

# Editorial Framework

## A European Perspective News Aggregator

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## 1. Mission and Vision

### Mission

A European Perspective News Aggregator (AEP News Aggregator) aims to serve as

Europe's most trusted news aggregation platform, delivering accurate, impartial, and diverse perspectives across languages and borders.

In an age of disinformation, misinformation, and a polarised and fractured media our mission is to provide a gateway for Europeans and those interested in Europe to reliable, unbiased news. By curating diverse perspectives from trusted public service media sources, we deliver a clearer understanding of Europe and the world. Leveraging cutting-edge technology with full transparency, we're fostering critical thinking and trust in quality journalism.

By facilitating access to multiple quality content adapted to audiences' language requirements, we aim to facilitate access to news to digital natives and in particular the new generation of Europeans under 35. We encourage individuals to stay informed, connected, and equipped to navigate the world. We empower citizens by connecting them across demographics and territories, creating an awareness of their shared challenges and their possible solutions, fostering democratic engagement, cultural understanding and critical thinking.

Our goal is to empower citizens by connecting citizens across demographics and territories by creating an awareness of their shared challenges and the possible solutions open to them, fostering democratic engagement, cultural understanding and critical thinking.

## Vision

The vision is to become an access point for trusted European news and the hub that will unlock the potential of AI-driven tools to serve the needs of both audiences and journalists.

This experimental project builds on the strengths and achievements of A European Perspective (AEP). AEP consists of a networked pan-European newsroom anchored in public service values that draws on trusted news produced by public service media from across Europe. Equipped with translation features, a Digital News Platform between participating newsrooms facilitates editorial selection and multilingual publication of content across their digital services. One of the Project's strengths is that it brings together media outlets who share editorial values and enjoy high levels of public trust as well as unparalleled reach.

The AEP News Aggregator is a web application, either a stand-alone website hosted and managed by the AISBL EBU-UER or a widget implemented by the participant in the project in their own websites (the "Aggregator widgets"), that consolidates brief extracts from new content curated manually or algorithmically from the AEP Digital News Platform, and provides AI-driven translation services in multiple languages, allowing users to access the original Content with an overlay for translation in different languages.

Users of the AEP News Aggregator are presented with a collection of headlines, subheaders, and brief extracts in 5 different languages from the multiple sources of the contributing public service organizations with the potential to continue engaging with the Content on the original publishers' websites.

Thanks to a unique script developed under the auspices of the project "A European Perspective: Digital News Platforms that Connect Europe Through Trusted News (DNP Europe) - EU grant agreement number LC-02953453", users will consume the Content on the websites of the participating publishers in a seamless experience. Additionally, they will

be doing so in the language of their choice from those that the AEP news Aggregator supports.

## Legal framework

The AEP News Aggregator is a component element of A European Perspective Digital News Platform which enables its Participants to access and publish Content contributed by other Participants to the Platform. It is governed by the Terms of Reference of A European Perspective Digital News Platform (ToR). These ToR apply between each Participant of the AEP Digital News Platform and the AISBL EBU-UER for the duration of that Term.

## 2. Audience Definition

### Target Audience:

#### 1. Primary Audience:

- All Europeans and those with an interest in Europe seeking for trusted unique news stories that contextualize current events in their first language
- Interested in global and European politics, economics, climate change, culture, and technology.
- Seeking reliable, unbiased news extracts.

#### 2. Secondary Audience:

- Students and young adults aged 18–32 looking for accessible and contextualized news in appealing formats
- Citizens seeking reliable news in their first and/or multiple languages, such as migrants, expats, and other communities.

## 3. Content Pillars

The AEP Aggregator delivers trusted, multilingual reporting on key European and global issues under the name “Your European Perspective (YEP)”

YEP highlights regional solutions to shared challenges, aiming to strengthen a common European public sphere by spotlighting stories from across borders.

YEP promises to set a new standard for collaborative, trustworthy journalism in Europe.

The user journey is designed around collections of content such as the ones below:

#### 1. Humanly curated Content:

- Content that has been supervised by a human in the AEP Digital News Platform will have prominence.

#### 2. Automatically curated Content<sup>1</sup>:

- Content is selected, clustered and presented based on:
  1. Source: its origin

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<sup>1</sup> This is an aim of the project. Humans will verify different levels of compliance.

2. Content: one-time or recurring events (eg. EU elections, COP26, protests...)
3. Nature: video only, audio only, mix of both
4. Topic: climate change, migration, economy...
5. Constructiveness: an algorithm by the
6. Values: an in-house LLMs assisted algorithm to help identify news content that ranks high against four core public service values

Either humanly or automatically curated and inspired in AEP achievements all content will aim to cover:

#### 1. Pan-European interest:

- Topics that resonate with all Europeans because they affect multiple countries, societies, or identity groups.

#### 2. Pan-European issues:

- Content should enable audiences to contextualise pan-European issues – i.e. to gain an insight into how key social and political challenges are addressed and overcome in comparable environments.

