Session Outcome Document

Disinformation and Misinformation in Online Content and its Impact on Digital Trust

INTA - International Trademark Association

14:00 - 14:45 (Geneva Time), 07 July 2025

https://www.itu.int/net4/wsis/forum/2025/Agenda/Session/158

Key Issues Discussed: Looking Beyond 2025

- More truth, less truth less trust - Misinformation identified as top global risk by World Economic Forum 2025;

- One of the greatest risks is misinformation around large language models (LLMs) – younger generations are increasingly going to LLMs for answers, but LLMs incorporate biased datasets based on the content of the global internet – for example LLMs may fail to properly incorporate inputs from the global south, leading to the distribution of incomplete or inaccurate information to users;

- AI small language models can offer flexibility and solutions for countries in the developing world;

- Regulatory and voluntary policy efforts to manage risks include the EU AI Act, OECD AI Principles, Japan AI Framework including "Social Principles of Human Centered AI", and internal corporate frameworks;

- Fragmented regulation and lack of harmonization means that entry into new markets is impeded by burden of addressing differing legal requirements – global frameworks can reduce burdens on smaller businesses and support technical innovation from diverse sources;

- Lack of technical knowledge and capabilities can impede adoption of and implementation of effective regulation - there is a need for private-sector funding, expertise, and will to produce outcomes that combat misinformation and disinformation;

- Multi-stakeholder model with both government and private sector inputs is crucial for effective AI regulation.

Tangible Outcomes of the session

INTA introduced **INTA's Board Resolution on 5 Foundational AI Principles.** These can be summarized as:

- Recognizing human vs. machine contributions to inputs and outputs;

- Final decisions on the granting or revocation of rights should be subject to human oversight;

- Rights holders should be able to obtain lawful access to data for the purpose of enforcing intellectual property IP rights

- Customers should know the source of information received via AI; and

- Transparency should be balanced with the need to protect proprietary information as appropriate.

Key Recommendations and Forward-Looking Action Plan for the WSIS+20 Review and Beyond

- We recommend that ITU form hubs for entrepreneurs globally to access in order to get resources on how to combat misinformation, compliance with regulations, and how to adopt voluntary AI governance. Resources should include technical expertise, legal expertise, and ethical expertise.

- There is no single way to solve AI misinformation and disinformation risks – it has to be multi-sectorial and based in private/public partnerships. We recommend that ITU encourage cooperation and communication amongst stakeholders in the public and private sectors and foster the development of both governmental and nongovernmental regulatory frameworks.

- We recommend that WSIS consider INTA's Board Resolution on 5 Foundational AI Principles summarized above and available here: https://www.inta.org/wp-content/uploads/public-files/advocacy/board-resolutions/051825_AI-and-IP-Foundational-Principles-INTA-Board-Resolution.pdf as guidance to inform the WSIS+20 Review.