# Jakarta vice minister champions ethical AI integration at London summit



Jakarta's Vice Minister of Communications and Digital, Nezar Patria, recently emphasised the transformative potential of artificial intelligence (AI) during the AI Summit in London, attending to advocate for Indonesia's place in the global AI landscape. His remarks underscore a decisive shift in the conversation around AI from theoretical discussions to practical applications, highlighting an urgent need for industries to adapt quickly. “The demand for artificial intelligence has never been clearer,” Nezar remarked, noting that the narratives now focus not on "whether" AI will shape the future, but "how fast" it can be integrated into operational frameworks.

At the summit, Nezar participated in pivotal sessions on AI's impact on journalism and the synergistic relationship between AI and space exploration. In the journalism session, industry leaders including Jane Barrett, Head of AI Strategy at Reuters, and Alessandra Galloni, Editor-in-Chief of Reuters, discussed AI's potential to enhance content creation through speed and personalisation while raising concerns over misinformation and the erosion of journalistic standards. Such discussions echoed wider trends observed in the media landscape, where companies grapple with the dual pressures of utilising AI to enhance productivity while safeguarding the integrity of news reporting. The emergence of new roles such as data verifiers and ethics managers reflects the media sector's response to the ethical challenges posed by AI, as highlighted by various reports from the industry.

Moreover, Nezar's participation in the "Space Meets AI" session provided a glimpse into the next frontier for technological innovation, focusing on how intelligent systems might harness space as a new domain for data-driven development. This discussion emphasised sustainable practices and advanced infrastructure possibilities, relevant in an era where global connectivity depends on such innovations. Experts like Eileen M. Vidrine, former chief data & AI officer for the US Department of the Air Force, reinforced the idea that AI could redefine our understanding of Earth and space interactions.

These initiatives align with Indonesia's broader Vision 2045 strategy, which seeks to position the country as a leader in ethical and responsible AI governance. Recent calls by various global media organisations for collaboration among AI developers to combat misinformation underscore the urgency of these discussions. The coalition, featuring prominent groups such as the European Broadcasting Union and the World Association of News Publishers, advocates for transparency and ethical principles in AI usage, aiming to implement standards that would protect journalism within this evolving landscape.

As the role of AI continues to grow in creative sectors, its applications and implications will demand ongoing dialogues about capacity, ethics, and governance. Nezar’s engagement at the summit echoes similar initiatives worldwide, where media companies are increasingly investing in AI technology while grappling with its challenges, seeking not to replace human journalism but to augment its capabilities through smart, ethical integration. This narrative resonates with several contemporary approaches, from Il Foglio’s transparent AI practices in Italy to TIME's newly launched AI platform aimed at redefining reader engagement through tailored content.

In conclusion, Nezar's presence at the AI Summit not only reinforces Indonesia's proactive posture in global AI discussions but also reflects a broader industry recognition of the need to address the ethical ramifications of technology in journalism and beyond, highlighting a crucial moment for collaboration and responsible innovation in this fast-moving arena.

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* Paragraph 1 – [[1]](https://en.antaranews.com/news/359349/vice-minister-highlights-ais-role-at-london-summit), [[4]](https://time.com/7201556/generative-ai-time-journalism/)
* Paragraph 2 – [[1]](https://en.antaranews.com/news/359349/vice-minister-highlights-ais-role-at-london-summit), [[2]](https://www.theatlantic.com/technology/archive/2025/06/il-foglio-claudio-cerasa-ai/683158/?utm_source=apple_news), [[3]](https://www.ft.com/content/c581fb74-8d85-4c08-8a46-a7c9ef174454)
* Paragraph 3 – [[1]](https://en.antaranews.com/news/359349/vice-minister-highlights-ais-role-at-london-summit), [[6]](https://apnews.com/article/61fb43f20d945753a8c86881aa631d65)
* Paragraph 4 – [[1]](https://en.antaranews.com/news/359349/vice-minister-highlights-ais-role-at-london-summit), [[5]](https://www.axios.com/newsletters/axios-media-trends-b55d34a0-8fe2-11ef-8cf8-e78f01009a7e)
* Paragraph 5 – [[1]](https://en.antaranews.com/news/359349/vice-minister-highlights-ais-role-at-london-summit), [[4]](https://time.com/7201556/generative-ai-time-journalism/), [[2]](https://www.theatlantic.com/technology/archive/2025/06/il-foglio-claudio-cerasa-ai/683158/?utm_source=apple_news)
* Paragraph 6 – [[1]](https://en.antaranews.com/news/359349/vice-minister-highlights-ais-role-at-london-summit), [[5]](https://www.axios.com/newsletters/axios-media-trends-b55d34a0-8fe2-11ef-8cf8-e78f01009a7e)

