



AI AND WORK

IN THE MEDIA, ARTS & ENTERTAINMENT SECTOR

PART 3/4
2026 SECTOR REPORT



European
Federation of
Journalists

2026 Study and survey by TWIID & Doenker - Commissioned by FIA, EFJ, FIM & UNI Europa



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PREFACE



Artificial intelligence is no longer a distant prospect for the media, arts and entertainment sector. It is already here — embedded in production workflows, reshaping creative processes, and raising urgent questions about jobs, rights, and the future of creative work.

Yet until now, much of the debate has relied on general narratives rather than sector-specific evidence. What do actors, crew, musicians and journalists actually experience? What do their unions observe? And where do the two perspectives converge or diverge?

This report is one of four sector reports that together form a comprehensive study on AI and work in the media, arts and entertainment sector. Commissioned by FIA, EFJ, FIM and UNI Europa, and carried out by TWIID and Doenker, the study set out to close a critical knowledge gap: how is AI, and generative AI in particular, affecting employment, working conditions and intellectual property rights across the European audiovisual and related media sectors?

The four sector reports each focus on one federation and the professionals it represents:

FIA: actors (including actors, voice artists, dancers and related professions)

FIM: musicians

UNI MEI: crew and animation workers in the audiovisual sector

EFJ: journalists and other media professionals

As outlined above, for the purposes of this report, the cohort of members of FIA and its affiliates are referred to as “actors”, however, many FIA unions also organise dancers and other performers, whose reflections are also included where they were received.

Each report presents sector-specific survey results, comparing the perspectives of unions and their members on AI awareness, perceived impact, concerns, and support needs. A cross-sector comparison concludes each report, allowing the reader to situate the sector findings within the broader landscape.

The research was conducted in two phases. A structured desktop study, carried out between September 2024 and early 2025, mapped out AI tools, use cases and emerging labour responses across sectors. This informed a two-track survey programme, fielded between September and December 2025, which captured not only both organisational perspectives from 25 unions across 18 countries but also and the lived experiences of professionals through five sector-specific questionnaires distributed in multiple languages.

Several patterns emerged clearly across all four reports. Concern about AI’s impact is near-universal: fewer than 6% of respondents across all sectors and groups say they are “not at all concerned.” At the same time, awareness and familiarity vary widely from journalists, many of whom already use AI tools daily, to actors and crew, where a majority is still only slightly familiar with AI in their work environment. A structural gap between unions and members runs through the entire study: unions consistently report higher awareness, AI and work in the in Media, Arts & Entertainment sector - part 1 of 4 sector report FIA 2 anticipate greater disruption, and articulate more comprehensive governance needs, while individual workers express more immediate, personal concerns about job loss, rights, and creative autonomy.

These reports do not claim to provide a final or exhaustive account. AI is developing rapidly, and the perceptions captured here reflect a specific moment at the end of 2025. What we hope they do provide is a robust, evidence-based foundation, grounded in the voices of workers and their representative organisations, for the collective bargaining strategies, policy responses and social dialogue that the sector urgently needs.

We would like to thank the four federations and their affiliated unions for their commitment to this project, and above all the hundreds of professionals who took the time to share their experiences, concerns and hopes. This research exists because of them, and it is to them the people who provide the work that it is ultimately addressed.



TWIIID & Doenker · March 2026

DISCLAIMER: TIMING AND LIMITATIONS OF THE EVIDENCE BASE

The evidence base presented in this report brings together a desktop research phase conducted between September 2024 and early 2025 and survey data collected between September and December 2025. In a field where AI tools, business practices and regulatory debates in the media and cultural sectors are evolving very rapidly, some of the concrete tool examples, company strategies and policy discussions described here may already have changed by the time of publication. Likewise, workers' and unions' perceptions captured in the surveys reflect a specific moment at the end of 2025, and their views, strategies and concerns may since have further developed as new cases and conflicts emerged. What remains robust, however, are the broader patterns we identify in how AI affects intellectual property, job content, skills and working conditions. Readers should therefore treat the concrete tools, cases and survey snapshots as time-bound illustrations rather than exhaustive or fully up-to-date inventories and interpret the findings with awareness of the highly dynamic nature of AI development and labour responses in the creative industries.

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The background is a solid teal color. In the center, there is a faint, light-colored silhouette of a person standing with arms slightly out. Two dark, curved lines, resembling a stylized 'C' or a pair of parentheses, are positioned above and below the central text. The top line starts with a dashed segment on the left and ends with a solid segment on the right. The bottom line starts with a solid segment on the left and ends with a dashed segment on the right.

RESEARCH PROCESS

ASSIGNMENT

This study examines the impact of artificial intelligence (in particular generative AI) on jobs, working conditions and intellectual property rights in the European audiovisual and related media sectors. It combines a sectoral trade union survey on member experiences, priorities, advocacy campaigns and collective bargaining provisions related to AI with a broader scoping of key challenges: generative AI and IP rights protection, generative AI and its impact on jobs and work, and AI-related skills needs in the sector. Commissioned by and carried out in close cooperation with the project partners, the research aims to close the current knowledge gap and provide a comprehensive basis for European-level social dialogue, including specific policy recommendations and collective bargaining insights.

DESKTOP RESEARCH

The study began with a structured desktop research phase to establish an evidence base on how AI is being developed and deployed across the media and cultural sectors covered by this project (audiovisual actors and crew, animation, music, and journalism). This phase had two main purposes. First, it provided a shared conceptual understanding of AI systems and their relevance to sector-specific workflows. Second, it generated empirically grounded insights on tools, use cases, risks and emerging labour responses that were directly used to design the survey questionnaires and to interpret the results. Rather than treating AI as a generic or abstract development, the desktop research aimed to clarify what types of AI are present, how they function, and why they matter for employment, skills, working conditions, and rights.

The desktop research was conducted as a targeted review of publicly available sources and sector documentation. It combined technical orientation (understanding how systems operate and what distinguishes them) with socio-economic and legal orientation (understanding what these systems mean for creative labour and labour relations). The research was organised sector-by-sector, while also tracking cross-cutting AI developments that affect multiple sectors (such as generative AI for text, image, video, and audio; voice cloning and digital replicas and workflow automation tools embedded in professional software environments).

TWO TRACK SURVEYS

(unions, their federations and members)

●● Research Objectives

The study pursues five objectives: (1) mapping out current AI use and awareness within each sector; (2) identifying how stakeholders perceive opportunities and threats linked to AI; (3) assessing expected and emerging impacts on employment, skills and working conditions; (4) documenting what unions and member organizations are already doing and what needs they identify; and (5) collecting inputs that can support negotiations and policy responses.

●● Research design

The methodology combines a preparatory desktop/literature study with a sector-based survey programme.

The desk study established the analytical baseline for the surveys. It reviewed key types of AI, their capabilities and typical modes of operation, and the AI tools used across the sectors under study. Particular attention was paid to the role of data and the extent to which AI systems operate transparently. The desk study also examined how sectors have responded to AI developments and drew lessons from recent disputes and protests. Insights from this phase were used to formulate survey questions that reflect sector realities and current tool use.

Based on this foundation, a two-track survey approach was implemented to capture both organisational and professional perspectives.

●● Survey approach: two-track model

Firstly, surveys of unions and member organisations (affiliated to the relevant federations) were carried out, focusing on organisational awareness, observed challenges, actions taken, and support needs.

Secondly, surveys of professionals (union members/sector workers) were carried out, focusing on lived experience in the workplace, AI familiarity, perceptions of risks and opportunities, and perceived impacts on work.

For the professional track, five sector-specific questionnaires were developed: actors, crew, animation, music and journalism. This sector-based structure reflects the fact that AI applications, production pipelines, and employment relations differ significantly across these domains.

●● Survey content

Across both tracks, the questionnaires covered five core themes: (1) respondent characteristics (demographics and professional profile for workers; organisational profile for unions); (2) familiarity with AI and perceived prevalence of AI use in the sector; (3) perceptions of opportunities, threats and risks, including potential job impacts; (4) actions and developments, including notable cases and initiatives; and (5) needs for support, including practical resources such as guidelines, tools and model agreements.

Some questions (especially those addressing concerns and sector developments) were adapted to the specific context of each sector. They were based on the desktop research about the specific tools for each sector. This increased relevance for respondents but means that not all concern-related items can be compared directly across sectors.

●● Distribution and fieldwork

Survey dissemination also followed the two-track structure and was implemented through union networks. The study worked through four federations: FIA, FIM, UNI MEI and EFJ. Each sector was represented within this framework, with unions selected to reach member in the relevant professional domains. For the professional surveys, separate language versions were created for each country in which unions distributed the questionnaires, to support accessibility and maximise participation.

The surveys were launched on 12 September 2025 and closed on 19 December 2025.

●● Participation

In the union track, 87 unions from 31 countries completed the survey. The professional track yielded sector-specific respondent groups (reported in the results chapter), allowing for both within-sector analysis and cautious cross-sector comparison where equivalent questions were used.

●● Analytical considerations

The methodology supports a detailed descriptive mapping of AI awareness, perceptions and needs. Interpretation should, however, take into account three points. Firstly, sector-tailored questions limit comparability for certain concern-related items. Secondly, distribution through union channels may shape the respondent pool relative to the wider workforce. Thirdly, where sector samples are smaller, percentages can be more sensitive to small changes; counts should therefore be considered alongside percentages.

Overall, the research design combines a contextual desk study with a structured, sector-based survey programme that captures both organisational and worker perspectives, with the explicit aim of informing collective bargaining and policy responses.



JOURNALISTS

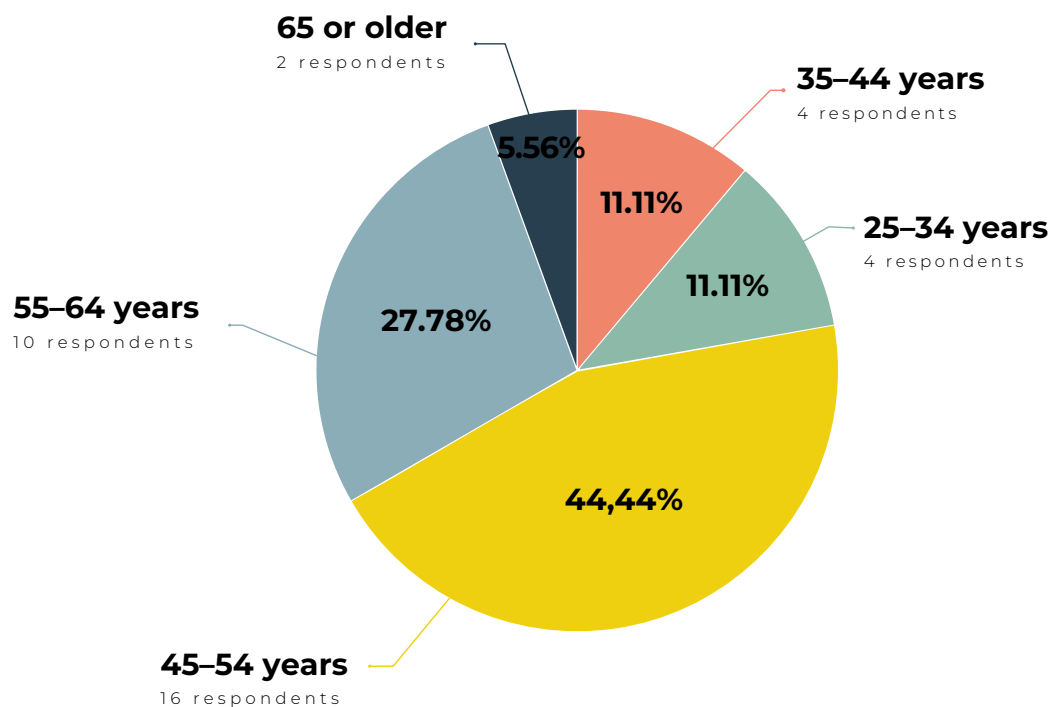
Respondents: 36 journalists

Geographical Focus: Portugal (national)

PROFILE

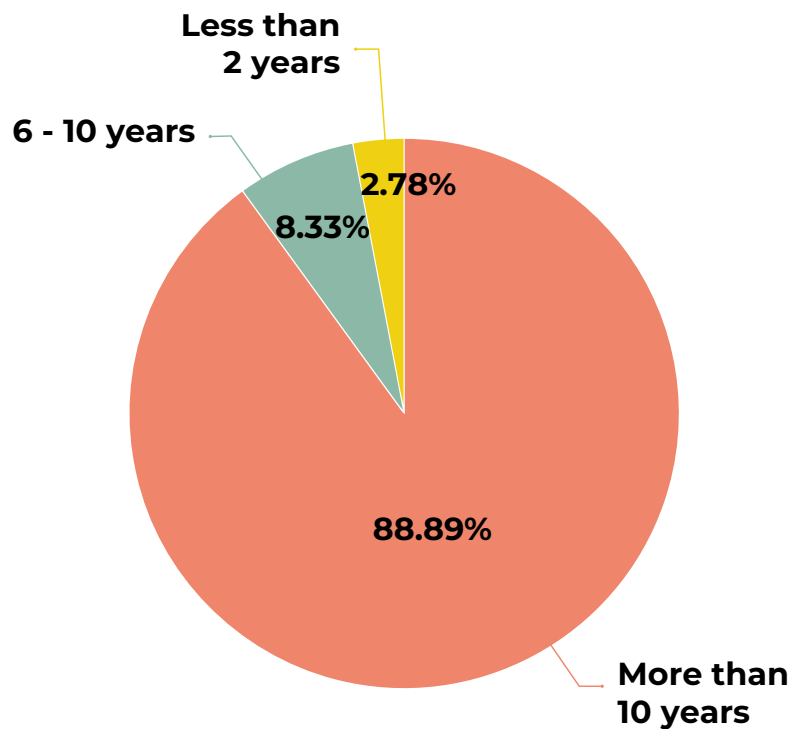
●● Age

Out of 36 journalism respondents, the age profile is concentrated in mid-to-late career groups. The largest cohort is 45–54 (16; 44.44%), followed by 55–64 (10; 27.78%). Together, respondents aged 45–64 make up 72.22% of the journalism sample (26 people). Smaller shares appear in 35–44 (4; 11.11%) and 25–34 (4; 11.11%), while 65 or older represents 5.56% (2). (No “under 25” or “prefer not to say” responses are recorded here.)



●● How many years of experience do you have in your profession?

Journalism respondents are predominantly very experienced: 32 report more than 10 years (88.89%). Smaller shares fall into 6–10 years (3; 8.33%) and less than 2 years (1; 2.78%). Overall, those with 6+ years account for 97.22% (35 people), indicating that the results largely reflect established professional perspectives.

