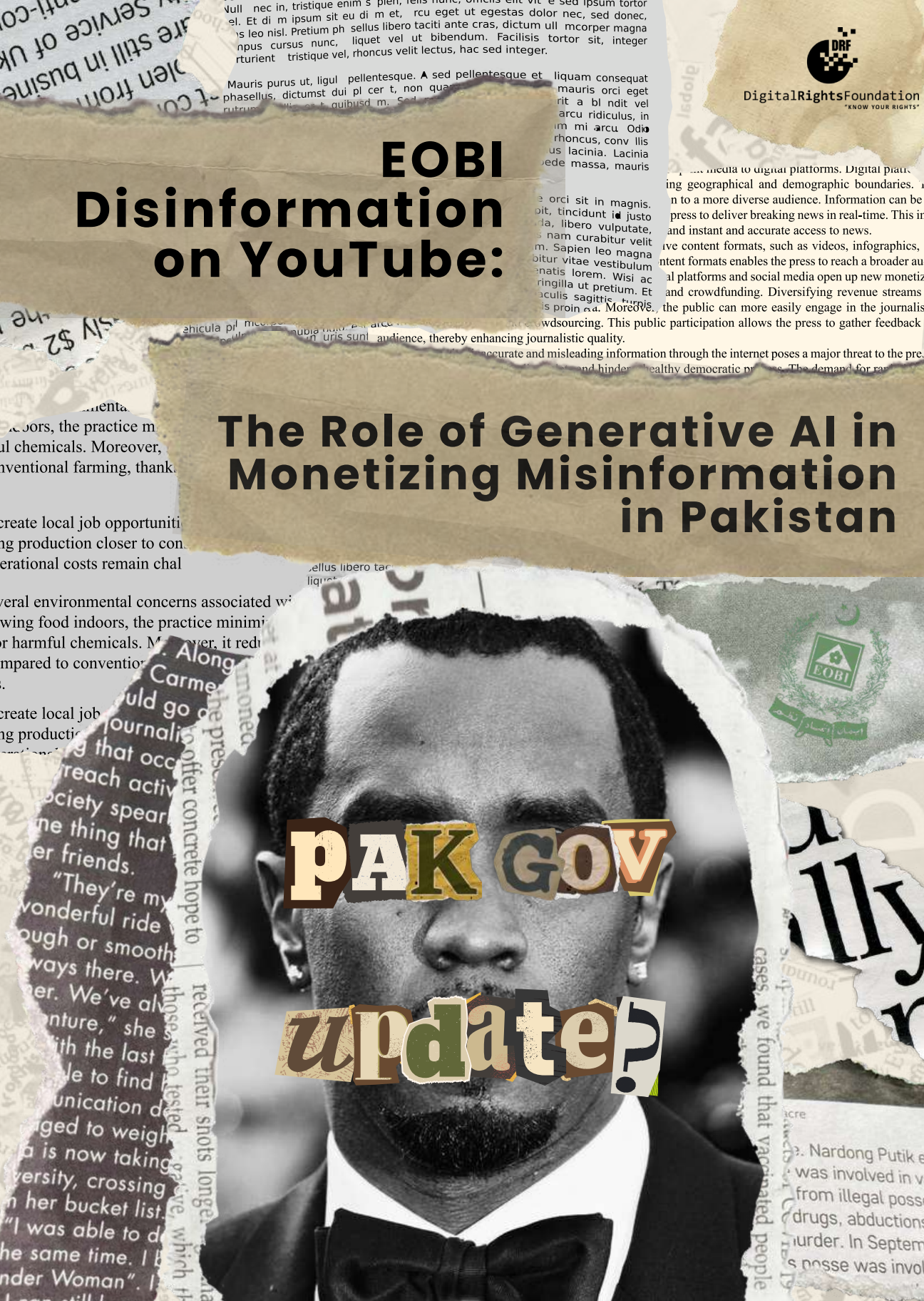




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EOBI Disinformation on YouTube:

