Israel-Hamas War Misinformation" metadata field accompanying its Reliability Ratings, to allow brands and advertisers using its BrandGuard services to easily identify these sites and make sure their ad money does not support misinformation on this conflict. In doing so, NewsGuard continued using its transparent and apolitical evaluation process, whose methodology is detailed on its website, with all criteria clearly explained to publishers. NewsGuard also made sure that news publishers being flagged for spreading Israel-Hamas War Misinformation were aware of it, and given a right to comment on issues flagged by NewsGuard. NewsGuard also continued offering these websites the possibility to publish a full response to their ratings. (In a November 2023 public report, NewsGuard reported that it had found ads for 86 major advertisers — including top brands, educational institutions, governments, and nonprofits — on viral posts seen by a cumulative 92 million X users advancing false or egregiously misleading claims about the conflict.)

	Indication of impact (at beginning of action: expected impact) including relevant metrics when available
Empowering Users	
<p>Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.</p> <p>In October 2023, NewsGuard ramped up efforts to identify, rate, and monitor sources of Israel-Hamas War Misinformation in Europe, constantly adding new sources to its Tracking Center, and rating these sources according to its transparent rating system, so that users with access to its browser extension (a consumer product available to all for a monthly subscription fee) could make informed decision about which sources to trust, and which to be wary of regarding this war. In December 2023, NewsGuard’s global team of misinformation analysts had identified 66 myths spreading across social media, as well as 222 sites.</p> <p>In a non-crisis situation, NewsGuard’s main editorial promise is to rate all news and information sites that account for 95% of online engagement with news. However, for this specific line of work – just like we do for every crisis situation, and did before for the COVID-19 pandemic, and the Russia-Ukraine war, as described above –, NewsGuard’s analysts went further, looking for any site spreading mis- and disinformation about the conflict in the languages we cover (English, French, Italian and German,) – even those responsible for very little online engagement – and making sure we rated them. We also made sure to track all sources that spread the myths we were uncovering, in order to cover more sources.</p>	
<p>Specific Action applied (Measures 17.2, 17.3, 22.4, and 22.5)</p>	<p>In 2023, NewsGuard’s analysts participated in 14 media literacy seminars and awareness raising events in France and Italy, and an additional 17 speaking engagements in France, Italy, Germany, the Netherlands and Slovakia. Most touched on all relevant crises, including the Israel-Hamas war.</p> <p>As stated above, throughout the year, NewsGuard’s analysts fed its browser extension with transparent analyses of Israel-Hamas War Misinformation sources. The analysts based their ratings – as they always do – on NewsGuard’s transparent, apolitical and independent process, applying equally our nine criteria to all sources.</p>
	Indication of impact (at beginning of action: expected impact) including relevant metrics when available
Empowering the Research Community	
<p>Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.</p>	
<p>Specific Action applied (Measure 29.1)</p>	<p>In 2023, NewsGuard published three reports on the Israel-Hamas crisis, on top of its “Israel-Hamas War Misinformation Tracking Center.” In the first one, published in October 2023, and titled “Violent, Celebratory Hamas Videos Garner Millions of Views, Despite Bans by Tech Platforms,” NewsGuard identified a total of 337 posts on TikTok, Facebook, and X containing graphic and violent footage from the al-Qassam Brigades, the armed wing of the Palestinian militant group Hamas, that generated 3.61 million views combined from Oct. 7 to Oct. 20, 2023, despite the companies’ efforts to ban such content. Another report, published in October 2023, found that “verified” accounts on X were superspreaders of</p>

	<p>misinformation about the conflict, boosting falsehoods while displaying a “verification” blue checkmark that some users might interpret as verifying reliability. In our last report of the year on the Israel-Hamas War, we identified ads for 86 major advertisers – including top brands, educational institutions, governments, and nonprofits – on viral posts seen by a cumulative 92 million X users advancing false or egregiously misleading claims about the conflict. The three above described reports detailed the research methodology at the end, and were published on NewsGuard’s website, where they still are available in English, French, Italian and German.</p>
	<p>Indication of impact (at beginning of action: expected impact) including relevant metrics when available</p>

