

Artificial Intelligence Principles & Guidance

INTRODUCTION

AI offers TVNZ and others in the local news and content ecosystem significant opportunities to improve efficiency and unlock innovation, and we welcome its exploration across our industry. For TVNZ, it opens up possibilities in both operational and creative areas, including making TV advertising more accessible to small businesses or deepening audience engagement on TVNZ+.

However, we recognise AI is not a universal solution and must be used thoughtfully. This technology is developing fast, and we are taking a measured, iterative approach to minimise potential risks while striving to maximise its benefits. We will disclose the use of AI as appropriate to ensure transparency with audiences, particularly where it may impact editorial integrity or audience trust.

Ultimately, we want to use AI in ways that serves our purpose – ‘to inspire the conversations of Aotearoa’ - by helping us to better understand, engage with and serve New Zealand audiences.

Our AI use operates within our 1News Editorial Standards, with oversight from our AI Centre of Excellence and guidance from the NZ AI Forum.

Scope

This document sets out how TVNZ seeks to approach our use of AI across content, advertising, and news and current affairs, with a particular focus on Generative AI - technology that creates new content from existing data.

A note on implementation

These principles reflect our best thinking today, but we expect to revisit and revise them regularly as the technology, regulatory environment, and industry norms continue to evolve rapidly. We recognise we won't always get it right, and perfect implementation isn't the goal - thoughtful, good-faith progress is. We're committed to learning as we go and updating our approach accordingly.

AI PRINCIPLES

1. HUMAN FIRST

AI supports but never replaces human creativity, judgment, editorial responsibility and cultural sensitivity. Critical thinking is more important than ever.

What this means:

- AI-generated content must be treated as unverified until validated by humans.
- TVNZers are accountable for the tools they use and content they produce.
- We use AI to make recommendations, like what content to surface to a viewer on TVNZ+, but human involvement will always be required for decisions that have a material impact for our people, audiences and advertisers.

2. RESPONSIBLE

We seek to act responsibly in all AI deployment and are transparent about our use of AI.

What this means:

- Risk assessments are conducted before implementing new AI tools, and we focus on trusted, ethical software that uses licensed data.

- We encourage open dialogue with our partners on AI use.
- Audiences will be informed when AI tools are used in a meaningful way in editorial news.

3. INCLUSIVE

We seek to ensure our use of AI reflects and respects the diversity of Aotearoa New Zealand.

What this means:

- Active steps are taken to identify and mitigate bias or cultural insensitivity in AI outputs.
- Consideration of te ao Māori; te reo Māori me ōna tikanga is undertaken throughout our AI processes.

4. EFFICIENCY & INNOVATION

We focus our AI use on opportunities to improve efficiency or innovation within ethical boundaries.

What this means:

- Good use cases enable us to overcome constraints in cost or feasibility – making the previously undeliverable deliverable.
- We invest in building an AI-ready workforce through training and support.

NEWS & CURRENT AFFAIRS

How we use AI today

AI tools are being used by our editorial team to enhance newsroom efficiency by assisting with journalistic processes like research, transcription, translation, or with post-production tools like graphics, images, and audio. This allows our journalists to focus more on the stories that matter, delivering higher-quality news across our platforms. We do not generate new editorial content for news using AI.

Research and Reporting

- *Acceptable use* - mining large datasets to identify key words or patterns in numerical data with outcomes vetted by the journalist.
- *Unacceptable*- generating interview questions or summarising a report without broader human oversight, as this may offer a selective view or miss key information to give a fuller context.

Post-production

- *Acceptable use* - Audio enhancement (balancing volume, improving vocal quality in Zoom recordings, cell phones, or laptop microphone recordings).
- *Unacceptable use*- Create or alter primary news content, images or video that could mislead audiences about real events.

Editorial Standards: All AI outputs must be verified by journalists and reviewed by a senior editor. Any AI use in the newsroom requires manager approval and vetting by TVNZ's AI Centre of Excellence. If there's any doubt about AI-generated material, we won't use it.