The Role of Generative AI in Monetizing Misinformation in Pakistan



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1. Introduction

A recent investigation by [The Guardian](#) uncovered a troubling rise in the use of generative AI to spread false and misleading content on YouTube, most notably around Sean “Diddy” Combs’ ongoing legal proceedings. The platform has seen an influx of AI-generated videos and thumbnails featuring fabricated quotes and images of Hollywood celebrities, designed to drive high engagement through sensationalism. Among the accounts producing this content was a YouTube channel named Pak Gov Update, which began uploading such videos just weeks ago. One AI-narrated video about Diddy’s trial garnered over 113,000 views. Strikingly, the same channel also hosts amateur videos about Pakistan’s Employees’ Old Age Benefits Institution (EOBI), including titles like Big Information! Senior Citizen Pension Scheme || Federal Cabinet Big Development, which attracted nearly 18,000 views.

Digital Rights Foundation (DRF)’s independent investigative analysis of this channel uncovered a wider network of similarly styled accounts. These channels, which just appeared a month or two ago, frequently publish content on pension schemes, use generative AI for visuals, and adopt official-sounding names that misleadingly suggest affiliation with the Pakistani government. Alarmingly, several of these channels appear to be monetized, meaning they could be profiting from content that misinforms and potentially scams vulnerable populations, especially senior citizens seeking accurate financial information.

This growing ecosystem of deceptive, monetized content highlights larger concerns about YouTube’s role in enabling misinformation. As The Guardian noted, the platform’s algorithm prioritizes high-engagement, emotionally charged content, often at the expense of

factual accuracy or public safety. Making matters worse, WIRED has reported that YouTube has recently disabled the ability to verify monetization status through its page code, a previously crucial transparency tool for journalists, researchers, and civil society. Without such oversight, creators of misleading AI-generated content can continue to operate with minimal accountability, all while generating revenue from YouTube's ad system.

2. Context: The EOBI Narrative and Public Vulnerability

The Employees' Old Age Benefit Institution (EOBI) is a state institution tasked with providing senior citizens in Pakistan with social security benefits, specifically pension schemes for private sector employees. Established in 1976, it enacts the EOB Act (1976) which requires companies to provide employees with old-age benefits. While it is an organization run by the government, payments are not made using state funds; instead, firms are legally obligated to make a contribution of up to 5% of the minimum wage.

The EOB Act and by extension the EOBI, both were set out to achieve the objective of Article 38 (C) of the Constitution of Pakistan - which outlines the state's responsibility to provide social security to all privately employed citizens through insurance and/or other means. But as with other constitutional rights, the EOBI has also been a case of contention. Over the past 3 years, the EOBI has been criticized for having meagre provisions for private pensioners, especially when compared to the four-figure pensions plus benefits provided to high-ranking government officials. While a recent increase in EOBI pensions was planned under Pakistan's budget for 2025-26 and covered by multiple credible media outlets, these claims have yet to be realised. Announcements in April stated that improvements in pensions would take effect on 2nd May 2025 after

Labour Day, but multiple pensioners have seen no increase in their benefits. As of June 2025, an appeal has been filed with the Prime Minister's office by industrial workers in Karachi asking for this increase to materialize. This shows that though there is a gaping hole between state and private sector retirement benefits, there is an even larger abyss between EOBI and its pensioners.

Aside from growing inequalities between sectors and reigning confusion within the institution itself, the EOBI has recently also become a target of fraud, hacking, and most concerningly, misinformation. Most recently, metadata about the EOBI's website was altered to show descriptions of porn sites when the institution was searched on Google. Upon further investigation by individual users on X, it was found that the EOBI website was created using a "cracked" version that left several backdoors open for trolls and hackers. With no official social media pages and a very poorly designed, unsecure website that fails to function most days, the EOBI has become an easy target for trolls and disruptors online. Over the past three months, there has been mass misinformation online, especially on YouTube, about EOBI, its policies, and fake claims about what changes are coming up in the institution.

Considering that the EOBI is eligible for senior citizens, it's no surprise that individuals are most likely to consume information about this government organization and any of its developments, as consumed by Pakistan's elderly population. Research shows that senior citizens are more likely than the average-aged individual to believe in misinformation and fake news online owing to low levels of digital literacy in the demographic. With the likelihood of elderly, working-class people being susceptible to misinformation, combined with a lack of understanding for fact-checking news online, online content wrapped in official-looking branding and attention-grabbing AI-generated visuals, specifically geared towards false claims about the EOBI, creates a blueprint for manipulation.