Reporting on the service’s response during a crisis

Rise of AI-generated content

Threats observed or anticipated at time of reporting:

In May 2023, NewsGuard launched its AI Tracking Centre to monitor the spread of “Unreliable AI-Generated News’ Websites” (UAIN) online, as well as the top false narratives generated by Artificial Intelligence tools. NewsGuard’s “AI-enabled Misinformation Tracking Centre” includes a selection of NewsGuard’s reports, insights, and debunks related to artificial intelligence. In May 2023, when NewsGuard first started tracking the number of sites almost entirely generated by artificial intelligence without human supervision, its analysts had identified 49 websites in seven languages. In December 2023, NewsGuard’s team had identified 614 such websites, in 15 languages.

Since January 2023, NewsGuard’s analysts have also been monitoring the propensity for leading AI chatbots (such as ChatGPT and Bard - now Gemini) to produce false information when prompted with untrue claims and false narratives. NewsGuard’s analysts highlighted in their reports the results of their red-teaming exercises, including details on how newer, updated versions of the chatbots treat misinformation claims, examples of outputs in response to prompts written by NewsGuard analysts, information about NewsGuard’s methodology, and – where applicable – responses from companies including Google and OpenAI addressing our questions. NewsGuard’s human-driven red-teaming exercises demonstrated the alarming threat that generative AI chatbots pose in advancing misinformation, particularly in the hands of malign actors attempting coordinated influence campaigns, but also when prompted by leading questions asked by users believing in conspiracy theories.

Mitigations in place at time of reporting: N/A

[Note: Signatories are requested to provide information relevant to their particular response to the threats and challenges they observed on their service(s). They ensure that the information below provides an accurate and complete report of their relevant actions. As operational responses to crisis/election situations can vary from service to service, an absence of information should not be considered a shortfall in the way a particular service has responded. Impact metrics are accurate to the best of signatories’ abilities to measure them].

Scrutiny of Ads Placements

Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.

Specific Action applied
(Measure 1.6)

Since July 2023, NewsGuard has been rating and flagging to advertisers what it has defined as UAINS (Unreliable AI-generated news websites,) with an entirely new category of ratings dedicated to such websites. NewsGuard defines UAINS as sites where a substantial portion of content is produced by AI; with strong evidence that the content is being published without significant human oversight; where content is presented in a way that an average reader could assume it is produced by human writers or journalists; and that do not clearly disclose that their content is produced by AI.

NewsGuard added a specific flag for these websites, to allow brands and advertisers using its BrandGuard services to easily identify them and make sure their ad money does not support AI-generated websites that have little to no human supervision.

In a June 2023 public report, NewsGuard identified 141 brands that had been feeding programmatic ad dollars to low-quality AI-generated news and information sites operating with little to no human oversight. The report aimed at raising awareness on the problem, both within the advertising industry and the wider public.

	Indication of impact (at beginning of action: expected impact) including relevant metrics when available
Empowering Users	
Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.	
Specific Action applied (Measures 17.2 and 17.3)	In 2023, NewsGuard’s analysts participated in 14 media literacy seminars and awareness raising events in France and Italy, and an additional 17 speaking engagements in France, Italy, Germany, the Netherlands and Slovakia. Most touched on all relevant crises, including the rise of AI generated content, and how it has already and could further contribute to the spread of mis- and disinformation in the future. For example, in May 2023, a NewsGuard analyst talked about the risk of mis- and disinformation raised by AI generative tools at the International Book Fair “Salone del Libro di Torino”, in Turin, Italy; and in July 2023, another NewsGuard editor participated in a discussion titled “AI: friend or foe in our fight against disinformation?” at the Media Development Forum of Paris, France.
	Indication of impact (at beginning of action: expected impact) including relevant metrics when available
Empowering the Research Community	
Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.	
Specific Action applied (Measure 29.1)	In 2023, NewsGuard published 12 reports on the rise of AI-generated content and its risks, on top of its “AI Tracking Center.” - “The Next Great Misinformation Superspreaders: How ChatGPT Could Spread Toxic Misinformation At Unprecedented Scale.”
	In January 2023, NewsGuard analysts directed ChatGPT-3.5 to respond to a series of leading prompts relating to a sampling of 100 false narratives. The Chatbot generated false narratives – including detailed news articles, essays, and TV scripts – for 80 of the 100 previously identified false narratives. - “Despite OpenAI’s Promises, the Company’s New AI Tool Produces Misinformation More Frequently, and More Persuasively, than its Predecessor.” In March 2023, NewsGuard ran the same exercise (see above) on ChatGPT-4, using the same 100 false narratives and prompts. ChatGPT-4 responded with false and misleading claims for all 100 of the false narratives. - “Russian State Media Uses AI Chatbot Screenshots to Advance False Claims”.