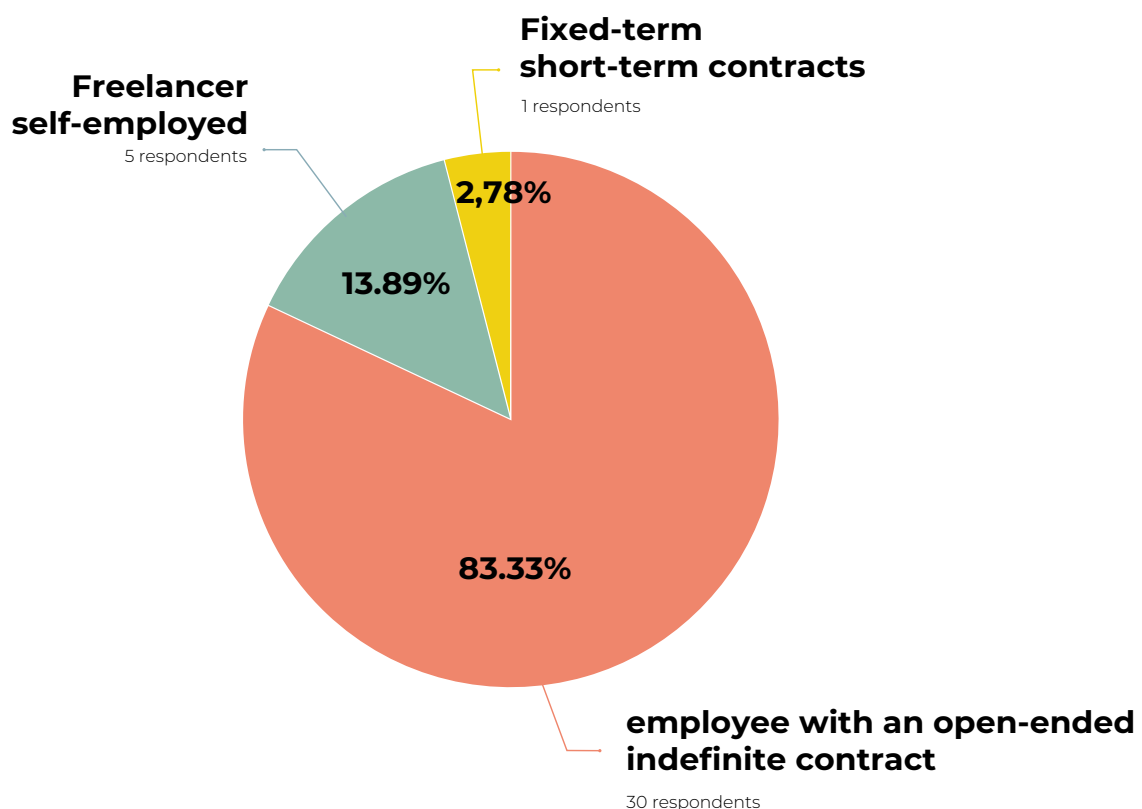


Gender

The gender split is relatively close: men account for 21 respondents (58.33%) and women for 15 (41.67%).

What are your usual work arrangements?

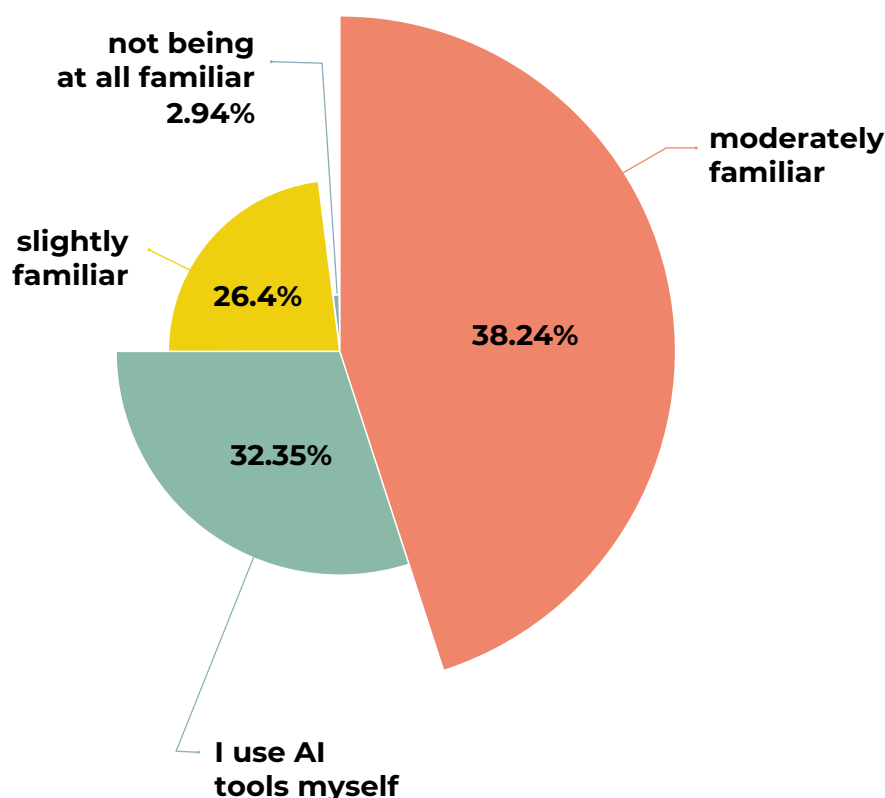
This sample in journalism stands out for its employment stability compared with several other sectors. The dominant arrangement is an employee with an open-ended/indefinite contract (30; 83.33%). Freelancer/self-employed accounts for 5 respondents (13.89%), and fixed-term / short-term contracts are rare (1; 2.78%). Taken together, 86.11% of journalism respondents (31 people) are employees (indefinite or fixed-term), reinforcing a sector profile that (within this very small sample) is far more contract-stable than actors, music, or animation.



●● How familiar are you with the use of AI in your work environment?

Out of 34 journalism respondents who answered this question (a very small sub-sample, so results should be interpreted with caution), familiarity with AI in the work environment appears the highest compared with other sectors. The largest group reports being moderately familiar (13; 38.24%). A further 11 respondents say they use AI tools themselves (32.35%), indicating substantial hands-on adoption within this small group. Nine respondents are slightly familiar (26.47%), and only 1 reports not being at all familiar (2.94%).

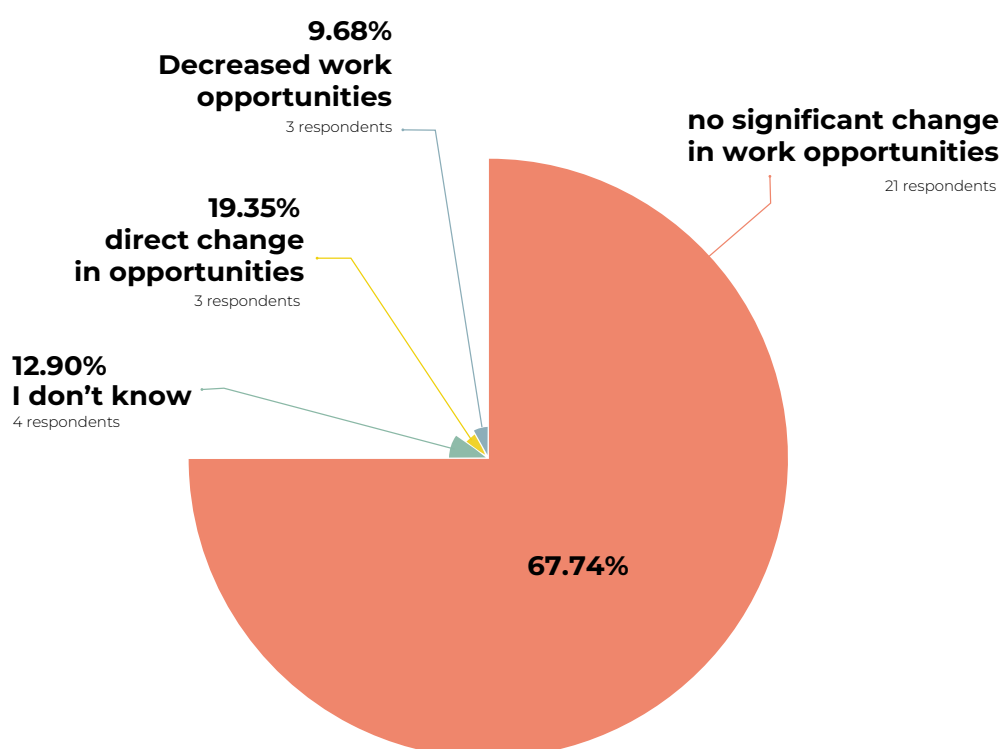
Grouped together, those who are moderately familiar or actively using AI tools represent 70.59% of journalism respondents (24 people), while 29.41% (10 people) report only slight familiarity or none. This suggests that, in this sub-sample, AI is already a relatively salient part of the work environment.



●● Has AI affected your work opportunities?

Out of 31 journalism respondents who answered this question (a very small sub-sample, so should be interpreted cautiously), the most common response is no significant change in work opportunities (21; 67.74%). A smaller group selected "I don't know" (4; 12.90%). Direct changes (positive or negative) are reported by relatively few: 3 respondents say AI has decreased their work opportunities (9.68%) and 3 say it has increased opportunities (9.68%).

Overall, 19.35% of journalism respondents (6 people) perceive a direct change in opportunities, split evenly between increase and decrease, while 80.65% (25 people) either see no change or are unsure. This points to a largely stable picture in this small journalism sample, with mixed experiences among the minority who report change.



The remarks are consistent with the quantitative pattern in this small journalism sample: most respondents describe no clear change in opportunities, and the few who report change are split between positive and negative experiences. Several comments explicitly indicate stability or limited exposure so far, such as *“With limited implementation, no minimally noticeable differences are recorded,”* *“In my field of work, AI is used very little or not at all,”* and *“My position/role/tasks weren’t destroyed, but nothing was created either. For now.”* These remarks help explain why *“no significant change”* is by far the dominant survey response.

Where positive opportunity effects are mentioned, they tend to be framed as expanded capacity, especially in research. The clearest example is simply: *“Research opportunities have increased.”* Another respondent notes a broader sense of improvement rather than displacement: *“I think everything is the same, it even improves my skills.”* This aligns with the survey result showing a small but real group reporting increased opportunities, though the qualitative evidence suggests these gains are still limited and specific rather than widespread.

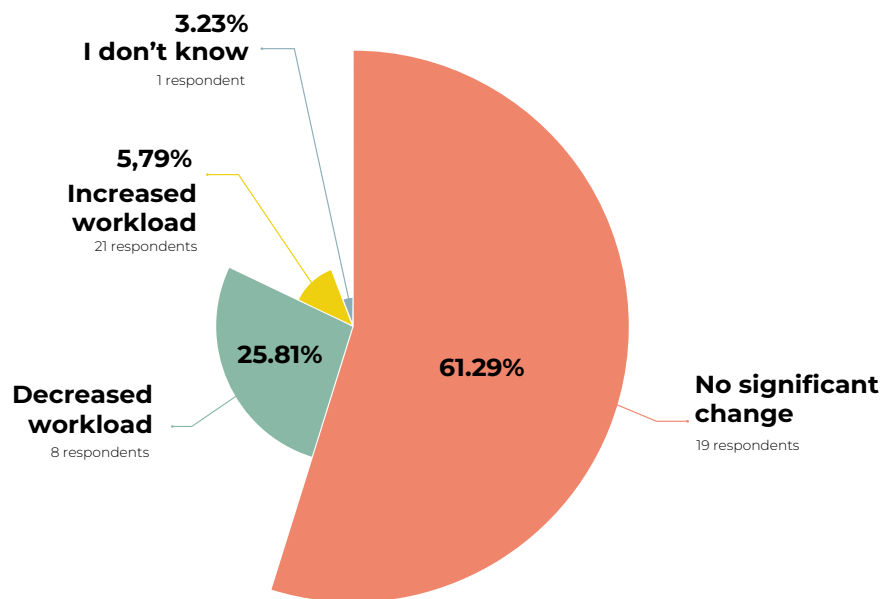
Negative opportunity remarks are fewer, but they highlight an important theme: respondents do not always attribute barriers to AI alone. Two comments point more to age and employability than direct job replacement: *“My age is the main barrier”* and *“I simply can’t find work. At 39, I’m apparently too old to adapt to the challenges of AI.”* These remarks are significant because they suggest that, in journalism, AI may be experienced not only as a direct substitute but also as part of a broader skills transition pressure, especially for workers who feel employers expect faster adaptation.

Overall, the remarks reinforce a largely stable picture in this small sample, with AI not yet perceived as dramatically reshaping journalism job opportunities for most respondents. Where change is perceived, it appears as a mix of niche gains (especially around research support) and adaptation-related barriers, rather than a uniform decline.

●● Has AI affected your workload?

Out of 31 journalism respondents who answered this question (interpret cautiously), most report no significant change in workload (19; 61.29%). A notable minority report reduced workload: 8 respondents say AI has decreased their workload (25.81%). Fewer report the opposite effect, with 3 indicating an increased workload (9.68%), and 1 selecting “I don’t know” (3.23%).

Overall, 35.48% of respondents (11 people) perceive a direct workload change (increase or decrease), and this change is more often described as a decrease than an increase (8 vs 3), while 64.52% (20 people) report stability or uncertainty regarding AI's impact on workload.



The remarks strongly support the quantitative finding that journalism respondents most often report no major workload change, but that among those who do report change, AI is more often associated with reduced workload than increased workload. The clearest and most repeated example concerns transcription and translation, which are described as major time-savers. Respondents state that *“Using AI to transcribe interviews and do translations saves me hours of work,”* *“Transcribing interviews helps with a task that is usually very time-consuming,”* and *“Transcribing interviews or adding subtitles has reduced my workload.”* This fits the relatively high share reporting decreased workload in the survey.

At the same time, these same remarks show that the workload reduction is usually partial, because AI outputs require review and correction. One respondent explains this very clearly: *“AI has allowed for shorter transcription times. Obviously, I go back to the audio to clarify doubts and correct many words,”* especially where there are *“diction issues”* or distorted speech. Another echoes the same pattern: *“Even though revision time is still always needed, the change is significant.”* This suggests that AI is not removing journalistic labour, but shifting it from manual transcription toward faster first-pass processing plus editorial verification.

A second cluster reflects the *“no change”* responses, often because AI is still not integrated into newsroom routines. Respondents mention that *“With limited implementation, no minimally noticeable differences are recorded,”* and one notes that AI *“has not yet become a regular part of the daily routine in my newsroom,”* partly due to management inaction or lack of internal rollout. Others simply report no effect because they do not use it: *“Because I haven’t resorted to AI.”* These remarks help explain why no change remains the majority experience despite visible efficiency gains for some tasks.

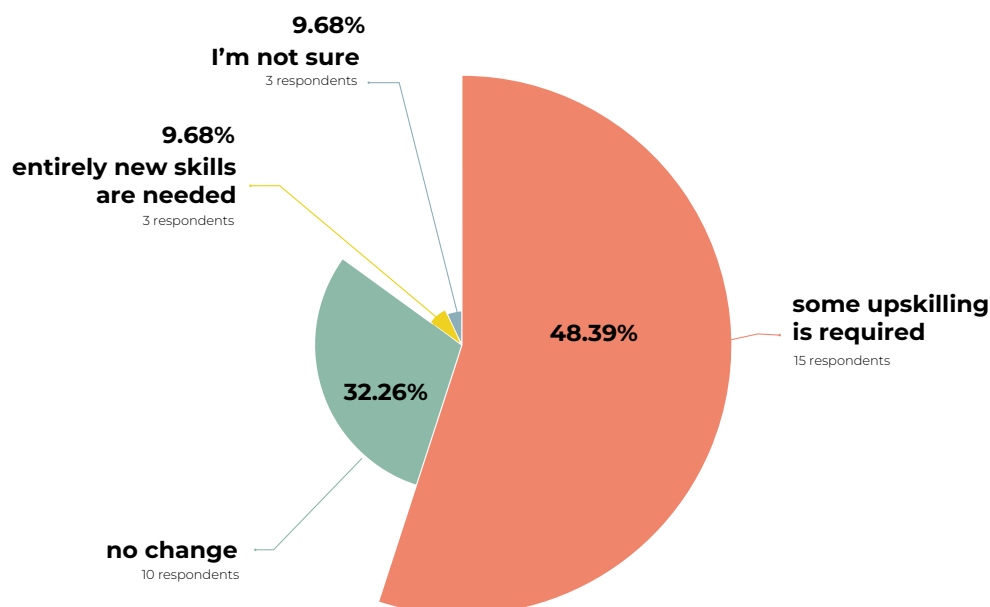
Where workload increases are mentioned, they tend to come from quality control, attention demands, and production pressure, not from journalism itself becoming more complex. One respondent notes that *“Greater attention to detail is needed to maximize AI results and minimize errors,”* while another highlights a structural concern: AI *“helps to produce faster, which only increases precariousness without reducing volume.”* This is an important qualitative insight: even when AI reduces time on specific tasks, it may simultaneously intensify output expectations and leave the overall pressure of journalistic production unchanged (or even higher).