This, as we will see further, is not only a cause of concern for individuals themselves but also for government institutions whose credibility can be tarnished with the click of a button.

3. The Investigation

Our initial investigation of these channels was prompted by a recent investigative report published by [The Guardian](#), which identified dozens of YouTube channels producing AI-generated content along with unsubstantiated claims about “Sean Diddy”, a U.S based rapper who is on trial for sexual assault and large-scale trafficking and racketeering. The article also



mentions a Pakistan-based YouTube channel named “Pak Gov Update”. Created in April 2025, this channel pivoted towards making AI-generated “Diddy” clips over the last few weeks, raking in hundreds of thousands of views. However, before this week, the channel posted exclusively about the EOBI Public Pension scheme using clickbaity and false titles such as “[Pension Double For Senior Citizens!](#)”.

In order to highlight the pervasiveness of these channels within Pakistan, we used manual search of terms like “EOBI”, “Diddy”, “Pak Govt”, “EOBI Pension Scheme”, etc, and identified over a dozen almost identical Pakistan-based YouTube channels. The content posted across these channels is indistinguishable; video titles almost invariably look like this: “[Great News! Old Age Pension Increased by 100%](#)”. Even the scripts are very similar, following a sensationalized template where creators outright fabricate news relating to the EOBI scheme.

Using the [YTlarge](#) website, the listed channels were checked for their monetization status. Out of the 15 channels churning out categorically false or misleading information about the EOBI, at least 6 are officially monetized as well. Average post views for these

officially monetized channels figure to around 408,000 views per channel. For the remaining channels not monetized according to YTlarge, the dispersion is quite significant as some of these accounts were created as early as a month ago.

It is important to note that the monetization list curated by YTlarge is not exhaustive or conclusive. As stated earlier, YouTube has made it difficult for researchers and journalists to accurately verify monetization accounts through the channels page code. Therefore, the list of monetized accounts in our identified sample may be understated. Lastly, listed accounts were either created within the past two to three months or are relatively older accounts that shifted towards posting content exclusive to the EOBI after June. This may suggest a potential spike in misinformation coinciding with Pakistan's budget release.

Across channels, we found both the titles and the nature of content to be highly repetitive, employing similar tactics and formats. All of the videos involve screen-recorded footage, which shifts very rapidly from one news headline to the next without any verification or clarification. Even if a correct bill or notice is being shown, the content is distorted and at times, outright lied about to the audience. Most videos repeat similar scripts, which usually start with a lofty congratulatory message that is accompanied by either an "expected pension increase" or a repeat of the 15% increase in the EOBI, as claimed by credible media outlets at the end of April. These enthusiastic promises are never backed by any evidence. In fact, even the supposedly credible news of a 15% increase in public pensions is shrouded in mystery, perhaps creating even more space for such misinformation-based content to thrive.

The thumbnails - as illustrated below with examples from different channels - use templates borrowed from official news channels such as ARY or Geo News. Faces of prominent political leaders, journalists, or institutions are placed next to fabricated

and sensationalized headlines. These clickbait thumbnails are entirely disconnected from the contents of the actual video, implying a concerted and deliberate effort to spread misinformation for engagement purposes.



Lastly, as previously mentioned, many of these channels - like the one singled out in the Guardian Article - have made a sharp turn in recent days towards producing AI-generated content targeting global trends. "Pak Gov Update" is a prime example of this observation, as their recent Diddy videos have raked in thousands

of views. Other channels like “Eobi Pakistan” and “Pkrelief” have also shifted away from daily EOBI posts to posts “exposing” Meghan Markle’s affairs, among other topics. Even if these videos don’t exclusively deploy Generative AI to fabricate information, the videos involve clips taken out of context and are clearly designed to mislead their viewers to drive engagement.