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## Bibliography

1. <https://en.antaranews.com/news/359349/vice-minister-highlights-ais-role-at-london-summit> - Please view link - unable to able to access data
2. <https://www.theatlantic.com/technology/archive/2025/06/il-foglio-claudio-cerasa-ai/683158/?utm_source=apple_news> - Il Foglio, an Italian newspaper, has pioneered the integration of AI in journalism by running a month-long experiment featuring ChatGPT-generated content. This initiative aimed to explore AI's potential while maintaining transparency, with AI-generated content clearly labeled. The paper committed to regularly using AI for specific sections and creative exercises, emphasizing that AI should augment, not replace, human journalists. Editor Claudio Cerasa likened AI to a helpful assistant, acknowledging its strengths in summarizing, research, and data synthesis, but stressing its limitations in generating original ideas or conducting interviews. He cautioned against using AI to cut costs by replacing staff, as it might degrade journalistic quality. This transparent integration contrasts with other outlets that have faced backlash for undisclosed AI use and factual errors, positioning Il Foglio as a model for thoughtfully navigating AI's role in modern journalism. ([theatlantic.com](https://www.theatlantic.com/technology/archive/2025/06/il-foglio-claudio-cerasa-ai/683158/?utm_source=openai))
3. <https://www.ft.com/content/c581fb74-8d85-4c08-8a46-a7c9ef174454> - The rapid evolution of artificial intelligence (AI) is profoundly impacting the media industry, enhancing efficiency and speed in the work of journalists, creatives, and advertisers. Media companies are investing in AI, even as they reduce costs and staff due to declining revenues from competition with digital platforms like Meta and Google. AI is being used to generate text and images, edit content, and optimize processes, especially in tedious tasks, though it cannot yet fully replace human journalists in news gathering and complex storytelling. As companies like Blizzard Entertainment, Walt Disney, and The New York Times invest in this technology, concerns arise about accuracy and ethics in AI-generated content. New roles, such as data verifiers and ethics managers, are emerging to address these challenges and ensure that AI content meets ethical and intellectual property standards. ([ft.com](https://www.ft.com/content/c581fb74-8d85-4c08-8a46-a7c9ef174454?utm_source=openai))
4. <https://time.com/7201556/generative-ai-time-journalism/> - TIME is launching TIME AI, an innovative platform developed with Scale AI, aimed at redefining journalism engagement. Utilizing generative AI, this initiative enhances the annual Person of the Year feature, offering personalized and interactive storytelling experiences for readers. TIME AI provides customized content formats, supports multiple languages, and integrates advanced technologies through partnerships with OpenAI and ElevenLabs. This development emphasizes accessibility, personalization, and safety in content consumption. TIME AI represents a significant advancement in merging journalism with cutting-edge technology, embodying TIME’s legacy of innovation and commitment to adapting in the evolving media landscape. ([time.com](https://time.com/7201556/generative-ai-time-journalism/?utm_source=openai))
5. <https://www.axios.com/newsletters/axios-media-trends-b55d34a0-8fe2-11ef-8cf8-e78f01009a7e> - Axios Media Trends highlights key industry updates, including Microsoft and OpenAI funding a $10 million AI collaborative and fellowship program for local journalism, benefiting five metro news organizations with grants, tools, and enterprise credits. TollBit also raised $24 million in Series A funding to expand its marketplace, facilitating data-sharing between media publishers and AI firms. Additionally, Spotify is launching an ad exchange to enhance its automated ad offerings, competing with platforms like Meta and Google. Vice President Kamala Harris has increased her media appearances to target undecided voters. The NewsGuild filed a labor claim against the New York Times over alleged labor law violations. Morning Brew rebrands to distinguish its growing portfolio, and G/O Media sells Jalopnik as it continues to divest from its portfolio. Netflix reports strong subscriber growth in its ad-supported tier, offering hope for Hollywood post-strikes. ([axios.com](https://www.axios.com/newsletters/axios-media-trends-b55d34a0-8fe2-11ef-8cf8-e78f01009a7e?utm_source=openai))
6. <https://apnews.com/article/61fb43f20d945753a8c86881aa631d65> - A global coalition of media organizations, including the European Broadcasting Union (EBU) and the World Association of News Publishers (WAN-IFRA), is urging artificial intelligence (AI) developers to collaborate in combating misinformation and safeguarding fact-based journalism. Announced at the World News Media Congress in Krakow, Poland, the "News Integrity in the Age of AI" initiative encompasses thousands of media groups and outlines five core principles for ethical AI use in news. Key demands include requiring prior authorization for using news content in AI models, ensuring transparency in attribution, and making original sources clearly identifiable. The initiative involves major media associations such as the Asia-Pacific Broadcasting Union, North American Broadcasters Association (which includes Fox, NBC Universal, PBS, and others), and the Latin American broadcasters association AIL. The call to action comes amid rising tension between traditional media and AI developers, with some outlets—such as The New York Times—pursuing lawsuits against OpenAI and Microsoft over copyright concerns. Meanwhile, other organizations have entered content licensing agreements with AI firms. The debate continues over whether using copyrighted content to train AI models falls under "fair use" provisions. ([apnews.com](https://apnews.com/article/61fb43f20d945753a8c86881aa631d65?utm_source=openai))
7. <https://www.tvtechnology.com/features/welcome-to-the-2025-nab-show-where-the-future-is-now> - The 2025 NAB Show, themed "Welcome to the Future," marks a pivotal shift in the media and entertainment industry, showcasing the practical integration of advanced technologies like AI and cloud computing. This year's event features over 500 speakers and a dynamic array of exhibits emphasizing five key trends: artificial intelligence, cloud virtualization, the creator economy, sports, and streaming. Notable highlights include a Sports Summit focusing on future sports rights and fan engagement, hands-on activities with tech giants like Microsoft and NVIDIA, and insights into emerging streaming monetization models. The show also addresses the merging landscape of digital and traditional media, exemplified by prominent digital creator Dhar Mann's participation. AI's transformative impact is a central theme, demonstrated through workshops and discussions about its role in content creation and newsroom efficiency. Additionally, broadcasters receive targeted attention with a new West Hall location and sessions on ATSC 3.0, which is expected to gain regulatory support. Companies like Sinclair advocate for phasing out outdated technologies to support new standards like NextGen TV, enhancing both technological capabilities and national security. Overall, the event positions itself as a must-attend for media professionals navigating the fast-evolving digital ecosystem. ([tvtechnology.com](https://www.tvtechnology.com/features/welcome-to-the-2025-nab-show-where-the-future-is-now?utm_source=openai))