Overall, the remarks align closely with the quantitative picture: in journalism, AI is most clearly experienced as a workflow accelerator for transcription, translation, and synthesis, but one that still depends on human checking, and that may create new forms of pressure around speed and productivity.

●● How has AI changed the skills needed in your job?

Out of 31 journalism respondents who answered this question (a very small sub-sample, so interpret cautiously), the most common view is that AI is already driving skills to change. 15 respondents report that some upskilling is required (48.39%), making this the largest category. 10 respondents report no change (32.26%), while 3 say entirely new skills are needed (9.68%) and 3 are not sure (9.68%).

Grouped together, those who perceive any skills change (upskilling or entirely new skills) account for 58.06% of the sample (18 people), compared with 41.94% (13 people) who either see no change or are uncertain. Even with the small number of responses, this suggests that (among these few journalism respondents) AI is often associated with shifts in skill requirements.



The remarks strongly support the quantitative result that, even in this small sub-sample, journalism respondents often see AI as requiring skills change, especially in the form of upskilling rather than a complete redefinition of the profession. A recurring theme is the need for training and responsible use. One respondent states this directly: *“This has created a need for training in this area for journalists. It’s urgent. AI is proving to be an important tool that we can take good advantage of. We need to know how to work with it correctly without distorting the duties of journalism.”* This captures a central pattern in the remarks: AI is seen as useful, but only if journalists develop the competence to use it without compromising core professional standards.

A second cluster describes the practical skills now becoming more relevant: prompting, tool selection, and task-matching. Respondents mention *“Knowing how to ask questions, and what type of tool is most suitable for each task,”* and that it has become necessary to *“know how to build prompts and work with what the models return.”* Others frame this as a broader literacy requirement: *“A basic understanding of how AI platforms work is necessary to avoid repeating errors caused by platform flaws.”* These remarks align well with the survey’s large *“some upskilling required”* group: the profession may remain recognisably journalism, but the toolkit and process expectations are shifting.

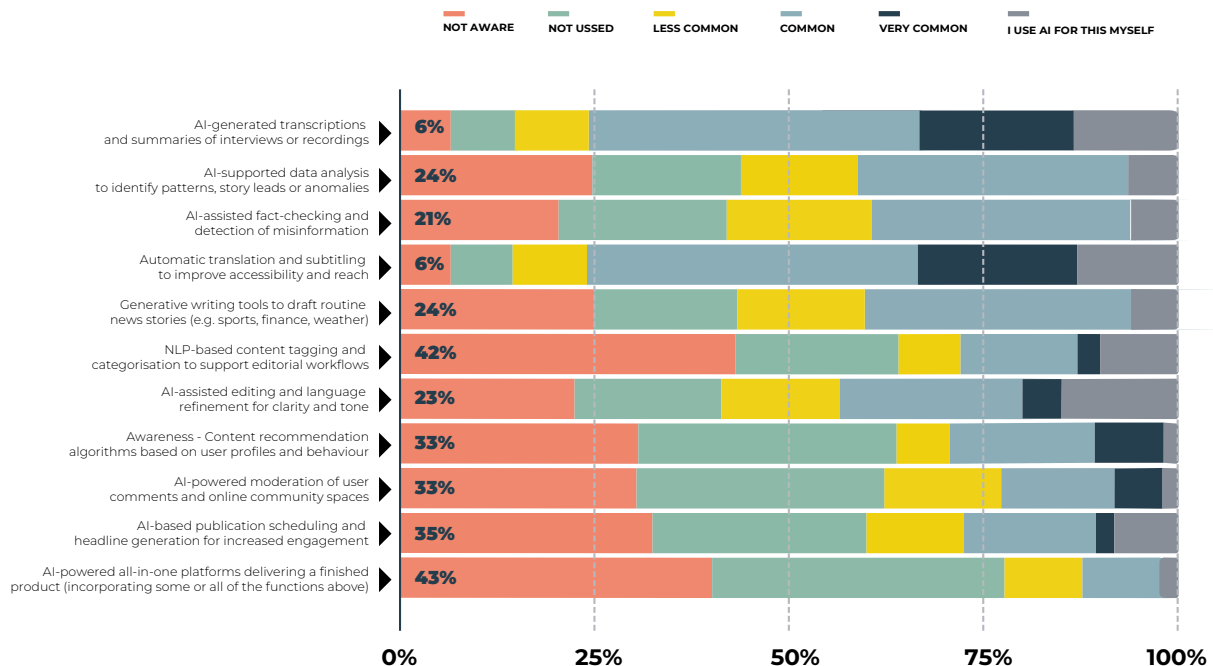
At the same time, many respondents stress that core journalistic standards have not changed, especially

verification, reliability, and editorial judgement. Several remarks make this explicit: *“I continue doing everything the same, but now I have help,”* *“I haven’t changed my work habits at all,”* and *“I say ‘without changes’ because, in practice, the work done is the same: text editing to check if all the information is reliable and if it respects the editorial guidelines and the intended and required rigor.”* Even respondents who use AI for research or drafting insist on verification because these tools are *“Fast, but fallible,”* and *“not everything AI does is 100% correct.”* This helps explain why a substantial minority still report no change: AI may alter the workflow, but not necessarily the essential professional responsibility.

Another notable theme is uneven adoption across newsrooms. Some respondents describe slow or absent implementation: *“Currently, AI isn’t used where I work”* or *“I work in a newsroom that persists in operating at an anachronistic pace”*. While others describe rapid change and the need to keep up because AI evolves so quickly. One respondent notes that *“one month of AI evolution represents six months of work in many other areas,”* which conveys the pace pressure journalists may feel even before full institutional adoption. This unevenness likely contributes to the coexistence of *“no change,”* *“not sure,”* and *“upskilling required”* responses in the same small sample.

Finally, a few remarks broaden the skills discussion beyond AI tools themselves to the wider transformation of journalism work. One respondent argues that traditional approaches are no longer enough: *“Anyone trained in journalism who follows old news writing standards is completely obsolete. Now it’s necessary to know how to read sophisticated statistics and work with data programs.”* Whether or not this view is representative, it points to an important qualitative interpretation: for some journalists, AI is part of a broader shift toward data literacy, verification capacity, and digital workflow competence, rather than a standalone technical skill. Overall, the remarks suggest that in journalism, AI-related skills change is most often understood as process upskilling under continued editorial responsibility, not as a replacement of journalistic judgement.

AI Awareness:



Among journalists, AI tools are widely known but unevenly used across different functions. On average, 26.5% report that they are not aware of a given application and 23.1% say it is not used, while 30.3% describe it as common or very common and 8.8% report that they use AI for it themselves.

Transcription/summaries and automatic translation/subtitling stand out as the most established applications. Both have the lowest non-awareness (6.1%), low not used (10.2%) and the highest combined common/very common shares (59.2%), with 16.3% saying they use these tools themselves. These functions are thus both widely visible in newsroom practice and frequently operated directly by journalists.

Several newsroom support tools show moderate awareness and use. AI-supported data analysis and generative writing for routine stories have non-awareness around 24.4%, not used around 19.5%, and common shares just above 31%; self-use is 7.3% in both cases. AI-assisted fact-checking and moderation of user comments have similar or slightly higher non-awareness and not-used levels, with common/very common use typically between about 16% and 31%, and self-use in the 2–7% range.

More specialised back-end tools are less widely known. NLP-based content tagging and categorisation has the highest non-awareness (42.1%) and relatively low common/very common use (15.8%), with 10.5% self-use. Content recommendation algorithms, comment-moderation systems, and AI-based publication scheduling/headline generation all show non-awareness and not-used shares above 30%, and common/very common use mostly between 13% and 25%.

AI-assisted editing and language refinement sits between these groups, with 23.3% not aware, 23.3% not used, 27.9% common/very common, and relatively high self-use (16.3%). AI-powered all-in-one platforms show higher non-awareness (43.2%) and not used (35.1%), with only 10.8% common and 2.7% self-use, indicating limited current adoption. When we look at the gap for each AI tool between being reported as being used (“very common” + “common” + “I use AI for this myself”) versus “not aware” we get an idea of how widespread the awareness of certain tools is in the sector.

	USE	NOT AWARE
AI-generated transcriptions and summaries of interviews or recordings	76%	6%
AI-supported data analysis to identify patterns, story leads or anomalies	39%	24%
AI-assisted fact-checking and detection of misinformation	38%	21%
Automatic translation and subtitling to improve accessibility and reach	76%	6%
Generative writing tools to draft routine news stories (e.g. sports, finance, weather)	39%	24%
NLP-based content tagging and categorisation to support editorial workflows	26%	42%
AI-assisted editing and language refinement for clarity and tone	44%	23%
Awareness - Content recommendation algorithms based on user profiles and behaviour	28%	33%
AI-powered moderation of user comments and online community spaces	24%	33%
AI-based publication scheduling and headline generation for increased en-gagement	28%	35%
AI-powered all-in-one platforms delivering a finished product (incorporating some or all of the functions above)	14%	43%

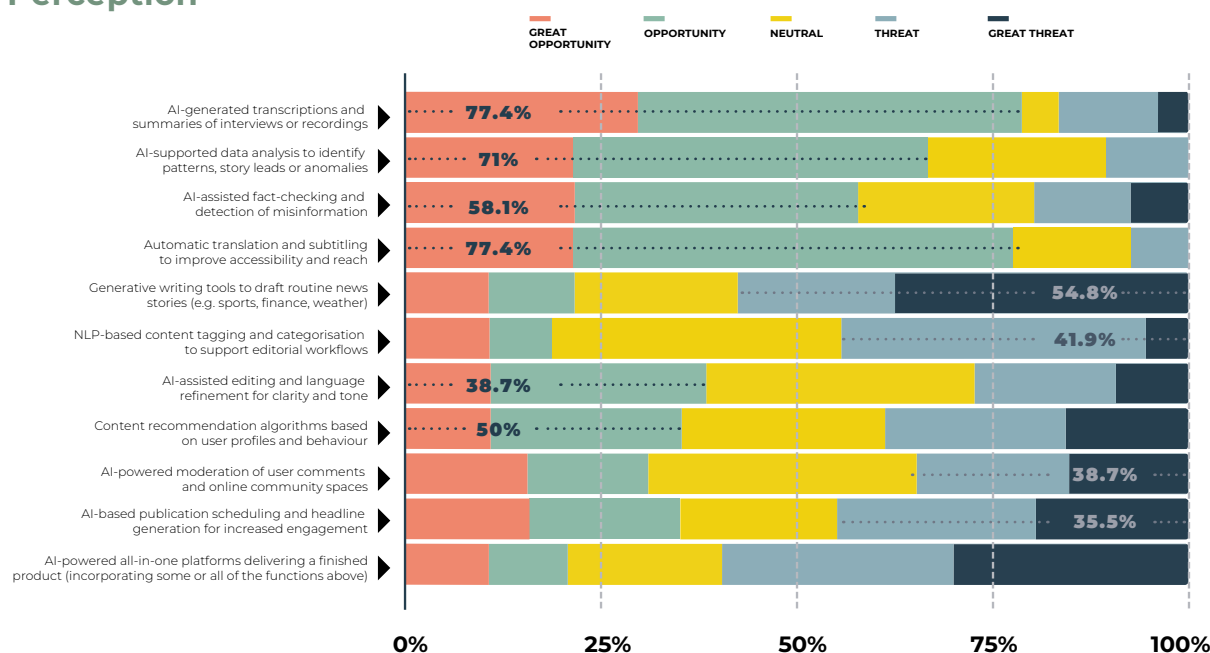
Journalism has the clearest “text-first AI maturity” profile. Transcriptions/summaries and translation/subtitling are both at 76% use with only 6.1% not aware, which is the strongest combination of high visibility and high adoption anywhere in the survey results. This is the sector where AI looks closest to a default layer of daily work.

Beyond those two dominant items, journalism shows a second tier of applications clustered around the high-30s to mid-40s use, including language refinement/editing (44%), fact-checking/misinformation support (38%), and data analysis/story lead discovery (39%). This suggests that once the transcription/translation backbone is in place, AI adoption extends into productivity and editorial support.

At the same time, journalism also shows that “infrastructure AI” can remain surprisingly invisible even in a text-heavy sector. NLP tagging/categorisation has 42% not aware, and all-in-one platforms also sit high on not aware (43%) with the lowest use (14%). That implies that integrated platforms and backend workflow automation are either not widely deployed, used only by certain roles, or simply not experienced by respondents as “AI,” even when present.

Compared to music, journalism is less about creative generation across many steps and more about accelerating text processing, accessibility, and publishing workflows. Compared to actors and crew, journalism is dramatically more AI-visible. Especially for applications that convert audio/video into text and enable multilingual distribution.

Perception



The above graphic shows the distribution of Likert-scale scores from “great opportunity” to “great threat”. In the table below, we distinguish between opportunity (= great opportunity + opportunity), neutral, and threat (= threat + great threat).

	THREAT	NEUTRAL	OPPORTUNITY
AI-generated transcriptions and summaries of interviews or recordings	19.4%	3.2%	77.4%
AI-supported data analysis to identify patterns, story leads or anomalies	12.9%	16.1%	71.0%
AI-assisted fact-checking and detection of misinfor-mation	19.4%	22.6%	58.1%
Automatic translation and subtitling to improve acces-sibility and reach	9.7%	12.9%	77.4%
Generative writing tools to draft routine news stories (e.g. sports, finance, weather)	54.8%	22.6%	22.6%
NLP-based content tagging and categorisation to sup-port editorial workflows	41.9%	38.7%	19.4%
AI-assisted editing and language refinement for clarity and tone	25.8%	35.5%	38.7%
Content recommendation algorithms based on user profiles and behaviour	38.7%	25.8%	35.5%
AI-powered moderation of user comments and online community spaces	32.3%	35.5%	32.3%
AI-based publication scheduling and headline genera-tion for increased engagement	45.2%	19.4%	35.5%
AI-powered all-in-one platforms delivering a finished product (incorporating some or all of the functions above)	58.1%	22.6%	19.4%

Journalism is the clearest opportunity-leading sector for “language infrastructure.” Transcription/summaries and translation/subtitling are overwhelmingly framed as opportunities (around 80–82% high opportunity) with comparatively low threat. This mirrors the operational reality that these applications reduce time spent on mechanical work and improve accessibility without necessarily replacing editorial judgement.