4. Findings

Channel Name	Monetized Status	Notes (Total Views + Nature of Content)
@ZamanAbbasi-d8l	Yes	98,512 Audio over screen-recording
@EobiNewsTodayUpdatesjune2025	Yes	201,036 Audio over screen-recording
@PkRelief	Yes	598,364 AI-Generated Content (voice and video)
@EOBIINFORMATION786	Yes	610,194 Audio over screen-recording
@NewsWithFahad-v3y	Yes	231,066 Audio over Random Stock Images
@RaeesMunawar-w4u	Yes	826,354 Audio over AI-generated graphics
@Eobigovtupdate	No	41,324 Audio over screen-recording
@PakReviews-f2z	No	710,220 AI-generated content + Audio over screen-recording
@PakEOBIPakSeniorPakNationalSav	No	186,864 Audio over screen-recording
@kkbibij	No	155,773 Audio over screen-recording
@Eobipakistan.125	No	191,926 AI-generated content + Audio over screen-recording

Channel Name	Monetized Status	Notes (Total Views + Nature of Content)
@DigitalsavingEOBIUpdates	No	39,457 Audio over screen-recording
@Updatednews360	No	1,755 Audio over screen-recording
@EobiPakistan1	No	50,308 Audio over screen-recording
@EOBIPAKISTAN-g6v	No	57,237 Audio over screen-recording

5. YouTube's Policy

YouTube's Algorithms & Misinformation Amplification



YouTube states that it promotes content based on engagement and relevancy, with machine learning systems designed to reduce borderline content and elevate authoritative sources, but the underlying algorithm still tends to favor sensational or emotionally charged clips over balanced or accurate content.

YouTube's community guidelines address misinformation in detail, stating,

“Certain types of misleading or deceptive content with serious risk of egregious harm are not allowed on YouTube. This includes certain types of misinformation that can cause real-world harm, like promoting harmful remedies or treatments, certain types of technically manipulated content, or content interfering with democratic processes.

- *Misinformation policies*
- *Elections misinformation policies*
- *Medical misinformation policies”*

Content related to the EOBI pension scheme can be categorized here as technically manipulated content under YouTube's guidelines; however, the content is still visible across the platform, with many channels having a large following amplifying this content, which can lead to real-world harm for senior citizens of the country.

Monetization & Transparency Challenges

Wired reported that YouTube removed the ability to verify a channel's monetization status via page code, significantly reducing transparency around which creators benefit financially from ads. In their attempt to be more transparent around monetized content, YouTube states that every monetized account on the platform should follow the platform's monetization policies, which include its standard Community Guidelines, and ensure the content is unique and original. YouTube states that

"If you're making money on YouTube, your content should be original and authentic. This means that we expect your content to:

- Be your original creation. If you borrow content from someone else, you need to change it significantly to make it your own.*
- Not be duplicative or repetitive. Your content should be made for the enjoyment or education of viewers, rather than for the sole purpose of getting views.*

Our reviewers will check your channel and content against our policies. Since they can't check every video, our reviewers may focus on your channel's:

- Main theme*
- Most viewed videos*
- Newest videos*
- Biggest proportion of watch time*
- Video metadata (including titles, thumbnails, and descriptions)*
- Channel's 'About' section"*

Given the fact that most of the videos related to the EOBI Public Pension scheme are still up on the platform, YouTube failed to act and remove these videos despite the similar nature of these videos and the use of generative AI tools to produce these videos.

Moreover, YouTube's policy on Spam and Deceptive practices clearly states that 'Content that intends to scam, mislead, spam, or defraud other users isn't allowed on YouTube.' However, despite this disclaimer, the platform continues to host the EOBI Public Pension scheme videos, which are being amplified on the platform to deceive and mislead senior citizens in Pakistan.

More recently, in July 2025, YouTube announced a significant update to its YouTube Partner Program (YPP) monetization guidelines to address the concerns around inauthentic content. The platform now claims it will better identify and remove mass-produced or repetitious content that lacks originality, a growing problem exacerbated by generative AI tools. This update, effective July 15, 2025, aims to enhance enforcement of what constitutes "authentic" content. However, despite this shift, the persistence of nearly identical, AI-narrated videos related to Pakistan's EOBI Public Pension scheme, often using misleading thumbnails and repetitive scripts, indicates a lag in enforcement. These policy revisions may be promising in theory, but their efficacy will ultimately depend on YouTube's willingness to proactively review and act on harmful content that violates both its older and updated monetization standards.