	<p>In April 2023, NewsGuard reported on how Russian state-owned outlet RT used AI chatbot screenshots to advance false claims.</p> <ul style="list-style-type: none"> - “Beijing Deploys ChatGPT to Advance ‘Biolabs’ Disinformation Narrative.” <p>In April 2023, NewsGuard reported on how ChatGPT was cited as an authoritative source by Beijing-controlled English-language publication China Daily to baselessly claim that a laboratory in Kazakhstan is run by the U.S. and is conducting secret biological research on the transmission of viruses from camels to humans, with the intent to harm China.</p> <ul style="list-style-type: none"> - “ChatGPT-3.5 Generates More Disinformation in Chinese than in English.” <p>In April 2023, NewsGuard fed ChatGPT-3.5 seven prompts each in English, simplified Chinese, and traditional Chinese, asking the bot to produce news articles that advanced familiar China-related disinformation narratives. For the English-language exercise, ChatGPT declined to produce the false claims for six out of seven prompts, even after multiple attempts using leading questions. However, the chatbot produced the false claims in simplified Chinese and traditional Chinese all seven times.</p> <ul style="list-style-type: none"> - “Rise of the Newsbots: AI-Generated News Websites Proliferating Online” <p>In April 2023, NewsGuard identified 49 news and information sites that appeared to be almost entirely written by artificial intelligence software. As of December 2023, this number had reached 614, as reported in NewsGuard’s AI Tracking Centre.</p> <ul style="list-style-type: none"> - “Funding the Next Generation of Content Farms: Some of the World’s Largest Blue Chip Brands Unintentionally Support the Spread of Unreliable AI-Generated News Websites.” <p>In June 2023, NewsGuard identified 141 brands that were feeding programmatic ad dollars to low-quality AI-generated news and information sites operating with little to no human oversight.</p> <ul style="list-style-type: none"> - “NewsGuard Uncovers Network of Italian-Language Unreliable AI Generated Sites.” <p>In July 2023, NewsGuard identified what appeared to be a network of 36 unreliable AI-generated sites operating out of Italy.</p> <ul style="list-style-type: none"> - “Red-Teaming Finds OpenAI’s ChatGPT and Google’s Bard Still Spread Misinformation.” <p>In August 2023, NewsGuard released the new findings of its “red-teaming” repeat audit of OpenAI’s ChatGPT-4 and Google’s Bard (now known as Gemini.) NewsGuard prompted ChatGPT-4 and Bard with a random sample of 100 myths from NewsGuard’s database of prominent false narratives: ChatGPT-4 generated 98 out of the 100 myths, while Bard produced 80 out of 100.</p> <ul style="list-style-type: none"> - “Plagiarism-Bot? How Low-Quality Websites Are Using AI to Deceptively Rewrite Content from Mainstream News Outlets.” <p>In August 2023, NewsGuard identified 37 sites that use artificial intelligence to repackage articles from mainstream news sources without providing credit.</p> <ul style="list-style-type: none"> - “AI Voice Technology Used to Create Conspiracy Videos on TikTok, at Scale.” <p>In September 2023, NewsGuard identified a network of 17 TikTok accounts using AI text-to-speech software to generate videos advancing false and unsubstantiated claims, with hundreds of millions of views.</p> <ul style="list-style-type: none"> - “AI-Generated Site Sparks Viral Hoax Claiming the Suicide of Netanyahu’s Purported Psychiatrist.” <p>In November 2023, NewsGuard reported on how an article from an AI-generated website fueled a baseless narrative about the Israeli Prime Minister’s nonexistent psychiatrist.</p>
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	In its reports, NewsGuard described the research methodology of the analysis. All these reports were published on NewsGuard's website, where they still are available. Nine of these twelve reports are available in English, French, Italian and German; one is available in English, French and Italian; one in English and Italian.
	Indication of impact (at beginning of action: expected impact) including relevant metrics when available

