



AI Use – Content Guidelines

Ensuring clarity and trust in our AI generated content

We tell true stories. From pivotal historical moments to powerful investigations, we approach sensitive subjects with integrity, empathy, and creative rigour. When we use AI, it is always to enhance the story – never to distort or mislead.

To show our commitment we have given our audience [Our AI Promise](#), which outlines how we use AI in our content. This document, the AI Use – Content Guidelines, is supposed to ensure that content shown on our channels and services lives up to our promise.

1. Guiding Principles

Given the sensitivities surrounding the use of AI tools and the evolving legal landscape, it is essential to act responsibly when employing generative workflows. Hearst Networks asks partners to consider the following guiding principles before leveraging GenAI in any creative workflow:

- a. We expect human-led creativity.
- b. We respect creative rights and act responsibly.
- c. We make the use of AI transparent to audiences.
- d. We are committed to sustainability.

2. Human-Led Creativity

Human-Led Creativity includes that there is always a human in the loop, our commitment to truth, not fabrication and our quality standards.

AI assists us – it does not lead. Editorial judgement, creative decisions, and final outputs are made by our producers, editors, and storytellers. We would not accept a script entirely being written by e.g. ChatGPT, such script taken unedited and being visualized by e.g. Veo and the text for the narrator taken unedited and turned into an audio track by e.g. ElevenLabs. However, you may use AI intentionally, e.g. to solve editorial or production challenges, enrich visuals or deepen audience connection.

Examples:

If you are researching the Aegean civilization for a new format about ancient history, you may feel free to use e.g. ChatGPT. If you produce a show about

Roman history and have a re-enacted scene at the Colosseum, you may feel free to use e.g. Veo to rebuild it digitally. If you produce a trailer for Monster Week and want a gorilla to talk, feel free to use e.g. ElevenLabs to give it a voice.

Where AI is used, AI must not be used to fabricate facts, falsify history, or manipulate the truth. All AI output must be reviewed by a human before use. Be aware that AI output may be inaccurate or biased. For the high reputation our content is given, it is essential that content is fact checked, checked for compliance and is in line with our general quality requirements. If there is ever doubt about appropriate use, we expect you to stop, discuss with us and decide together with us with intention.

CRITICAL RESTRICTION: AI must not be used to create realistic representations of identifiable real individuals (living or deceased, including historical figures and public figures) without express prior approval from Legal & Compliance. This includes voice cloning, AI-generated video of real people, or manipulation of real persons' appearances. Generic fictional characters are permitted.

3. Creative Rights and Responsibility

We only use AI tools and content that are legally sound, rights-cleared and from reputable providers with transparent practices. We do not support tools that exploit the work of other creators without permission. This includes using tools that do not store, reuse, or train on content data inputs or outputs, outputs do not infringe any copyright-protected works and being sensible in using confidential or personal data.

Where possible, generative tools are used in an enterprise-secured environment to safeguard inputs. This is supposed to ensure that AI is not being trained on prompts. This is particularly relevant for Hearst Networks proprietary or personal information.

Example:

You are commissioned to produce a new season of Killer Kings. You consider uploading the scripts of the existing episodes to an AI tool get suggestions for the new season. In no event may you upload existing episodes to a tool that is available for free or without an enterprise license. If you do have an enterprise license, only upload Hearst Networks content after prior approval by Legal and Compliance.

Similarly, do not input third-party licensed content (including from distributors such as A+E etc.) into AI tools without explicit permission from the rights holder. Licence agreements typically do not contemplate AI processing. If you wish to use licensed content for AI purposes, contact Legal & Compliance to review the licence terms and seek additional permissions if required. This applies even to enterprise-secured AI tools

AI-generated content must be used with care, especially when it forms a visible or story-critical part of the production. Whether you are designing a world, a character, or artwork

that appears in a scene the same creative and legal standards apply as with traditionally produced assets. Therefore, avoid using inputs (e.g. prompts, images) that reference copyrighted materials or likenesses of public figures or deceased individuals without appropriate permissions.

When using generative AI tools, describe the visual or technical elements you want using generic terms (e.g., 'cinematic', 'natural lighting', 'film noir aesthetic') rather than naming specific creators, copyrighted works, or requesting replication of signature techniques associated with identifiable individuals. Naming a specific creator in a prompt risks the tool copying their actual work, not just their style. To avoid this, ask the AI tool to describe the look you are going for in generic terms, then use that description as your prompt.

Example:

Rather than prompting an AI tool with "generate an image in the style of Wes Anderson," you should first ask the tool to describe the visual characteristics associated with that aesthetic (e.g., symmetrical framing, pastel colour palettes, centred compositions, flat lighting). You should then use those generic descriptors as your prompt. This approach reduces the risk of the tool reproducing specific copyrighted elements from its training data and creates a cleaner audit trail for internal documentation purposes.

Example:

For the dubbing of Kevin Costner's voice in "The West" into German language, you may not create an AI version of Kevin Costner's voice and use it for the German language translation without further permission.

Further, and as for every content, it is your responsibility to ensure that there will not be an inadvertent infringement of proprietary rights by our exhibition of the content.

Example:

With the help of AI, you have created a new format of two hosts testing the validity of rumours, myths, movie scenes, Internet videos and others. Inadvertently the concept of the format is so close to "MythBusters" that it infringes its format rights.

In addition it is your responsibility to ensure that you do not use AI in any way that is prohibited by applicable law and particularly by the [EU AI Act \(2024/1689\)](#) or [GDPR \(2016/679\)](#).

4. Transparency for Audiences

When AI could mislead audiences about what is real, we disclose its use in a clear manner appropriate to the format. This is required by applicable laws and regulations, particularly Ofcom standards and the EU AI Act.

WHEN DISCLOSURE IS REQUIRED: Disclosure is required when ALL THREE conditions are met:

- A. AI was used to create or change content (image, audio, text or video), AND
- B. The content shows real people (not ancient historical figures pre 1900), objects, places, or events, AND
- C. The content could mislead someone into thinking it is real.

If any condition is not met, on-screen disclosure is not required (but internal documentation is always required).

AI must not be used to create realistic representations of identifiable living individuals or recently deceased individuals (i.e died after 1900) without express prior approval of Legal and Compliance.

Get prior approval from our Legal & Compliance team if you are uncertain whether disclosure is required or if content involves contemporary individuals.

INTERNAL DOCUMENTATION (ALWAYS REQUIRED): We require you to inform us in reasonable detail on how and to what extent AI was used in each programme for our internal documentation and compliance purposes. This includes which AI tools were used, specific use cases, and your assessment against the three-part test.

DELIVERY REQUIREMENTS: We prefer transparency notices at the beginning of programmes. Depending on the nature and extent of AI-generated content, additional notices after commercial breaks or at the start of relevant segments may also be required. Producers should consult with Legal & Compliance to determine the appropriate placement and frequency of transparency notices for each programme. If existing programmes include transparency notices as overlays, we require delivery of a "clean" version as well.