However, journalism also shows sharp boundaries. Generative writing for routine news flips strongly toward threat (61.4% high threat), indicating that once AI moves from assisting language processing to producing journalistic output, perceived risk rises sharply. This creates a clear “assist vs author” divide inside journalism perceptions.

A third cluster sits in a genuinely mixed space. Editing/refinement has a strong opportunity share (40.5%) but also substantial threat and neutral, while tagging/categorisation carries high uncertainty (33.3% neutral). Recommendation algorithms and scheduling/headline tooling lean threat-heavy, suggesting distrust when AI is tied to distribution incentives and engagement optimisation rather than core reporting support.

Compared with every other sector, journalists most clearly treat AI as a productivity layer that reduces mechanical workload and increases accessibility without necessarily displacing judgment. This is, until AI crosses into authoring content. That boundary is visible in the sharp reversal for generative drafting of routine news, which becomes threat-dominant and aligns journalism more closely with crew/animation anxieties about replacement. Relative to music, journalism is less conflicted about “assistive” language tools but still cautious about systems tied to engagement optimization or end-to-end platforms.

Overall, journalism illustrates the strongest example of a sector separating “AI that supports the work” from “AI that becomes the worker.”

Concerns

	CONCERNED	NEUTRAL	NOT CONCERNED
Job loss and automation	67.7%	22.6%	9.7%
Remuneration and working conditions	80.6%	6.5%	12.9%
Creative autonomy and authenticity	80.6%	3.2%	16.1%
Intellectual property rights	80.6%	9.7%	9.7%
Deepfakes and misinformation	93.5%	3.2%	3.2%
Ethical concerns around automated reporting	90.3%	6.5%	3.2%
Quality degradation in journalistic content	87.1%	3.2%	9.7%
Inequality and access to AI tools	67.7%	16.1%	16.1%
Transparency and attribution of sources	80.6%	12.9%	6.5%
Misuse of AI-generated content	90.3%	6.5%	3.2%
Impact on unions and contract negotiations	67.7%	9.7%	22.6%

Journalism's concern profile is dominated by the **public-trust axis**. Deepfakes/misinformation (93.5%) is the defining peak, closely followed by misuse of AI-generated content (90.3%) and ethical concerns around automated reporting (90.3%). This indicates journalists see AI as a threat to verification, legitimacy, and accountability. These are risks that extend beyond the newsroom to audiences and democratic discourse.

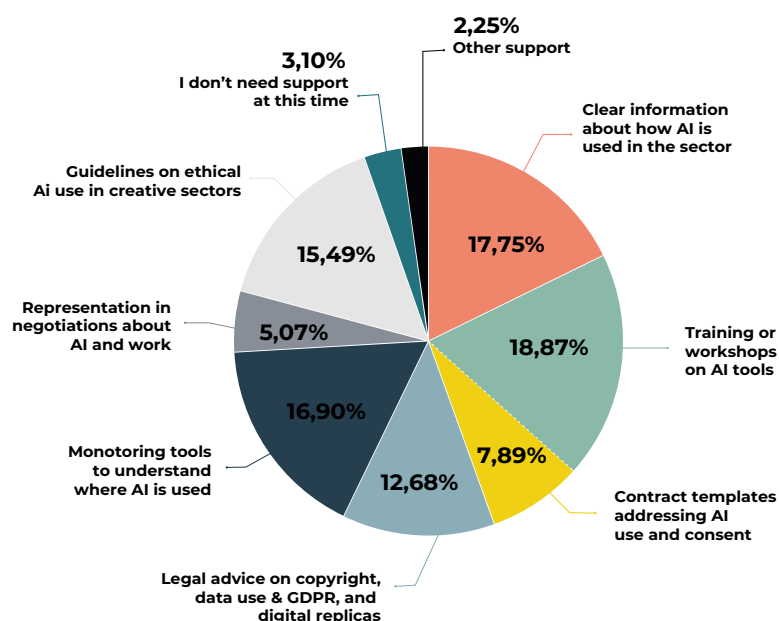
At the same time, journalism still shows strong “industry” concerns: IP (80.6%), transparency/attribution (80.6%), and quality degradation (87.1%) are all very high. The difference versus other sectors is how tightly these concerns map onto truth standards and credibility rather than primarily to identity (actors) or authorship (animation).

Training & support

Of all groups, journalists report the highest percentage of received training from employers. 27.8 % say they have received training from an employer. The majority (55.5%) state to not have received training.

●● Support

While most members are mainly looking for information, the journalists would like to go one step further and receive training or workshops on AI tools (64.5%).



In the open answers we read that “this is a new reality; all the information we can gather is welcome.” *And that each journalist must seek out the tools they need and train themselves with them according to their specific needs. None of this replaces thought. In fact, it only stimulates it.*” A last request was “*clear legislation on what is or is not acceptable, AI watermarks on content, and MUCH MORE digital literacy, both for ourselves and the public.*”.



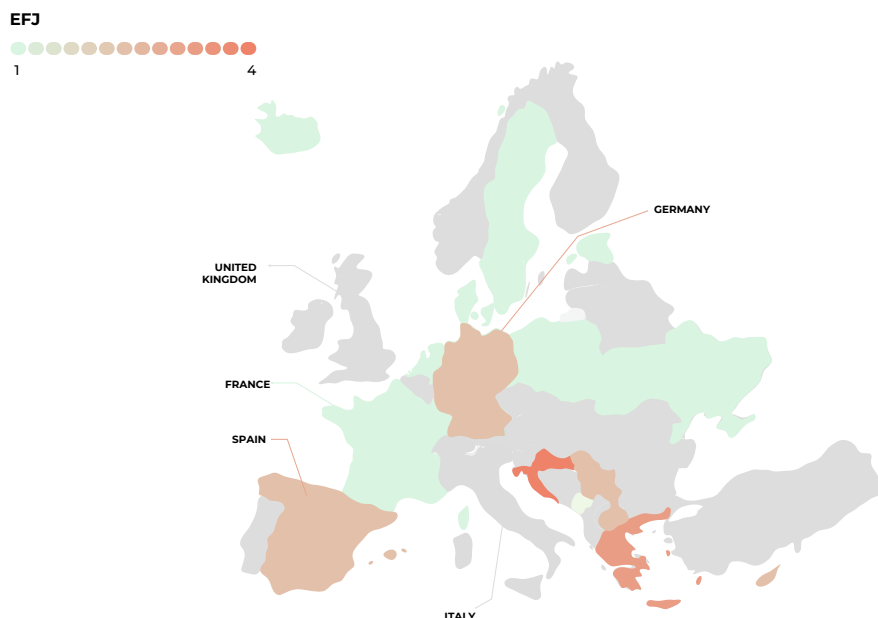
EFJ UNIONS

Respondents: 30 journalists' unions

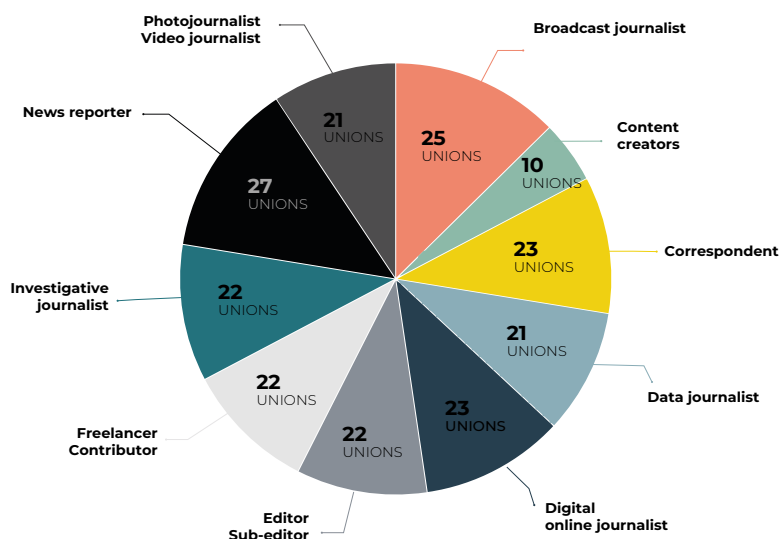
Geographical Focus: 19 European countries

Federation: EFJ (European Federation of Journalists)

Profile of the Unions: Who represents the Journalists?



These data show that the journalism-union survey covers a wide European spread and a broad set of journalistic roles. Responding unions are active in Finland (2), Serbia (2), Greece (3), Cyprus (2), Iceland, Germany (2), Estonia, Montenegro, Croatia (4), Switzerland, Netherlands, North Macedonia (2), Luxembourg, Sweden, Ukraine, Denmark, Spain (2), France and Italy. They mainly represent news reporters (27 unions), broadcast journalists (25), correspondents (23) and digital/online journalists (both 23), editors/sub-editors (22), freelancers/contributors and investigative journalists (22 each), as well as photo/video journalists (21), data journalists (21) and content creators (10).

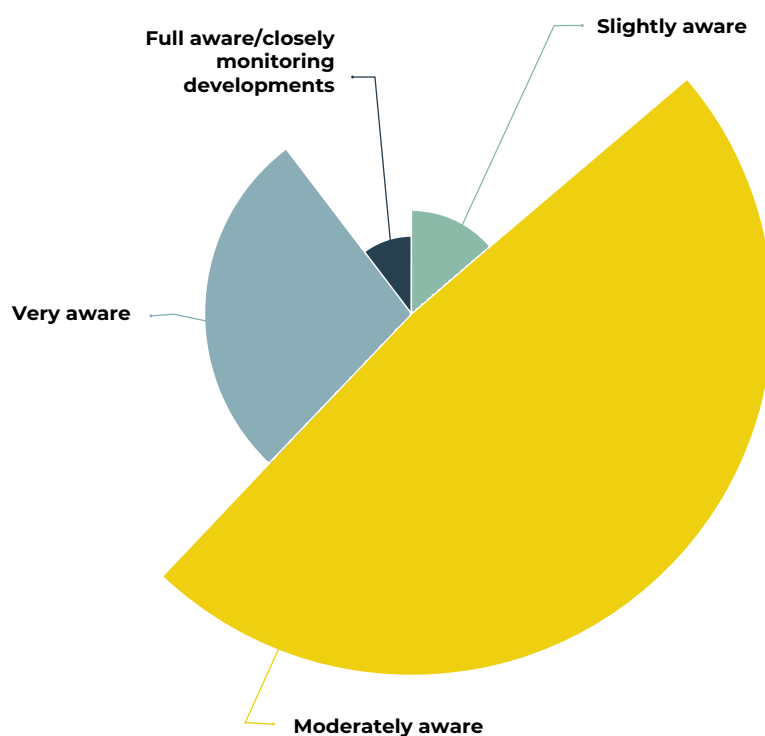


The responding journalists' unions range from very small to very large organizations, with a notable cluster at the top end. Three unions have 0–250 members, four have 251–500, five have 501–1000, three have 1001–1500, two have 1501–2000 and three have 2001–3000 members, while no union falls in the 3001–5000 bracket and ten unions report more than 5001 members.

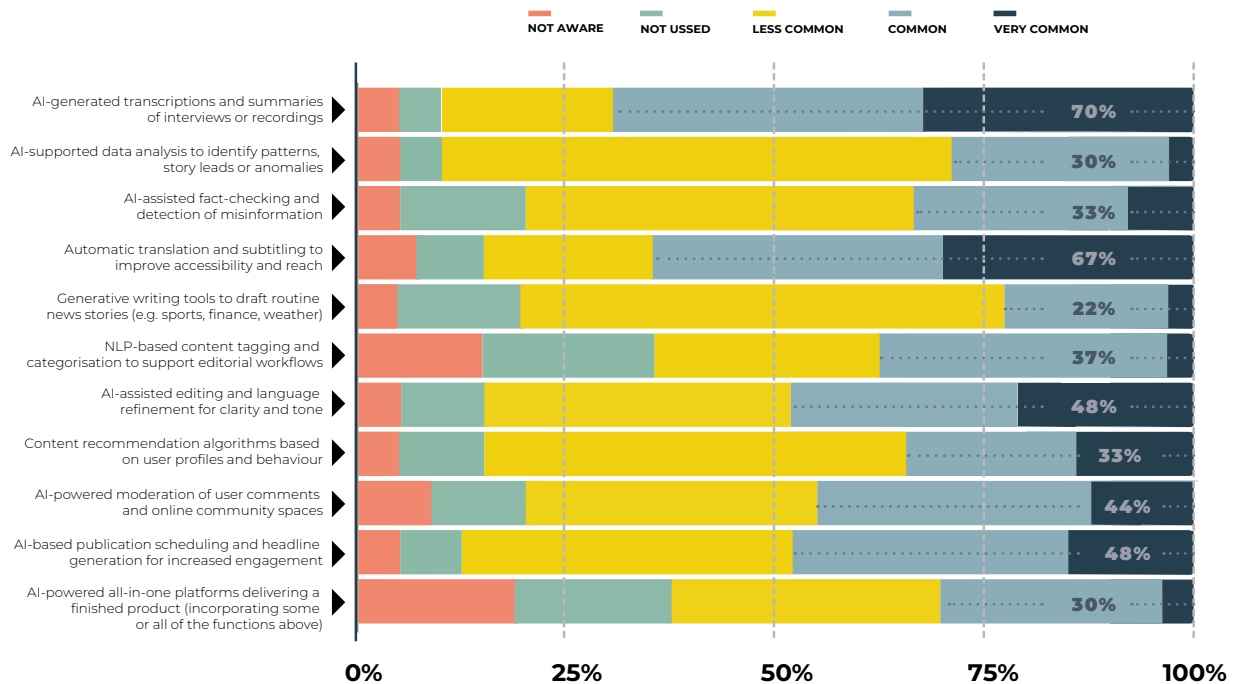
0-250	3
251-500	4
501-1000	5
1001-1500	3
1501-2000	2
2001-3000	3
3001-5000	0
5001+	10

AI Awareness

Most responding musicians' unions already have at least some awareness of AI use in their sector. None describes itself as “not at all aware”; instead, 7 are slightly aware, 3 moderately aware, 2 very aware, and 2 say they are fully aware / closely monitoring developments.



Most responding journalists' unions already have at least a moderate level of awareness of AI use in their sector, with none "not at all aware." Four describe themselves as slightly aware, 14 as moderately aware, seven as very aware, and two as fully aware or closely monitoring developments.



Journalists' unions describe a sector where AI has already become a routine assistive infrastructure, while more far-reaching automation remains limited and less consistent. Across almost all tools, "not aware" and "not used" scores are low (around 7% and 11% on average), which means that most unions know of concrete use cases in newsrooms rather than only abstract possibilities.