As AI-generated content becomes more prevalent, editorial judgment is increasingly critical. We're committed to supporting our INews team in maintaining the highest content quality standards in a world that includes AI misinformation, fakes and hallucinations.



Disclosure to audiences: GenAI will never be used to mislead audiences about real events or to create fabricated content presented as factual. When AI plays a role in a story, we will disclose this to our audience. For example, if we use AI to generate an animation or graphic sequence in post-production, we will clearly indicate this.

Partners: We are working with our partners to ensure they understand our AI policies and practices.

CONTENT

For content produced by TVNZ, our full AI guidelines apply, ensuring we maintain direct oversight where we have editorial control.

International Distributors

While we cannot be aware of all AI use in international content, we encourage distributors to proactively communicate when AI has been used significantly in content.

As the international broadcasting landscape evolves, we remain in dialogue with our partners about emerging AI practices and industry standards.

Commissioned Content

For our local commissioned content, we will work closely with our production partners to ensure any planned use of AI meets our AI policies and practices.

We are very supportive of the use of AI tools to reduce costs and enhance across creative workflows in local content production, however we ask that local producers notify TVNZ of any planned GenAI usage specifically for anything that might end up on screen, especially involving talent, key visuals and voices. This would require a conversation and written approval from TVNZ. We will work with producers on the disclosure of AI use as appropriate to ensure transparency with audiences.

Funding agencies including NZ on Air and NZ Film Commission have also released their own guidelines which we encourage producers to review.

TVNZ+

We have used Machine Learning and AI to power recommendations and content discovery features on TVNZ+ for years, and we'll continue to utilise this technology as it advances to deepen audience engagement on the platform.

ADVERTISING & MARKETING

We believe advertising is an excellent place to embrace genAI tools within ethical guardrails, keeping human creativity top of mind.

AI tools are used by our Commercial teams to increase efficiency in their workflow and enhance the creative process by speeding up design or making the impossible possible. Ensuring ad quality is an important consideration for us when using AI tools. This means taking an approach that balances cost and efficiency with creative excellence and appropriate controls.

Disclosure

The decision to disclose AI usage in advertising is at the discretion of the advertiser. Fundamentally, the same rules apply to AI-generated content: ads must not mislead and must be socially responsible.

All ads broadcast by TVNZ are vetted by the Television Commercial Approvals Bureau (CAB). CAB is clear that AI should never be used by advertisers to deceive or confuse viewers, for example, a “deepfake” style ad showing impossible or exaggerated product results.

The ASA, an independent body which regulates advertising, has released [guidelines](#) on its code compliance for use of AI.

Use-Case	Advertising incl. Promos	Content	News & Current Affairs
Ideation & Research	✓	✓	✓
Workflow Optimisation	✓	✓	✓
AI in post-production e.g audio cleaning	✓	✓	✓
Modifying, extending or repurposing existing TVNZ-owned content where we hold rights to the source material. e.g. extrapolating a consenting actor, extending a background image, captioning and transcribing.	✓	✓	● Ensure extension doesn't impact storytelling or trust
Generating original assets with AI where we don't own source material, e.g. B-roll generation, writing interview questions from scratch, stock footage replacement.	✓ Ads should not mislead the audience as per CAB regulation	● Only using trusted models with ethical source content	✗ We do not generate new editorial content for news
Verification and Validation	✗ All verification and validation are done by humans	✗ All verification and validation are done by humans	✗ All verification and validation are done by humans
Te ao Māori	● Always seek advice before applying generative AI to te ao Māori	● Always seek advice before applying generative AI to te ao Māori	● Always seek advice before applying generative AI to te ao Māori
Disclosing use of AI			
Is disclosing to TVNZ needed?	✗	● TVNZ must be aware of AI use in commissioned content	✓ We will always disclose generative AI in News
Is disclosing to the public needed?	✗ Existing discretion and disclosures apply	✗ Existing discretion and disclosures apply	✓ We will always disclose generative AI in News