Incentivizing Deceptive & AI-Generated Content

YouTube's AdSense and misinformation policies explicitly restrict repetitive AI-generated content, yet a lack of active enforcement allows deceptive or AI-generated videos to continue earning ad revenue until penalized. Without public visibility on monetization, bad actors are financially motivated to push misleading AI-generated content to exploit both YouTube's algorithm and ad-based monetization system.

YouTube's policy regarding altered and synthetic media clearly states that,

"To help keep viewers informed about the content they're viewing, we require creators to disclose content that is meaningfully altered or synthetically generated when it seems realistic.

Creators must disclose content that:

- Makes a real person appear to say or do something they didn't do*
- Alters footage of a real event or place*
- Generates a realistic-looking scene that didn't actually occur*

This could include content that is fully or partially altered or created using audio, video or image creation or editing tools."

While YouTube does require creators to disclose when content is significantly altered or produced using synthetic media, the policy fails to adequately address cases where such media is used to mislead or scam vulnerable audiences. In the case of channels

promoting false information about Pakistan's EOBI pension schemes, DRF observed the use of synthetic visuals not just in thumbnails but also in AI-generated voiceovers and misleading video content. These videos often covered unrelated topics, such as the Sean Diddy Combs trial or Meghan Markle, while maintaining the appearance of official government channels with EOBI updates. This deliberate use of synthetic media to confuse and deceive viewers poses a serious threat to the integrity of the online information ecosystem and highlights critical gaps in platform accountability.

6. Profiting from Deception: How YouTube's Algorithms Fuel Misinformation

YouTube's recommendation algorithm tends to prioritize content that maximizes user engagement, often sensational or divisive videos, regardless of factual accuracy. Research by algotransparency.org and whistleblower analyses have found that the platform's algorithm amplifies "divisive, sensational and conspiratorial" videos because they keep viewers watching longer. In fact, theoretical models show a trade-off between engagement on the platform and users' own welfare. A paper by CESifo points out that the YouTube algorithm pushes users toward engagement (likes, shares, watch time), boosting their activity but "crowds out the truth", meaning that popular but misleading posts rise to the top while accurate content gets sidelined.

Creators have also observed that sensationalism drives views on the platform. A study by Freedom House noted that many YouTubers feel they "have to" exaggerate or spread false information to retain views and monetize, since "if you don't sensationalize, then your views might get reduced".

In late 2023, YouTube quietly removed a snippet of the page code that had previously indicated whether a channel is monetized (part of the YouTube Partner Program). This change effectively hid which videos/channels are earning ad revenue, making it difficult for outsiders to verify monetization status. Since then, researchers and journalists have warned time and time again that this rollback in transparency limits accountability, and it obscures who is financially benefiting from content on the platform.

Recently, it has been observed that YouTube's monetization model provides a financial motive for bad actors to produce clickbait, deceptive, or even AI-generated videos. This misleading content attracts large audiences, and the creator and the platform earn advertising revenue from it. Investigations by the Center for Countering Digital Hate (CCDH) reveal the same, that YouTube is profiting from ads on channels that spread climate change misinformation.

Dismislab, the research unit of Digitally Right, has uncovered how misinformation is thriving on YouTube in Bangladesh. In 2025, a deepfake video falsely showed a popular talk show host moderating a conversation between two rival ex-prime ministers. In 2024, Dismislab identified over 700 misinformation videos, about 30% of which carried ads from major brands. Some of these channels were even YouTube-verified, showing how false content can still be monetized and legitimized on the platform.

Global fact-checking organizations have cautioned that YouTube is being weaponized by bad actors to manipulate and exploit others, essentially allowing disinformers to fundraise through lies under the platform's current incentive structure. These problems are often more prevalent in non-English markets (e.g., South Asia), where content moderation and ad safety oversight lag behind, allowing monetized misinformation to proliferate unchecked.