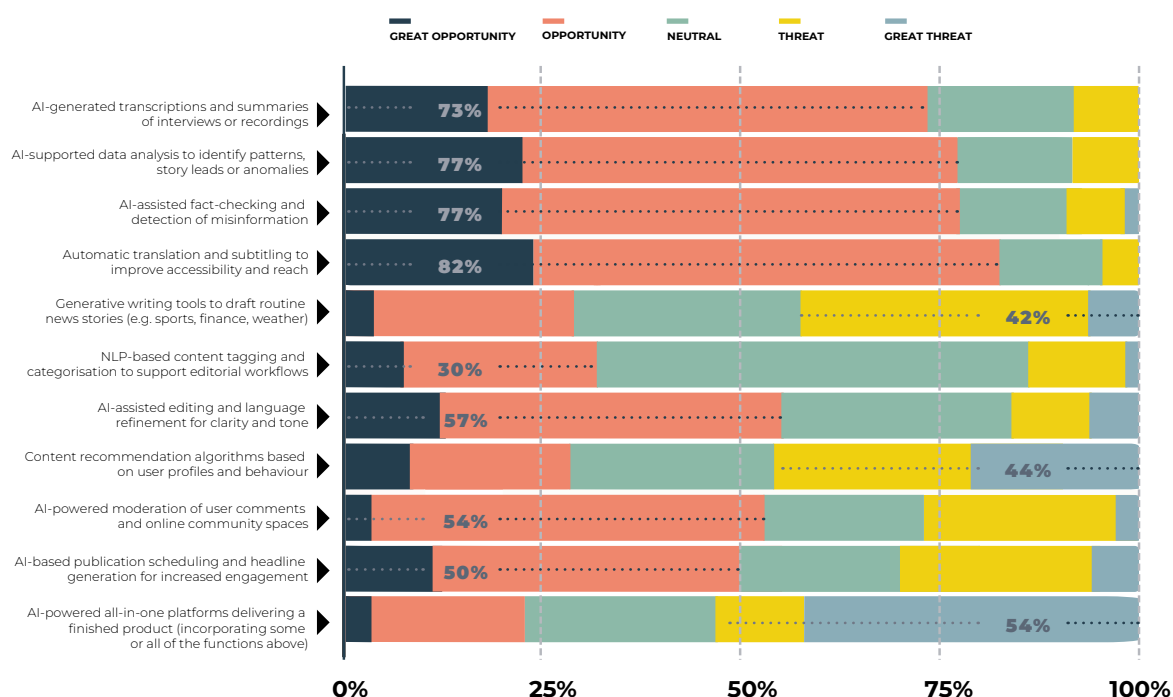
The strongest adoption centres on tools that directly relieve time pressure in core tasks: AI-generated transcriptions and summaries, automatic translation and subtitling, and AI-supported data analysis all have high combined "common" and "very common" scores (automatic translation and subtitling to improve accessibility and reach have a combined 67%, and AI-generated transcriptions and summaries of interviews or recordings have a common and very common result of 70%), indicating that they are now embedded in everyday reporting and production workflows.

There is also broad uptake of NLP-based content tagging, language-refinement tools, and to a lesser extent recommendation algorithms and comment-moderation tools, which operate more in the background of editorial workflows but are increasingly seen as standard parts of digital publishing. By contrast, generative writing tools for routine stories and especially AI-powered all-in-one platforms that can deliver a finished product show higher "less common" and "not used" shares and very low "very common" scores, suggesting a cautious, experimental stance towards tools that come closer to replacing journalistic writing rather than assisting it. Still, all these all-in-one platforms show a common response of 26%. This pattern reinforces a broader picture from the survey: we see a sector that is comparatively open to AI that saves time and expands access (transcription, translation, and tagging) but remains wary of applications that might undermine editorial judgment, originality, and control over the full production chain.

	USE	NOT AWARE
AI-generated transcriptions and summaries of interviews or recordings	70%	4%
AI-supported data analysis to identify patterns, story leads or anomalies	30%	4%
AI-assisted fact-checking and detection of misinformation	33%	4%
Automatic translation and subtitling to improve accessibility and reach	67%	7%
Generative writing tools to draft routine news stories (e.g. sports, finance, weather)	22%	4%
NLP-based content tagging and categorisation to support editorial work-flows	37%	15%
AI-assisted editing and language refinement for clarity and tone	48%	4%
Content recommendation algorithms based on user profiles and behaviour	33%	4%
AI-powered moderation of user comments and online community spaces	44%	7%
AI-based publication scheduling and headline generation for increased engagement	48%	4%
AI-powered all-in-one platforms delivering a finished product (incorporating some or all of the functions above)	30%	19%

Perception

Across all AI applications, musicians' unions tend to see more risk than upside, especially where human performance could be replaced. For almost every tool, the combined share of "threat" and "great threat" is higher than the combined "opportunity" and "great opportunity", with an average of about 27% "threat" and 23% "great threat" versus 22% "opportunity" and 4% "great opportunity". The highest concern levels concentrate around AI-generated compositions/arrangements, synthetic voices/virtual vocalists, and AI all-in-one platforms, each with 54% rating them as a "great threat", reflecting fears of direct substitution of human creativity and performance.



Journalists' unions see most AI tools as clear opportunities but become much more cautious when tools approach automated content production or distribution control.

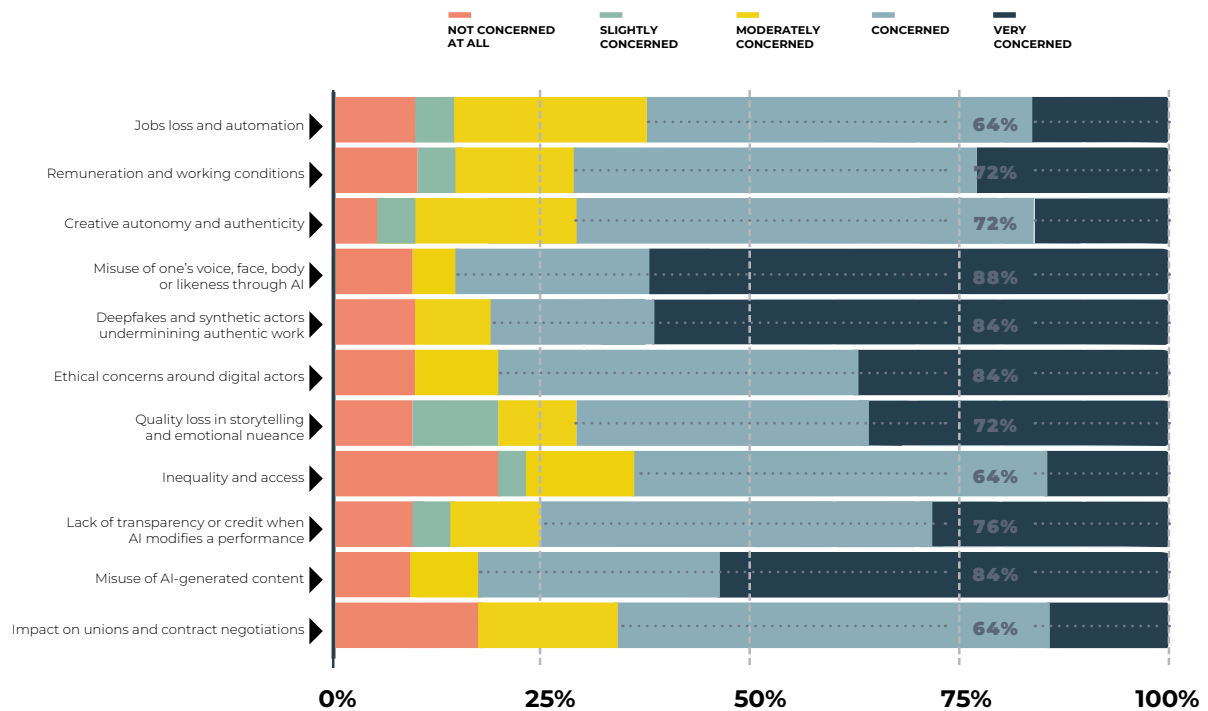
Across almost all applications, the combined share of “great opportunity” and “opportunity” is high (around 53% on average), especially for AI-generated transcriptions and summaries, AI-supported data analysis, and automatic translation and subtitling, which are widely viewed as ways to save time and broaden access without replacing journalists. A large group of unions is also positive about AI-assisted language refinement and some moderation and scheduling tools while remaining largely neutral about content-tagging. By contrast, generative writing tools for routine stories and especially AI-powered all-in-one platforms trigger much higher “threat” and “great threat” scores (up to 42% “great threat” for all-in-one systems), reflecting fears of job displacement, loss of editorial control, and opaque, machine-driven news production.

	OPPORTUNITY	NEUTRAL	THREAT
AI-generated transcriptions and summaries of interviews or recordings	73%	17%	10%
AI-supported data analysis to identify patterns, story leads or anomalies	77%	13%	10%
AI-assisted fact-checking and detection of misinformation	77%	13%	10%
Automatic translation and subtitling to improve accessibility and reach	82%	12%	6%
Generative writing tools to draft routine news stories (e.g. sports, finance, weather)	27%	31%	42%
NLP-based content tagging and categorisation to support editorial workflows	30%	56%	15%
AI-assisted editing and language refinement for clarity and tone	57%	25%	18%
Content recommendation algorithms based on user profiles and behaviour	30%	26%	44%
AI-powered moderation of user comments and online community spaces	54%	19%	27%
AI-based publication scheduling and headline generation for increased engagement	50%	21%	29%
AI-powered all-in-one platforms delivering a finished product (incorporating some or all of the functions above)	23%	23%	54%
Average	53%	23%	24%

Concerns

Journalists' unions report consistently high levels of concern about AI across all surveyed risk areas, with very few respondents unconcerned. For every item, not one union says they are “not concerned at all”; on average, more than 75% fall into the combined “concerned” or “very concerned” categories, and only small minorities select “slightly” or “moderately” concerned (a combined 16%). The highest “very concerned” scores cluster around intellectual property rights (60%), deepfakes and misinformation (60%), and misuse of AI-generated content (52%), indicating that unions see AI as a direct threat to authors' rights, information integrity, and control over how journalistic material is used. Remuneration and working conditions also rank very highly

(72% concerned or very concerned, including 24% very concerned), as do transparency and attribution of sources, job loss and automation, quality degradation, and AI's impact on unions and contract negotiations, each with large majorities in the concerned/very concerned range.



	NOT OR SLIGHTLY CONCERNED	NEUTRAL	CONCERNED OR VERY CONCERNED
Job loss and automation	12%	24%	64%
Remuneration and working conditions	12%	16%	72%
Creative autonomy and authenticity	8%	20%	72%
Intellectual property rights	8%	4%	88%
Deepfakes and misinformation	8%	8%	84%
Ethical concerns around automated reporting	8%	8%	84%
Quality degradation in journalistic content	16%	12%	72%
Inequality and access to AI tools	24%	12%	64%
Transparency and attribution of sources	12%	12%	76%

Misuse of AI-generated content	8%	8%	84%
Impact on unions and contract negotiations	16%	20%	64%
Average	12%	13%	75%

In open answers, the journalists' unions express a strong sense of anxiety and unpreparedness regarding the impact of AI on their profession. The main concerns revolve around the absence of strategy or regulation, threats to authors' rights, and the deterioration of journalistic quality and autonomy. A recurrent theme is that the media sector is reacting without overall direction or policy: "There is no strategy or workflow regarding AI, only ad hoc press statements and going with the flow type of thinking." Respondents stress that decision-makers underestimate the urgency of AI literacy among journalists and audiences, while misinformation and deepfakes spread rapidly.

The Greek context illustrates how economic and ownership structures could amplify AI's negative effects: "Rich shipowners that own Media and football teams don't really care about news quality, but they do care about reduction on expenses. That's why if they realise that with the use of AI they can fire journalists, and they will reduce their expenses, they will do it easily."

Several unions underline the power imbalance between employers and workers and the lack of ability to defend professional rights: "I simply believe that we are not sufficiently prepared for the changes; so far, they are absolutely in favour of the employers, and we are not strong enough to stand up and protect workers', professional, authorship, and ultimately perhaps even human rights."

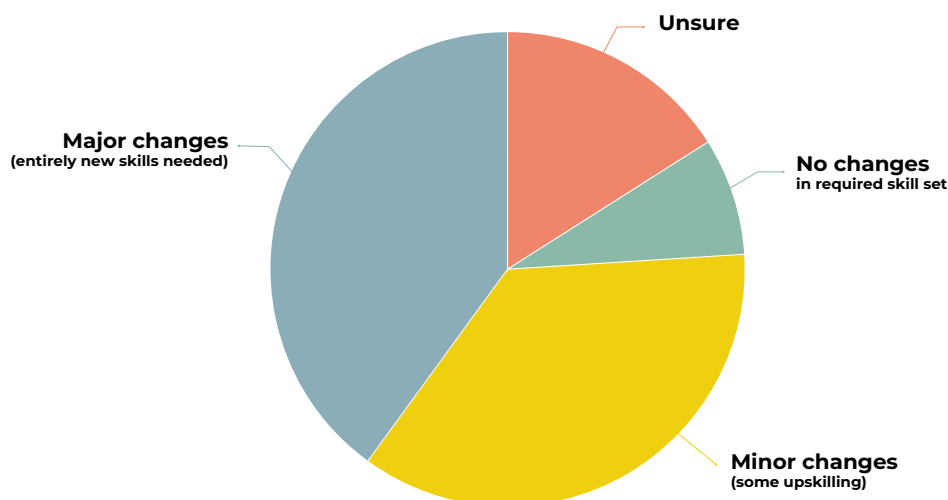
The National Union of Journalists in Ukraine (NUJU) highlights from direct experience that AI poses security and disinformation risks in wartime: "NUJU assessed the risks based on the real experience of Ukrainian journalists... highlighting the highest level of concern regarding intellectual property rights due to the lack of legislative clarity and the use of journalistic work to train AI without consent, deepfakes and disinformation as a national security issue due to Russia's massive use of fake videos."

Unions also tie AI to the ongoing economic decline in journalism and the dominance of platforms: "The number of journalists has been declining since the advent of the internet. Then came platformisation, which made monetising journalistic content even more difficult. AI will accelerate this trend... AI applications such as Google's AI Overview will accelerate this process because the search engine now exploits the content itself while disregarding its legal basis, namely the copyright of journalistic works."

A further, shared concern is the impact on quality, ethics, and creative independence: "The growing reliance on AI tools in news production has led to faster but often shallower content, with less context and fewer verified sources... Another serious concern is the impact of AI on creative independence. As AI-generated text, images and video become more common, it becomes harder to distinguish between human and machine-created content."

Finally, one of the smaller unions (the Estonian Association of Journalists) says their local context lowers challenges on one side but creates other worries: "We don't worry about the negotiations, because we are not in position to do it for now due to too few members in big private media houses. But we do worry about more general things like misinformation/deepfakes and misuse of AI content, which bring down journalism quality and trustworthiness, and intellectual property/authors' rights, which tend to be violated. Job loss is a moderate worry as for now there is little impact, but the workload increasing is more of a problem. Ethical problems are twofold - breaking journalism ethical rules, when reporting is more automated and is it ethical at all. Inequality is more of a small-big media house problem and not really a topic."

●● Impact on skills and jobs



Journalists' unions broadly agree that AI is transforming skill requirements, but they emphasise that core journalistic competences must remain central.

