

Code of Practice on Disinformation –
Report of Newsback for the period
16/12/2022-16/01/2023

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Executive summary

Newsback is a company providing tamper-proof content registries for media and organisations, thanks to its comprehensive monitoring of print, radio, television and web combined with high-quality recognition technology, using Artificial Intelligence at scale. Newsback technology supports the notion that any content that has been created is unique. All content should be traceable from its origin and throughout its use and dissemination. It should also be easy to identify when content has potentially been manipulated. Understanding the chronology of information provides a greater confidence in its source. It allows media professionals and public organisations, as well as any public citizen, to form a better judgement and to make more informed decisions about the information they are viewing.

1/ Collaboration with Reporters Without Borders (RSF)

Newsback has agreed in principle to collaborate with RSF as part of their Journalism Trust Initiative (JTI), which seeks to develop and implement indicators of trustworthy sources and thereby promote and reward compliance with professional standards and ethics.

Newsback will soon display more explicitly in the results of the requested searches the media that have been certified according to the JTI standard.

3/ Media literacy

Newsback has participated with a written contribution in the work of the flash Mission relative to media literacy of the French Parliament (Assemblée Nationale), reported by its Members Mrs Violette Spillebout and Mr Philippe Ballar. The contribution will soon be published on the Assemblée Nationale website.

4/ Education and the fight against disinformation

Several contacts have been made with the administrations related to Education, Culture and Digital Transformation to raise awareness in services analysing the spread of information and how to better fight it.

5) Official Convention about the Right to Information

Newsback will play a full part in the debate that will be conducted at this official convention on the Right to Information during 2023 and contacts have been made in this respect at ministerial and parliamentary level.

V. Empowering Users

Commitment 17

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.

Measure 17.1	Newsback continues to provide its Helix solution to improve media literacy and critical thinking of its users by presenting the provenance of news content. Knowing and understanding the original source helps the users to better judge of the reliability and quality of information they are facing.			
QRE 17.1.1	Newsback covers a large array of offline and online news and information sources mainly from France but also with an increasing number of sources from other European territories (over 4000 sources).			
SLI 17.1.1 - actions enforcing policies above	Since Newsback commercialisation process has recently started, interactions and engagement with the tool are also starting with beta testers and newly acquired clients			
	Total count of the tool's impressions	Interactions/ engagement with the tool	Other relevant metrics	Other relevant metrics
Data	N/A	N/A		
Measure 17.2	Newsback actively advocates for media literacy and critical thinking towards French administration and parliament as well as newsrooms			
QRE 17.2.1	Meetings with advisors at Ministers and heads of commission from Parliaments.			
SLI 17.2.1 - actions enforcing policies above	Number of meetings			
	Nr of media literacy/ awareness raising activities organised/ participated in	Reach of campaigns	Nr of participants	Nr of interactions with online assets
Data				
Measure 17.3	Newsback is convinced that working with Media Literacy experts such CLEMI for France or Fact checkers communities can help them to achieve their goals.			
QRE 17.3.1	Numbers of meetings			

V. Empowering Users

Commitment 20

Relevant Signatories commit to empower users with tools to assess the provenance and edit history or authenticity or accuracy of digital content.

Measure 20.1	Newsback unique database aims at providing users with a solution to know the origin and the source of news content. Therefore, Newsback is engaged in discussion with C2PA initiative as provenance is a key component of Newsback solution.
QRE 20.1.1	Compatibility of Newsback with other C2PA audited tools and processes
Measure 20.2	Newsback is already engaged in discussions with C2PA
QRE 20.2.1 [insert wording if adapted]	Discussion with C2PA to assess how Newsback can be defined as a provenance tool as described by C2PA initiative

V. Empowering Users

Commitment 21

Relevant Signatories commit to strengthen their efforts to better equip users to identify Disinformation. In particular, in order to enable users to navigate services in an informed way, Relevant Signatories commit to facilitate, across all Member States languages in which their services are provided, user access to tools for assessing the factual accuracy of sources through fact-checks from fact-checking organisations that have flagged potential Disinformation, as well as warning labels from other authoritative sources.

Measure 21.1	Newsback solution provides the name of the source of news content as well as the publication date and time and the link to the original source when online or the context if offline (radio, tv, print)			
QRE 21.1.1	Newsback provides a tagging tool which allows the user to use its best judgement and label sources as they see fit			
SLI 21.1.1 - actions taken under measure 21.1	Newsback will soon introduce a sharing feature to allow users such as fact-checkers to share their own labelling of sources			
	Total impressions of fact-checks	Ratio of impressions of fact-checks to original impressions of fact-checked content	Reach of labels/ fact-checkers and other authoritative sources	Other pertinent metric
Data	N/A	N/A	N/A	
SLI 21.1.2 - actions taken under measure 21.1	Since Newsback commercialisation process has recently started, fact-checkers organisation can't share their labelling yet should they want to.			