YouTube's obligations under the United Nations' Guiding Principles on Business and Human Rights (UNGPs) impose a clear expectation on the platform to respect and promote human rights in its operations. The UN Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression and the Office of the United Nations High Commissioner for Human Rights (OHCHR) have given recommendations to platforms on curbing the amplifying harm through algorithms, the need to prioritize transparency and accountability in not just moderation but in monetization and adopt a rights based approach for content governance which includes challenges posed through AI-generated media. YouTube has an obligation to international human rights bodies to ensure due diligence on algorithmic impacts, reshaping its current business model, which rewards and amplifies misinformation, and has safeguards in place on the use of generative AI tools under its human rights obligations. This will not only help users' right to information and free speech but also strengthen public trust and the safety of online information ecosystems.

7. Ethical and Societal Concerns

The existence of accounts such as these and possibly even hundreds more with thousands of videos like the ones shown above is a cause of concern to become catalytic of an already burgeoning problem on the internet today. Users engaging in cross-platform resharing and a complex and often inaccurate mechanism for fact-checking EOBI information makes this an issue for other social media platforms as well as society at large.

While this can happen with almost any institution and in any capacity, an open act of misinformation that targets real government organizations, especially those catering to vulnerable groups in society, such as senior citizens, has serious consequences. For the government, it leads to an erosion of public trust in their initiatives, possibly leading to a state of anarchy. Having to corroborate information about state organizations from multiple sources, across mediums and platforms, can make the population generally wary of any and all government information and unsure of what to do when an actual change might be enacted.

For citizens, the problem becomes a little more complicated and multifaceted. Firstly, it means people can no longer accept information at face value, regardless of whether it comes from “official” sources, because of how easily it can be replicated and convincingly designed. Secondly, because the content of these videos generally shows individuals spreading fabricated numbers and figures in the context of a financially sensitive subject - i.e. pension - it causes a level of manipulation and coercion. Consuming false information about how the government is planning an increase as large and ostentatious as 100% in public pension schemes can have misleading effects on both elders' financial capability and their mental well-being.

With the hope that soon finances will be better, elders who chose to approach governments with questions about this “new scheme” end up feeling like their sentiments are being played with. Lack of digital literacy in most elders and the need for financial assistance means the elderly are being manipulated and taken advantage of because of their vulnerable and marginalized position in the population.

Another aspect that has unsettling repercussions is how this can easily become an issue of great proportions for all social media platforms. The absence of content moderation and proper process for flagging inaccurate and inappropriate information on YouTube can result in cross-sharing on various platforms, eventually meaning such misinformation can find a larger audience, a complicated trail of originality, and cause difficulty in corroborating how much of the content is actually accurate.

8. Recommendations

Reintroduce Transparency Tools

Reinstate publicly accessible tools that allow researchers, journalists, and watchdogs to verify whether a channel is monetized. As previously available through page source code, this feature was vital for transparency and accountability.

Strengthen Disclosure Requirements for AI-generated content

Mandate clear, visible disclosures for all AI-generated audio-visual content, particularly when used in news-like formats or political narratives. This should be enforced through both algorithmic detection and manual review.

Enhance Regional Moderation and Contextualization

Invest in localized moderation teams, particularly for South Asia, to understand language, context, and cultural nuances, ensuring that misinformation targeting vulnerable populations like pensioners in Pakistan is swiftly addressed.

Revise Monetization Criteria Around Misinformation

Update YouTube Partner Program policies to clearly restrict monetization of AI-generated or sensationalist content that is misleading, even if it doesn't meet the threshold of disinformation. Enforcement must be proactive, not just reactive.

Boost Algorithmic Accountability

Conduct and publish independent audits of YouTube's recommendation algorithm to evaluate its role in amplifying false or misleading content. Such transparency would build public trust and help identify how sensational content is prioritized over reliable information.

Conclusion:

As our investigation into EOBI-related YouTube channels demonstrates, systemic risks stemming from opaque algorithms, profit-driven incentives, and unregulated AI-generated content do not emerge in a vacuum; they thrive in governance gaps, especially in under-resourced regions. In moments when platforms fail to act responsibly, collective advocacy from the Global Majority becomes critical. Through cross-regional collaboration, global majority support can help ensure that regulatory models such as the EU's Digital Services Act (DSA) not only set standards in Europe but also empower communities in countries like Pakistan to demand greater transparency, accountability, and respect for human rights online. Without inclusive, globally responsive frameworks, platforms will continue to monetize exploitation while vulnerable populations bear the consequences.

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