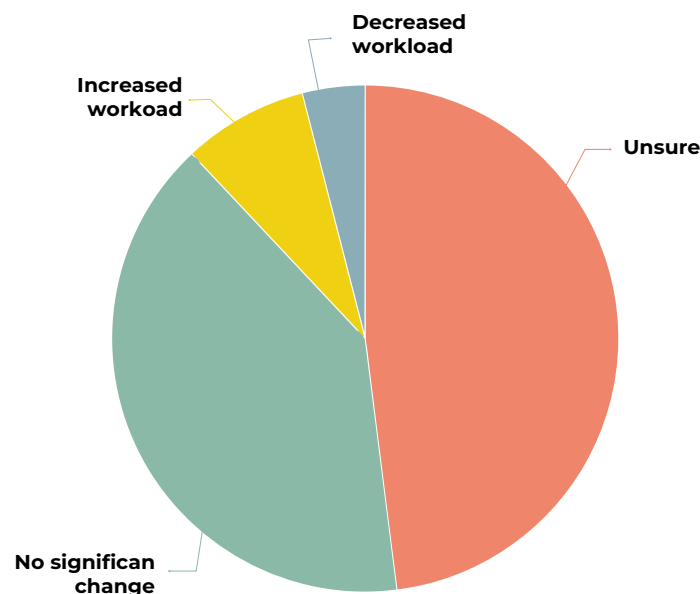
Most unions expect at least some change in required skills, with many describing a shift rather than simple "upskilling". Several note that journalists are already learning new tools **"as they go"** because **"one can't survive otherwise"**, especially in roles involving data research and digital production. Unions also point out that some tasks, such as final editing or summarising, may partially disappear, while others like data journalism, prompt-writing and AI-aware investigative skills become more important. At the same time, a few organisations admit they have **"no workflow or strategy"** yet, or **"have not yet taken a final standpoint regarding AI"**, showing uneven institutional readiness.

Open answers highlight a double movement: AI as unavoidable infrastructure and AI as a driver of deeper professional change. One union writes that **"AI is changing all the jobs so in our view, all our members need to be aware and familiar of the tools and also the risks of AI"**, arguing that AI must also be integrated into collective bargaining agendas. Another stresses that **"journalists working in or with media houses tend to get to know new tools as they go", but that impact differs by role, with "more impact on data research"**. A comment approved by TUCJ states **"There are no specific demands, but recognizing the changes, the union has launched a digital development project that will also include AI support for members, and we are developing an AI representative to assist with basic questions and issues related to union work and workers' rights."**

Several unions underline that the transformation goes beyond learning software and touches the identity of journalism. It must be seen as a complex systemic problem that has no easy solutions. As this union in Montenegro (TUMM) explains **"Our union recognizes that AI is profoundly changing the skill requirements for media workers. Journalists and other media professionals are now expected not only to use AI tools but to understand how these technologies operate: how they collect, process, and learn from data....AI is becoming a dominant factor in shaping the flow of information, in a period when public trust in the media is already unstable. AI is here to stay, but it is up to us to decide whether it remains an assistant or continues to drive changes in the field of information — changes to which, in my view, we have not yet found adequate answers."** The National Union of Journalists of Ukraine similarly describes the **"journalist of the future"** as a hybrid of a reporter and a digital analyst who combines AI literacy, data skills, deepfake detection and AI ethics with traditional strengths such as investigation, context, ethics and courage.

At the same time, unions stress that context and national media culture matter. One Greek response notes that many media bosses are **"over 50 with old-school knowledge"** and do not demand AI skills, while younger journalists **"use AI for sure"** but do not talk about it, so change remains informal and hidden. Another union from a Nordic country emphasises the need for **"lifelong learning tools"** and **"a variety of experts to teach us"**, arguing that jobs are at risk unless journalists ensure **"human supervision"**.

Overall, unions see AI as forcing journalism towards a skills mix where technical, ethical and business competences expand, but human editorial judgement remains the benchmark of a well-organised sector. They warn that without structured strategies and large-scale retraining, some journalists will lose competitiveness, and AI will shape the information landscape *“in ways that we have not yet found adequate answers to”*, rather than remaining a controllable assistant.



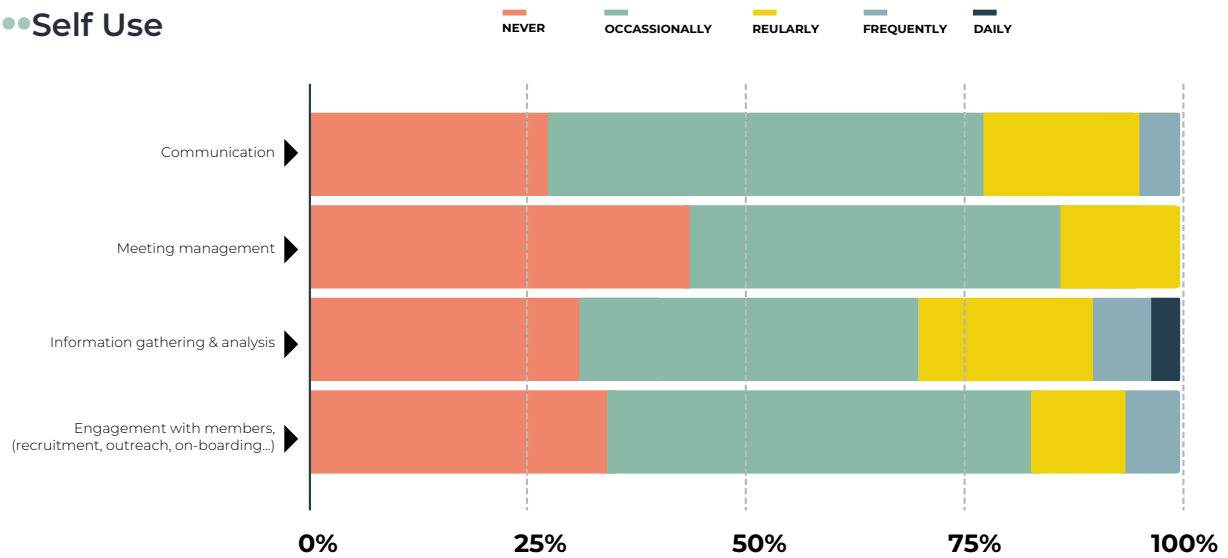
Journalists' unions describe AI's impact on workload as mixed and highly uncertain, with clear changes in how work is done but no consensus yet on how much work there is.

Factually, several unions say they *“cannot definitively say that the workload has increased or decreased for everyone”* and that they *“don't have clear figures yet”*, stressing the need for further surveys and ongoing research projects before drawing firm conclusions. Many emphasise that AI is still unevenly adopted: in some countries *“AI is not widely used in newsrooms”*, some unions *“haven't researched this topic yet”* or *“have not yet taken a final standpoint”*, and informal contacts in certain newsrooms show that *“no one is talking about AI”*. Where AI is used, effects differ by role, outlet and tool quality: one union notes that *“AI has not yet caused lay offs and is integrated in the work of the editing staff”*, who use time saved for *“other work to improve their quality or research”*, while another observes that AI *“has changed the way the work is done”* rather than the volume, saving time in some tasks but consuming more time where AI-led processes are still under development.

Interpretively, unions point to diverging experiences across generations, contract types and editorial cultures. Younger journalists are *“experimenting with AI and some of them are using AI without saying that they do”*, while *“older colleagues... are not so confident with the AI tools so they are avoiding using them”*, creating hidden, individualised AI practices without institutional guidance. Some unions warn that this informal adoption can produce extra work and new risks: editors may face additional workload because they must fact-check AI-generated copy (*“we demand journalists as curators and factchecker”*), and one case of an article accidentally published with a visible ChatGPT comment triggered public criticism and raised concerns about oversight and transparency. Others stress that the key issue is not whether AI saves time but how that time is used: it can either be converted into more assignments and employer demands, or into deeper research, better quality and improved work-life balance, depending on newsroom policies and bargaining outcomes. Overall, unions see AI as already reshaping workflows, but they emphasize that systematic data and clear institutional frameworks are still missing, making the true workload impact an open question rather than a settled fact.

AI work

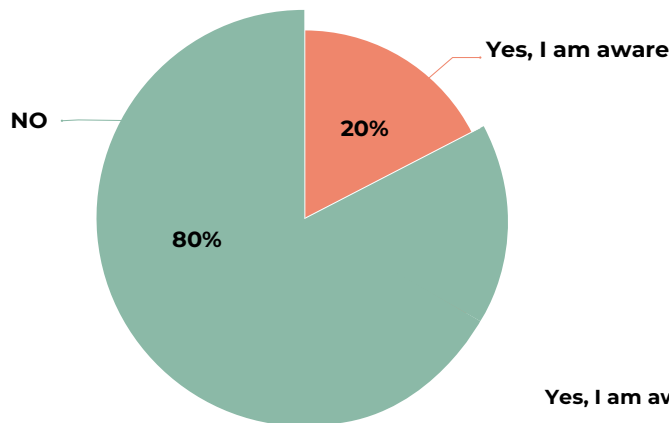
Self Use



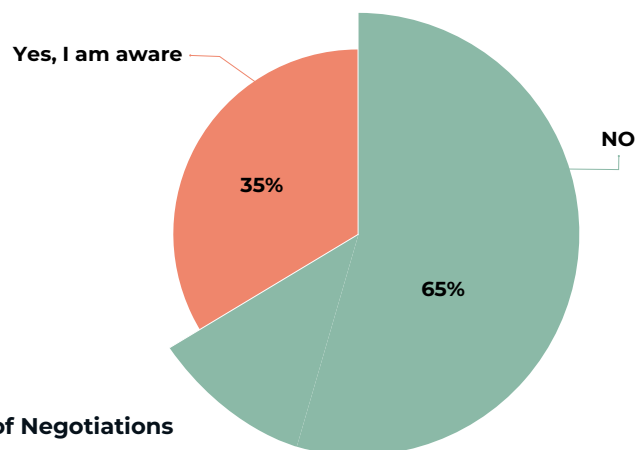
Journalists' unions are already using AI in their own operations, but mostly at a light, occasional level rather than as a daily core tool. Around one-third to almost half never use AI for communication, meetings, information analysis or member engagement, while the largest group in all four areas uses AI occasionally (around 40-50% for all four listed tasks), and only a small minority report regular, frequent or daily use.

The average "frequent" or "daily" use of AI tools by EFJ unions is quite low compared to other unions from other federations. While EFJ unions score an average of 7% (daily or frequent use) UNI MEI unions score 18% and FIM unions 10%. The lowest regular use of AI by unions themselves is within FIA where only 4% report at least frequent use of AI.

Awareness of Agreements



Awareness of Negotiations



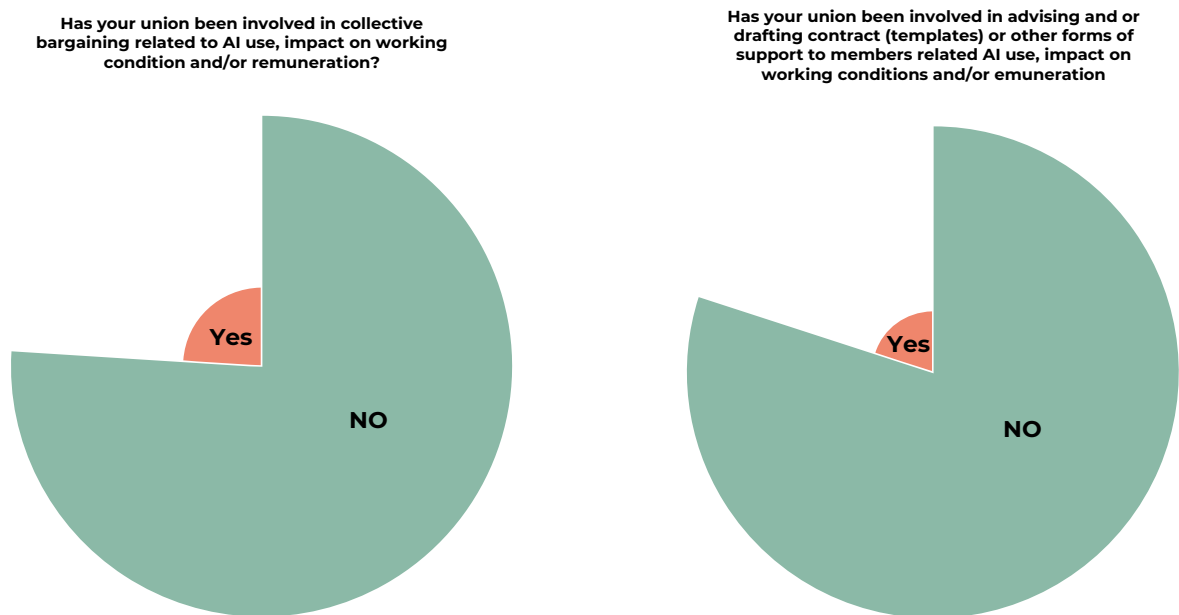
1 <https://schibsted.com/news/schibsted-media-partners-with-openai/>

2 <https://www.djv.de/medienpolitik/kuenstliche-intelligenz/sz-klage/>

Some journalists' unions are already bringing AI explicitly into collective bargaining and copyright negotiations, with a strong focus on remuneration and rights. Several report that copyright and AI's impact on content production and pay are now "hot topics" at the bargaining table, that AI clauses are being introduced into collective labour talks and collective copyright positions for freelancers, and that unions are negotiating directives and newsroom guidelines at both country and federal level. Concrete examples include a licence agreement in the Shibsted group covering sub-licensing to OpenAI, remuneration talks handled via collective management organisations, and a national bargaining round where a union is explicitly demanding a nationwide agreement on the use of AI in journalism.

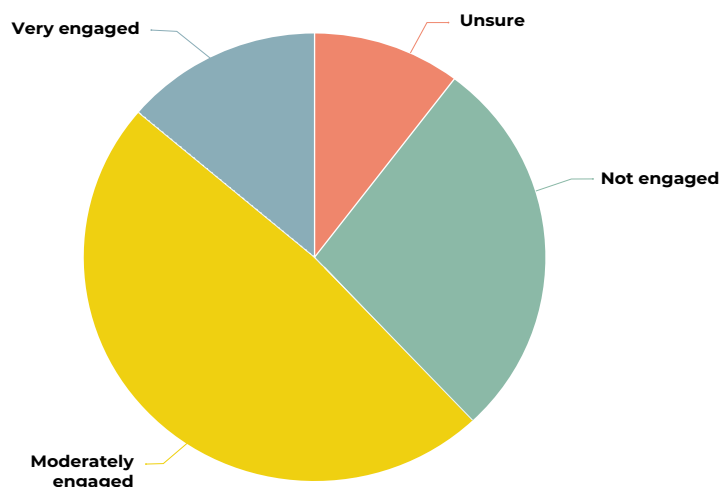
Unions are also prepared to take cases to court. See, for example, the lawsuit against the publisher of the *Süddeutsche Zeitung*. Another union says *"We are introducing these topics now in our collective labour negotiations and in our collective copyright position towards the media companies for the freelancers"*. Others let the collective management organisations (CMO) handle the copyright issues. *"Negotiation on remuneration is done by Collective Management Organisations, and when it comes to working conditions it will be a topic during collective bargaining"*. One union was in the process of negotiation when replying to this survey and among its demands was *"a national agreement on the use of artificial intelligence in journalism."*

●● Involvement in collective bargaining

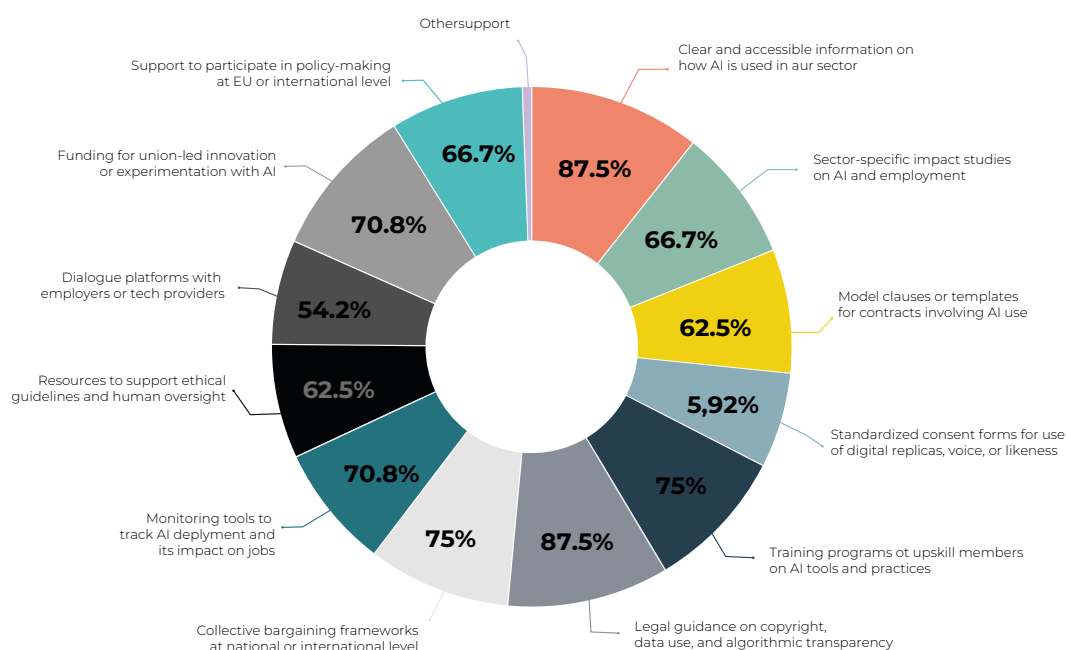


A minority of journalists' unions are already addressing AI in negotiations and contract support, while most are not yet active in these areas. Six unions report involvement in collective bargaining on AI use, working conditions or remuneration (vs. 19 that have not), and five have advised on or drafted AI-related contract templates or similar support tools for members (vs. 20 that have not).