	Nr of articles published by independent fact-checkers	Nr of labels applied to content, such as on the basis of such articles	Meaningful metrics such as the impact of 21.1. measures on user interactions with, or user re-shares of, content fact-checked as false or misleading
Data	N/A	N/A as it is user based so far	N/A

V. Empowering Users

Commitment 22

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.

Measure 22.1	Newsback has entered into a partnership with Reporters sans Frontières (RSF) to use the data provided by RSF to inform their clients and users about trustworthy sources thanks to their Journalism Trust Initiative certification process.
QRE 22.1.1	Newsback will make its best efforts so that the origin of the data and the Journalism Trust Initiative project will be clearly stated on the Newsback platform with a mention of RSF and the JTI logo.
SLI 22.1.1 - actions enforcing policies above	Number of JTI certified media outlets that are also part of Newsback sources coverage
Data	No users yet since the implementation is currently developed
Measure 22.2	Since Newsback confirms whether or not a piece of news content has been published or broadcasted, no indication of trustworthiness is provided to the user. The user needs to use its critical thinking to be the best judge of the reliability of the source knowing all its details. Newsback is open to bring third-party indicators to their users within its platform to facilitate this assessment.
QRE 22.2.1	When available in Newsback platform, sources being certified by JTI will show a JTI logo next to their names.
Measure 22.3	A link to the JTI certification page will be provided when clicking on the JTI logo
QRE 22.3.1	The current implementation should be completed and available within Newsback platform beginning of March 2023
Measure 22.4	RSF being also a signatory of the Code of Practice, their JTI certification process is very thorough and audited in an independent manner
QRE 22.4.1	RSF will send any modification in the list of JTI certified media outlets as soon as it happens to Newsback (addition, modification, cancellation)

SLI 22.4.1 - actions enforcing policies above	Direct reporting of certified media outlets by RSF to Newsback
	Volume of traffic to trustworthy sources generated thanks to the outlined trustworthiness indicators
Data	Fully dependent of media outlets currently certified by RSF/JTI
Measure 22.6	Journalism Trust Initiative from RSF is certified European standard
QRE 22.6.1	Fully dependent of media outlets currently certified by RSF/JTI
SLI 22.6.1 - actions enforcing policies above	Fully dependent of media outlets currently certified by RSF/JTI
	Fully dependent of media outlets currently certified by RSF/JTI
Data	

VI. Empowering the research community

Commitment 27

Relevant Signatories commit to provide vetted researchers with access to data necessary to undertake research on Disinformation by developing, funding, and cooperating with an independent, third-party body that can vet researchers and research proposals. [change wording if adapted]

Measure 27.1	Newsback has been meeting with researchers involved in the fight against disinformation and always the researcher teams to get access to the Newsback platform.
QRE 27.1.1	Researchers can easily gain access to the Newsback platform to assess how it can support their Research work
Measure 27.3	Vetted researchers are welcome to get access to Newsback platform to perform their Research work.
QRE 27.3.1	Not applicable yet
SLI 27.3.1 - research projects vetted by the independent third-party body	No request has been made yet
	Nr of research projects for which they provided access to data
Data	N/A
Measure 27.4	No request has been made yet
QRE 27.4.1 [insert wording if adapted]	No request has been made yet

VI. Empowering the research community

Commitment 28

Relevant Signatories commit to support good faith research into Disinformation that involves their services.

Measure 28.1	[No request has been made yet
QRE 28.1.1	N/A
Measure 28.2	No request has been made yet
QRE 28.2.1	N/A
Measure 28.3	No request has been made yet
QRE 28.3.1	N/A

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	Newsback hasn't been involved yet in such a broad set of research but has published a number of pieces in the press or social media to raise awareness about disinformation and its risks for business and the general public
QRE 29.1.1	All our studies indicate the methodology used to obtain the results
QRE 29.1.2	Future research will be shared in the Transparency Centre once available and if relevant
QRE 29.1.3	Future research will be shared with fellow members of the Task-Force and signatories if and when relevant
SLI 29.1.1 - reach of stakeholders or citizens informed about the outcome of research projects	Press releases, LinkedIn and forum articles
	Reach of stakeholders or citizens informed about the project
Data	Our press agencies didn't provide that KPI after the publication of our different forms of communication and studies

VII. Empowering the fact-checking community

Commitment 30

Relevant Signatories commit to establish a framework for transparent, structured, open, financially sustainable, and non-discriminatory cooperation between them and the EU fact-checking community regarding resources and support made available to fact-checkers.

