

AI ASSISTANTS DISTORT NEWS

FINDINGS FROM
22 BROADCASTERS
18 COUNTRIES
14 LANGUAGES

3K+

Answers tested
– systemic flaws
uncovered

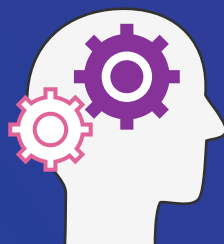
Why it matters

15%

of under-25s
already use AI
assistants for news*

KEY FINDINGS

31% sourcing
problems



45%
flawed answers

20%
accuracy
issues

“Systemic,
global, multilingual...
serious risk to trust”

Liz Corbin
Director of News, EBU

“AI assistants
are not yet a
reliable way to
access and
consume news”

Pete Archer
Programme Director,
Generative AI, BBC

EBU

OPERATING EUROVISION AND EURORADIO

BBC

Sources:
*Newman et al (2025), Reuters Institute Digital News Report.
BBC-EBU (2025), News Integrity in AI Assistants. Study based
on responses to questions from the free/consumer versions of
Copilot, ChatGPT, Perplexity, Gemini. Key findings based on
responses to study's "core" questions.

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