How engaged is your union in AI-related union or policy negotiations at the national or EU level?

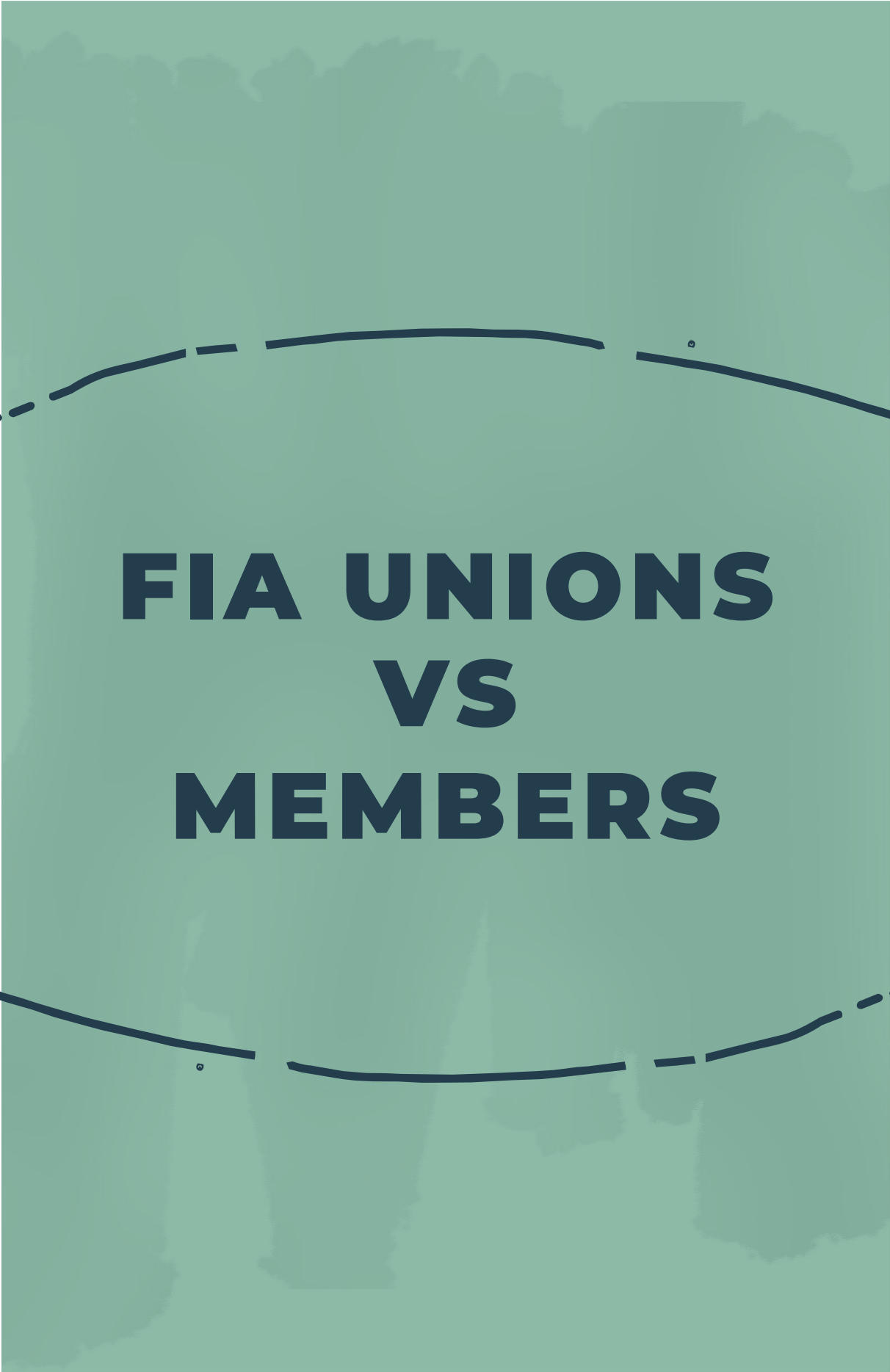


Several journalists' unions are already engaged in AI-related policy and standard-setting at national and international level. Examples include unions that have helped draft an AI code of practice and an OSCE policy manual on media and AI, those involved in parliamentary initiatives on AI and freedom of the media, organisations that meet regularly with MEPs on EU regulation, and unions that run dedicated projects and publications on artificial intelligence and the protection of journalism in their national contexts.



Journalists' unions express very broad and intense support needs around AI, centred on information, legal tools and bargaining capacity. Almost all (87.5%) want clear, accessible information on how AI is used in the media sector, and the same percentage (87.5%) requests legal guidance on copyright, data use and algorithmic transparency. Large majorities call for collective bargaining frameworks (75%), sector-specific impact studies (66.7%), model contract clauses (62.5%), monitoring tools (70.8%), training programmes (75%) and resources for ethical guidelines and human oversight (62.5%), while over half seek dialogue platforms with employers/tech providers (54.2%), funding for union-led AI innovation (70.8%), and support to engage in EU or international policy-making (66.7%).

3 https://rfom.osce.org/sites/default/files/f/documents/e/3/598525_1.pdf



FIA UNIONS VS MEMBERS

Awareness



The graphic above shows that journalists' unions and journalists themselves report broadly similar levels of AI use in the research and writing stages of the journalistic workflow. Across most tools used for information gathering, transcription, drafting and language support, the difference between unions and their members can be considered negligible. This suggests a shared baseline: both unions and journalists are aware that AI is commonly and very commonly used as an assistive layer in upstream editorial work, rather than as a substitute for core journalistic judgement.

For certain tasks within the research and writing phase, we see a slightly bigger difference, such as AI-supported data analysis to identify patterns, story leads or anomalies and generative writing tools to draft routine news stories (e.g. sports, finance, weather). Unions indicate very common and common use of these tools, ranging from 22% to 33%, whereas members see it as common, very common or use it themselves for 39%. This suggests that members are slightly more aware of the current implication of these AI tools than the Unions.

The analysis shifts once AI applications move closer to the distribution and scheduling of journalistic output, and thus tasks linked to other profiles within the media companies. Here unions indicate distinctly higher levels of concrete use, reporting very common and common use of AI tools that steer publication timing, algorithmic promotion, or audience-facing optimization regarding "Content recommendation algorithms based on user profiles and behaviour" and "AI-powered moderation of user comments and online community spaces". Unions respectively report that AI-powered tools for content recommendation algorithms based on user profiles and behaviour are very common or commonly used (48%), and meanwhile only 28% of the members see it as common or very common or are using it themselves.

Perception



Journalists' unions consistently adopt a slightly more positive or at least more neutral stance towards AI tools than journalists themselves, as shown in the Opportunity, Neutral and Threat scores. This is seen in the scores of for instance AI-assisted fact-checking, where unions report 77% on Opportunity versus 58% for members, and with Threat at 10% for unions and 19% for members. These figures could quantify how unions see research-oriented tools slightly more as opportunities and slightly less as threats than journalists. This holds across the full editorial workflow, from research through to distribution.

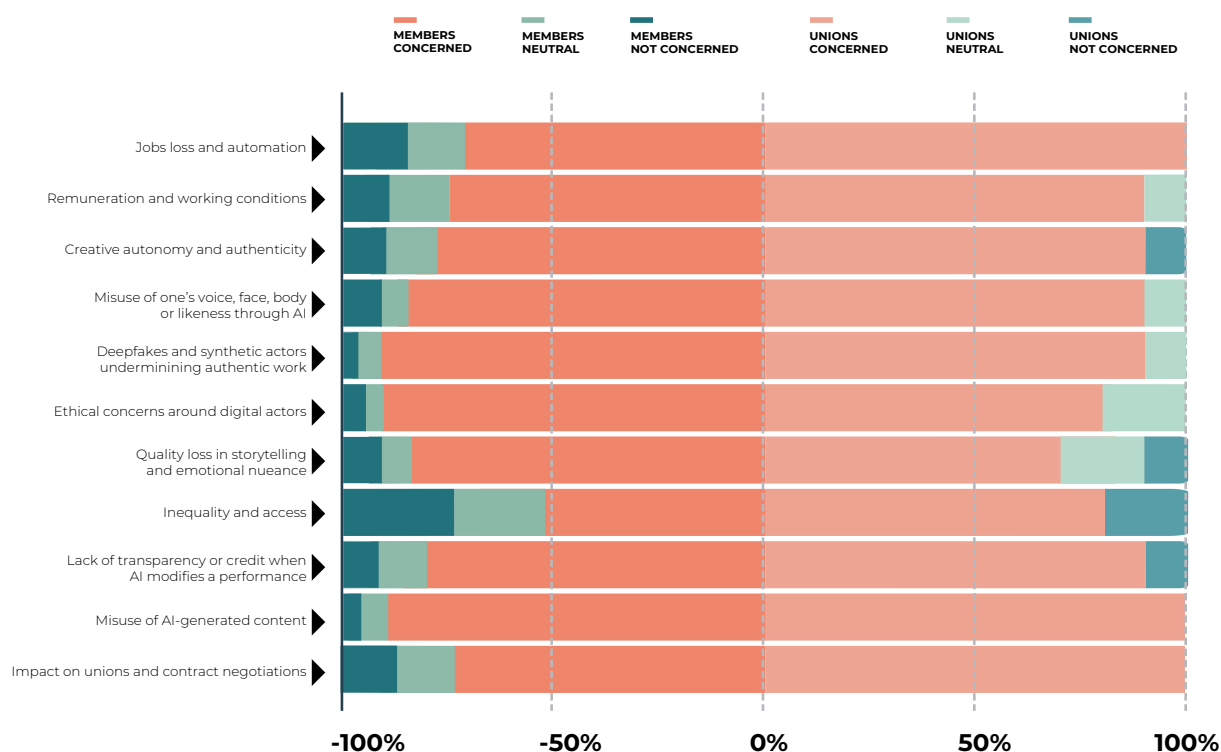
The gap is relatively modest for research-oriented tools. On AI-assisted fact-checking, for instance, unions see an opportunity where members are more cautious (77% vs 58% opportunity; 10% vs 19% threat). The direction is clear, but the difference is moderate.

The gap widens for tools closer to the writing process. On NLP-based content tagging, unions report a threat score of just 15%, compared to 42% among members — the largest single divergence in the dataset. A similar pattern appears for AI-assisted editing, where the threat gap is smaller but the union view is again notably more positive.

The pattern extends into distribution and audience tools, though here it becomes more nuanced: unions actually rate content recommendation algorithms slightly less favourably than members do on opportunity (30% vs 35%), while still registering a higher threat score (44% vs 39%). This is the one area where the union/member dynamic partially reverses — possibly reflecting union sensitivity to editorial autonomy and algorithmic influence over what gets published.

The overall picture is consistent: unions function as relative optimists on AI adoption, while journalists themselves carry more of the uncertainty and concern — particularly around tools that touch their core editorial work.

Concern



Both journalists and their unions are heavily concerned across every AI-related risk area. This is the dominant finding. Differences between the two groups exist, but they are matters of degree rather than direction.

On most topics, individual journalists are slightly more concerned than their unions. This is clearest on creative autonomy and authenticity, where 81% of journalists are concerned compared to 72% of unions, and on remuneration and working conditions (81% vs 72%). A plausible reading: unions, as negotiating bodies, may be more accustomed to framing these issues as manageable challenges, while individual journalists feel the personal stakes more acutely.

The pattern partially reverses on intellectual property rights, where unions are marginally more alarmed than members (88% vs 81%). This likely reflects unions' institutional role in contract and rights negotiations, where IP is already a live battleground.

Where AI touches truth and information integrity (deepfakes and misinformation, ethical concerns around automated reporting, quality degradation) concern levels converge at the top of the scale. Both groups cluster around 85–93% concerned, leaving little room for meaningful differences. On these issues, the journalist/union distinction largely disappears.

The overall picture is one of broad alignment: both groups see AI as a significant threat across the board, with unions slightly more measured on personal and labour concerns, and slightly more alert on institutional and rights-based ones.



CROSS SECTOR COMPARISON

Introduction

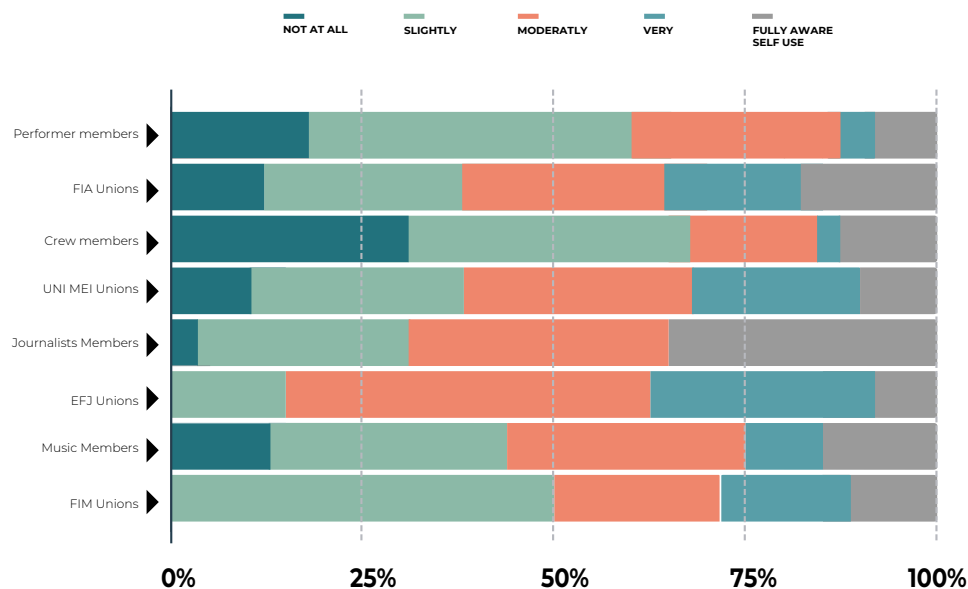
In this last part, we provide some general comparisons between the different sectors and the collected data of the union surveys and the national surveys for members. This chapter brings together the different strands of the study and looks across sectors to identify common patterns and divergences in how AI is experienced in the audiovisual, performance, music and journalism fields. Rather than examining individual case studies, it compares survey results from union organisations and their members, highlighting how perceptions align or differ on key themes such as impact, skills, concern and support needs.