Measure 30.1	The fact-checking community is also a target audience for Newsback commercialisation so direct approaches have started with different players of the sector
QRE 30.1.1	No agreement to report on yet
QRE 30.1.2	No agreement to report on yet
Measure 30.3	Newsback coverage is mainly focused on the French territory for now but with the ambition to extend it to the full European territory
QRE 30.3.1	Newsback platform can already provide information in different languages and results can be filtered with user's selection
Measure 30.4	EDMO hasn't been consulted yet
QRE 30.4.1	Newsback will consult EDMO in the near future

VII. Empowering the fact-checking community

Commitment 31

Relevant Signatories commit to integrate, showcase, or otherwise consistently use fact-checkers' work in their platforms' services, processes, and contents; with full coverage of all Member States and languages.

Measure 31.1	Fact-checkers' work is already part of Newsback coverage			
QRE 31.1.1 [insert wording if adapted]	When a user is searching for information about an event or a quote, sources from fact-checking services can appear along other media type in the results presented to the user			
SLI 31.1.1 - use of fact-checks	Include fact-checking services into the media coverage of Newsback such as AFP Factual, Les Decodeurs for instance			
	Nr of fact-checked articles published	Reach of fact-checked	Nr of content pieces reviewed by fact-checkers	Other
Data	N/A			
Measure 31.3	Newsback can now provide a tagging tool for users to label the results of their investigation as verified or not verified for instance.			
QRE 31.3.1 [insert wording if adapted]	Next step is to develop the feature to share the tagged results with other users.			
Measure 31.4	Once this next step is developed then Newsback will be able to discuss the use of a common repository with users' consent.			
QRE 31.4.1 [insert wording if adapted]	Next topic on Newsback development roadmap			

VII. Empowering the fact-checking community

Commitment 32

Relevant Signatories commit to provide fact-checkers with prompt, and whenever possible automated, access to information that is pertinent to help them to maximise the quality and impact of fact-checking, as defined in a framework to be designed in coordination with EDMO and an elected body representative of the independent European fact-checking organisations.

Measure 32.3	No exchange of information with fact-checking community has been formalised yet with Newsback
QRE 32.3.1	N/A

VIII. Transparency Centre

Commitment 34

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.

Measure 34.1	Newsback participated in the Transparency Centre discussions to establish the TC website
Measure 34.3	Newsback will update the Transparency Centre as required
Measure 34.4	Newsback will participate in the discussion about the functioning of the TC within the Task-Force
Measure 34.5	Newsback will implement the actions defined by the Task-Force when required

VIII. Transparency Centre

Commitment 35

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.

Measure 35.1	Newsback will update the Transparency Centre as required
Measure 35.2	Newsback will provide the required information about the enforcement of its policies

Measure 35.3	Newsback will provide the required reports in the TC
Measure 35.4	No crisis situation yet for Newsback
Measure 35.5	Newsback participated in the selection of the technology partner to build the TC
Measure 35.6	Newsback is committed to provide feedback about the user experience of the TC

VIII. Transparency Centre

Commitment 36

Signatories commit to updating the relevant information contained in the Transparency Centre in a timely and complete manner.

Measure 36.1	Newsback will update the Transparency Centre as and when required
Measure 36.2	As a non-vlop, Newsback will update the TC when appropriate for its line of business and state of development
Measure 36.3	Newsback will update the Transparency Centre as and when required by the permanent Task-Force decisions process
QRE 36.1.1 (for the Commitments 34-36)	Newsback will update the Transparency Centre as required
QRE 36.1.2 (for the Commitments 34-36)	Newsback will update the Transparency Centre as required
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	N/A yet
	Our company would like to provide following data:
Data	N/A yet

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.

Measure 37.1	Newsback participates in the permanent Task-Force meetings
Measure 37.2	Newsback participates in the permanent Task-Force meetings
Measure 37.3	Newsback participates in the permanent Task-Force meetings
Measure 37.4	Newsback participates in the permanent Task-Force meetings and relevant subgroups
Measure 37.5	Newsback participates in the permanent Task-Force meetings
Measure 37.6	Newsback participates in the permanent Task-Force meetings
QRE 37.6.1 [insert wording if adapted]	Newsback participates in the permanent Task-Force meetings and relevant subgroups

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.

Measure 38.1	Newsback has a dedicated team member for all matters related to the Code supported by its consultancy agency
QRE 38.1.1 [insert wording if adapted]	Weekly discussions can include any matters related to the Code and applicable to Newsback

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

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.

Measure 40.2	Newsback will report on the implementation of the Commitments and Measures on a yearly basis
Measure 40.3	Newsback will update the Transparency Centre as required
Measure 40.4	Newsback will use reporting template defined by the Task-Force
Measure 40.5	Newsback will continue to provide feedback on possible improvements when appropriate
Measure 40.6	Newsback will cooperate with the EC as and when required

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.

Measure 41.1	Newsback will support the Task-Force as much as it can
Measure 41.2	Newsback will support the Task-Force as much as it can
Measure 41.3	Newsback will support the Task-Force as much as it can

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.

X. Monitoring of Code

Commitment 43

Signatories commit to produce reports and provide data following the harmonised reporting templates and refined methodology for reporting and data disclosure, as agreed in the Task-force.