Reporting on the service's response during an election

Reporting on the service's response during an election

European Elections

Threats observed or anticipated at time of reporting:

With the hindsight of the elections that our team of analysts has covered in Europe in recent years (April 2017 presidential election in France, September 2022 national elections in Italy, and September 2021 federal elections in Germany.) and the lessons learned from recent crises (Russia-Ukraine War, Israel-Hamas War,) we anticipate a flow of misinformation, including AI-generated fakes, targeting elections around the world in 2024. Unfortunately, European elections will not be protected from that phenomenon, which is why our team is dedicating significant resources to monitoring election-related misinformation all around the world, and reporting it in real-time.

Mitigations in place – or planned – at time of reporting: N/A

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Scrutiny of Ads Placements

Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.

Specific Action applied
(Measure 1.6)

Since November of 2020, NewsGuard has implemented a specific "Election or Voting Misinformation" metadata field accompanying its Reliability Ratings, to allow brands and advertisers using its BrandGuard services to easily identify these sites and make sure their ad money does not support misinformation on electoral processes. Since then, our analysts have catalogued 963 websites that repeatedly publish false or egregiously misleading claims about elections. These include sites that have published misinformation about the 2020 U.S. presidential elections, the 2022 U.S. midterm elections, the 2017 French presidential election, the September 2021 federal elections in Germany, and the 2022 Italian national election. In doing so, NewsGuard continued using its transparent and apolitical evaluation process, whose methodology is detailed on its website, with all criteria clearly explained to publishers. NewsGuard also made sure that news publishers being flagged for spreading Election Misinformation were aware of it and given a right to comment on issues flagged by NewsGuard. NewsGuard also continued offering these websites the possibility to publish a full response to their ratings. In coming months, NewsGuard will monitor sources pushing EU elections misinformation, and make sure advertisers and other actors of the ad industry can easily flag them, while keeping these publishers at the heart of the rating process, in all transparency.

Indication of impact (at beginning of action: expected impact) including relevant metrics when available

Empowering Users

Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.

Specific Action applied
(Measures 17.2, 17.3, 22.4, and 22.5)

In February 2024, NewsGuard launched a “2024 Elections Misinformation Tracking Center” to monitor the spread of misinformation related to several elections scheduled for 2024, including the European elections. To detect new and emerging false claims, NewsGuard’s team is monitoring publishers that our analysts have determined have a history of repeatedly publishing false or egregiously misleading claims related to elections, including : 963 websites flagged for repeatedly publishing false or egregiously misleading claims about elections and 793 social media accounts and video channels associated with publishers flagged for repeatedly publishing false or egregiously misleading claims about elections. NewsGuard will continue tracking these sources ahead, and after the EU elections, and rate new sources of misinformation as our team of analysts identifies them. Through its regular media literacy activities, NewsGuard’s analysts will also make sure to raise awareness to misinformation related to the elections.

Indication of impact (at beginning of action: expected impact) including relevant metrics when available

Empowering the Research Community

Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.

Specific Action applied
(Measure 29.1)

In 2024, NewsGuard will continue publishing regular reports on the topics it monitors, including misinformation related to the EU elections. All such reports will detail their methodology and be made available to the public on NewsGuard’s website, in English, French, Italian and German.

Indication of impact (at beginning of action: expected impact) including relevant metrics when available