#### 3. Impact:

- Content should inform, examine, and explain the impact of policies, decisions and actions made by European governments and institutions, assessing how they impact on the lives of citizens in the furtherance of core democratic principles.

#### 4. Culture and Identity:

- Content that explores Europe's diverse cultures, languages, and traditions through human interest stories.

#### 5. Diversity and Inclusion

- Content promotes voices, views, and personal testimonies from across Europe's social landscape, including those of vulnerable or marginalised groups.

## 4. Editorial Voice

Available in English, French, Spanish, German, and Portuguese, YEP curates top stories from our network of public broadcasters, offering multiple viewpoints and in-depth context on major European and global issues. With AI-powered translation technology, the platform bridges language barriers to make diverse perspectives accessible to all.

The AEP Aggregator observe/abide by the AEP Editorial Principles (1.4.3 of AEP GPs)

- The nature of the aggregator promotes critical thinking by offering its audience a variety of sources and from a number of countries on the same or different issues.

- By default the content is grouped in chronological order and thematic clusters with prominence given to content with humanly verified translation and which has been humanly identified as having added editorial value.
- Participant publishers can rearrange the order, prominence or style in which users in their respective countries are presented with the Content thereby preserving their editorial independence.
- It is a multilingual offer

## 5. Quality Standards and Ethics

Participants in the project are bound by joint-responsibility mechanisms in the form of Terms of Reference that incorporate Guiding Principles for editorial decision-making. These documents guarantee a commitment to quality standards and editorial policy as well as the volume and regularity of contributions, and provide a specific policy for corrections and withdrawals.

Among others, AISBL EBU-UER will implement any necessary correction of the automated translation in the Aggregator and inform the Participants of the corrections made.

In addition, audiences are offered a report button to alert of mistranslations.

Formal complaints made directly to the AISBL EBU-UER will be dealt with through the Breaches, Complaints and Dispute mechanisms as described in Section 1.7 of the AEP Guiding Principles.

## 6. Distribution Channels

YEP is mainly a website-based mobile responsive app. However, it adopts a multifaceted approach to enhance content visibility, engage with its audience in real-time, and adapt to readers' and viewers' ever-evolving consumption habits. Our distribution channels are:

- Website based mobile responsive app with customizable newsfeeds.
- Automated social media posting
- Widgets that provide the AEP aggregator in Participants own digital services

## 7. Adaptability and Innovation

“A European Perspective” has made a unique contribution to the development of technology and knowhow that enable content-sharing, automated translation and networking between multiple newsrooms across Europe.

The latest innovation envisaged in this project is the AEP News Aggregator, that in addition to the aims described above, the project will offer media professionals the chance to experiment with generative AI – a highly significant technical advancement that some commentators have equated with the birth of the Internet. They will gain new insight into the ability of Large Language Models to explore and contextualise complex new stories or to summarise and distil large volumes of information. They will also learn about the potential pitfalls.

YEP offers a trusted experimentation space to newsrooms. Currently, technical advancements are usually conceived and developed in English; YEP allows for stress-testing and adjusting the deliverables of those advancements in a language other than English, which is particularly important in a region as plurilingual and diverse as Europe.

The process will help to address growing concerns around the impact of generative AI on the media industry and to explore ways in which it could enhance newsroom workflows and news distribution, thereby enabling editors to remain ahead of the curve. Transparent technical tools and two bespoke algorithms – one designed to assess the public service value of content and the other aimed at surfacing news stories that take a constructive approach – will help to promote content that reflects “A European Perspective’s” ambition to foster a European public sphere, a safe space where users have privileged access to trusted, verified content.

The consortium partners will conduct qualitative and quantitative research into the extent to which audiences value transparency and recognise its importance in enhancing digital literacy.

Curation and selection processes benefit from the sustained oversight of experienced editors, meaning that algorithms are used to supplement rather than replace human intervention. The commitment to innovation and developing content for younger audiences will be underpinned by the technical enhancement of existing tools and the ambition to experiment with emerging technology (i.e. generative AI) that is likely to transform the ways in which this demographic group accesses and interacts with news content.

“A European Perspective” has been a strong driver for digital transformation. It seeks to foster innovation – an area of work that many PSM lack the resources to undertake on their own. It also helps to embed related technical developments and workflows within participating PSM which, in turn, supports the sustainability of this European cooperation. The automated approach to translating articles via an overlay represents a quantum leap forward in terms of reach and accessibility while still mapping user journeys within a recognisable, values-based ecosystem.

Participants will continue to reach out to and cooperate with pan-European media initiatives that embrace the same values and share their commitment to make a lasting contribution to the European public sphere.

The approach developed by the project has unique potential to contribute to pan-European pluralistic debate by giving citizens new insights into the efforts of other European countries to address emerging challenges and devise effective solutions. A strategy for disseminating the content through owned social media platforms will ensure that this debate can be enacted online and analysed by the participating broadcasters.