The chapter thus functions as a panoramic view of the dataset, allowing the sector-specific findings from earlier sections to be read in relation to one another and to the broader strategic questions facing unions and their members in the age of AI.

General awareness

Across the different member groups, awareness levels differ significantly, yet they share one important similarity. In most of the sectors, members mostly respond with not at all aware or slightly aware. Among actors around 18 percent are not at all familiar and about 38 percent slightly familiar, which means roughly 56 percent sit in the bottom categories, while only about 3 percent are very familiar and 7 percent fully aware or self users. Crew show a similar pattern, with around 24 percent not at all familiar and 31 percent slightly familiar, so roughly 55 percent in the bottom categories, and only about 2 percent very familiar and 9 percent fully aware or self users. Music professionals are more balanced, with roughly 11 percent not at all familiar, 27 percent slightly familiar, 26 percent moderately familiar and together about 22 percent in the very familiar plus fully aware categories. Journalists stand apart, with roughly 3 percent not at all familiar, about 29 percent slightly familiar and around 42 percent responding with fully aware or reporting self-use, which clearly makes them the most AI-exposed and AI-literate member group.

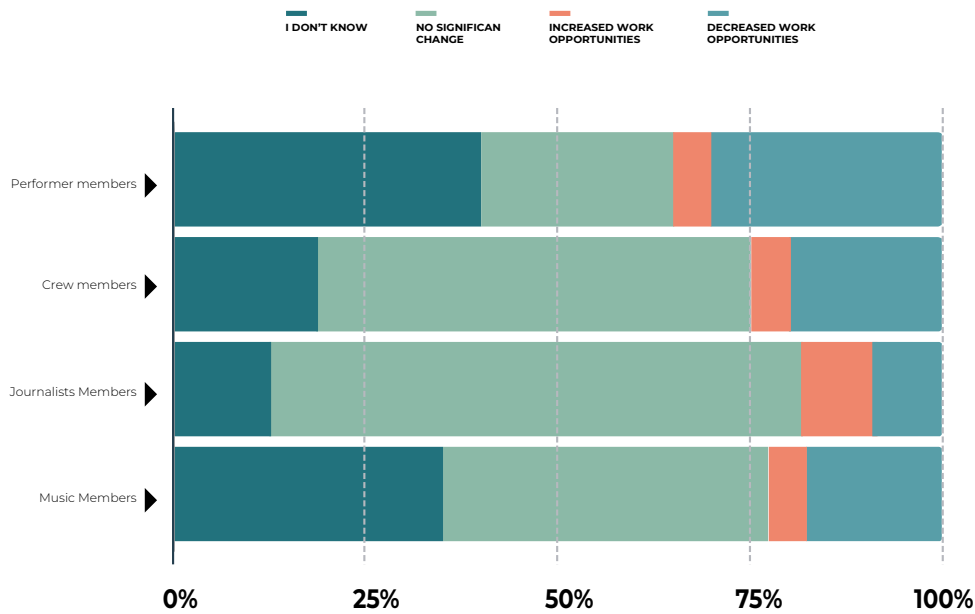
When we compare individual members with unions, a consistent awareness gap appears, although its size differs by sector. For actors (excluding musicians), around 56 percent of members surveyed are in the two lowest categories, while among FIA unions, only about 9 percent are not at all aware and roughly 21 percent are slightly aware, so around 30 percent are at the bottom, and about 45 percent are in the moderate to fully aware bands combined. For crew, roughly 55 percent of members are in the bottom categories, whereas among UNI MEI unions only about 5 percent are not at all aware and around 15 percent slightly aware, so roughly 20 percent at the bottom and about 40 percent in the moderate to fully aware categories. In music, about 38 percent of members are in the bottom categories and roughly 22 percent in the top ones, while among FIM unions, close to one-third are not at all aware, but another third sit in the very or moderately aware bands, which still lifts their high awareness share above that of music members. For journalists, roughly 32 percent of members are in the bottom categories and more than 40 percent in the top, while among EFJ unions only about 12 percent are not at all aware and roughly 22 percent are slightly aware, and close to two thirds place themselves from moderately to fully aware. In every sector the share in the lowest category is higher among members than unions, and the share in the top categories is higher among unions than members, confirming that unions operate from a more informed vantage point.



Taken together, the numbers show a structural awareness gap between unions and members, on top of clear differences between sectors. On the member side, familiarity ranges from low among actors and crew, where roughly 65 to 70 percent are not at all or slightly familiar, to relatively high among journalists, where more than 70 percent are moderately familiar or higher and about one third use AI themselves. On the union side responses of no awareness are much lower than the member side, and a much larger proportion responds with moderately, very and fully aware than amongst most member groups, especially in sectors where AI is already a “hot” topic on a policy level, for example music around intellectual property and synthetic voices and journalism around deepfakes and misinformation.

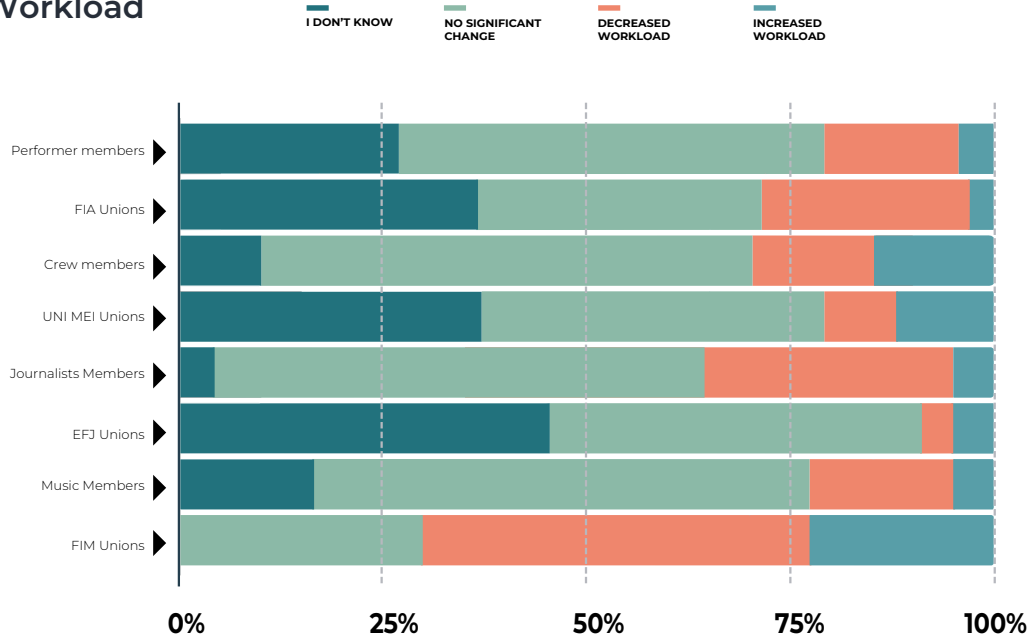
Expected impact of AI

•• Work opportunities



Across different sectors the members report very low clear impact. The percentages of “no significant impact” and “don’t know” are well over half the responses. If there is perceived impact, it mostly is negative. On average the percentage of respondents that see decreased opportunities is four times higher than those that see an increase (28% vs 7%).

•• Workload

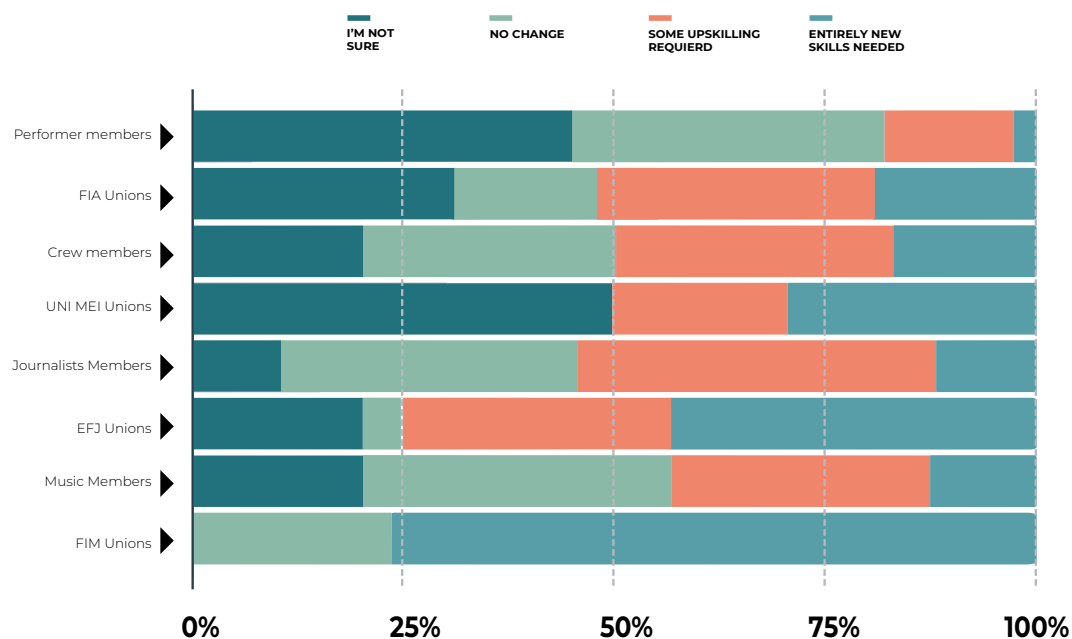


Across all four sectors, members and unions broadly assume that AI has not yet transformed daily workload, but unions perceive more change and uncertainty than their members. A majority of actors, crew, journalists and music professionals report “no significant change” (55–61%), while unions in each corresponding sector give notably lower “no change” scores (30–46%), suggesting they foresee more disruption than workers are currently perceiving. Members also show a clearer pattern of outcomes, especially among journalists and musicians, suggesting that where AI is already embedded in everyday tools (newsrooms, some music workflows), workers feel able to categorise its impact. By contrast, actors have a much larger “don’t know” group (27%), pointing to more diffuse and less visible workload effects in acting and voice work.

Differences between members also emerge in how they experience change in workload. Journalists are the only group where a substantial minority of 26% reports decreased workload, reflecting the strong role of AI in automating transcription and translation. Crew members show the highest share reporting increased workload (14%), slightly above music (9%), journalists (10%) and actors (6%), which can be explained with AI adding coordination and oversight tasks in already compressed production schedules. Actors and musicians sit in between, with 12% and 13% respectively reporting decreased workload.

Compared with the responses of members, unions in every sector perceive more complexity, more change, and less stability. Their “no significant change” scores are consistently lower (30–46%), and their “I don’t know” responses far higher, especially in journalism where unions score 48%, while only 3 % of the members respond with “I don’t know”. Unions for actors and musicians are also more likely than their members to see decreased workload (26% vs 12% for actors and 23% vs 13% for music). Taken together, the data suggest layers of difference. Across sectors journalists see the clearest efficiency gains, while crew addresses the most added tasks. Actors and musicians on the other hand are in general more uncertain than journalists and crew. Between members and unions, unions are reading the same signals as part of a still-unfolding pattern rather than a stable “no change” status quo.

● Skills needed

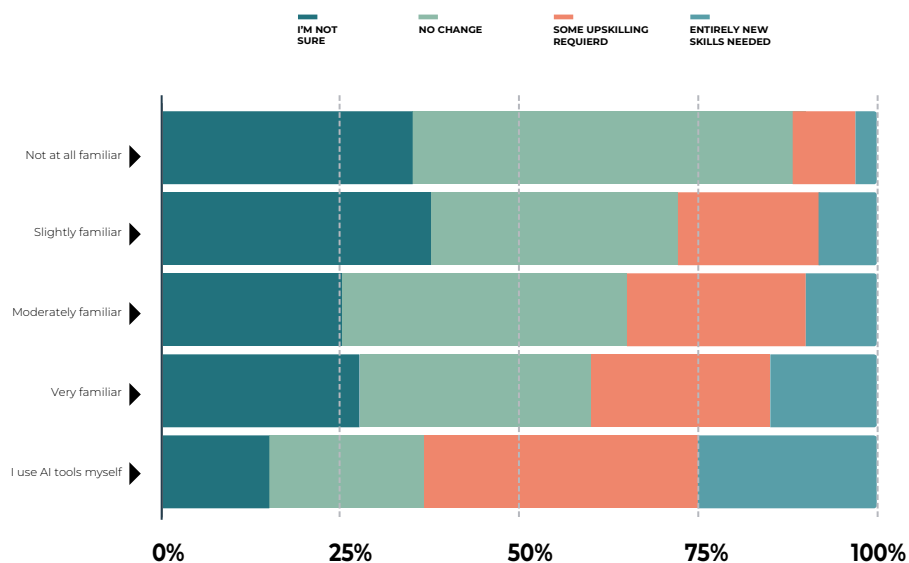


The survey data reveals a striking divergence between how union members and their representative organizations perceive the skill implications of AI. Across all categories (actors, crew, journalists, and music workers) unions consistently report higher rates of “some upskilling required” and “entirely new skills needed” compared to their own members. The gap is most pronounced among music workers: while 77% of FIM unions signal that some upskilling is required, only 27% of music members share that view. This suggests that unions may have a clearer strategic awareness of where AI is pushing the profession, while individual workers are still in an earlier stage of recognizing the full scope of change ahead.

The “no change” responses are telling in their own right. A substantial portion of members across all groups (ranging from 32% to 41%) report feeling no impact on their skills at all. This likely reflects a combination of factors: workers in roles where AI has not yet visibly penetrated day-to-day practice, a degree of normalisation where AI-assisted tools are absorbed without being recognized as such, or a genuine lag between technological adoption at the organizational level and felt experience on the ground. The 0% “no change” response from FIM unions stands in sharp contrast and underlines how differently institutions read the landscape compared to individuals.

An interesting co-relation was found between the measure in which respondents are “used” to AI tools and the perceived impact on skills. The data reveals a striking pattern: the more familiar respondents are with AI tools, the less likely they are to perceive their work as requiring no change at all. Among those with no AI experience (“not at all familiar”), over half (55%) report that no new skills are needed — a figure that likely reflects a blind spot rather than reassurance. Those unfamiliar with AI are, by definition, poorly positioned to assess what competencies it demands. Conversely, among respondents who use AI tools themselves, nearly 42% indicate that some upskilling is required, and 26% say entirely new skills will be needed. Familiarity with AI thus goes hand in hand with a sharper awareness of its impact on one’s own skill set.

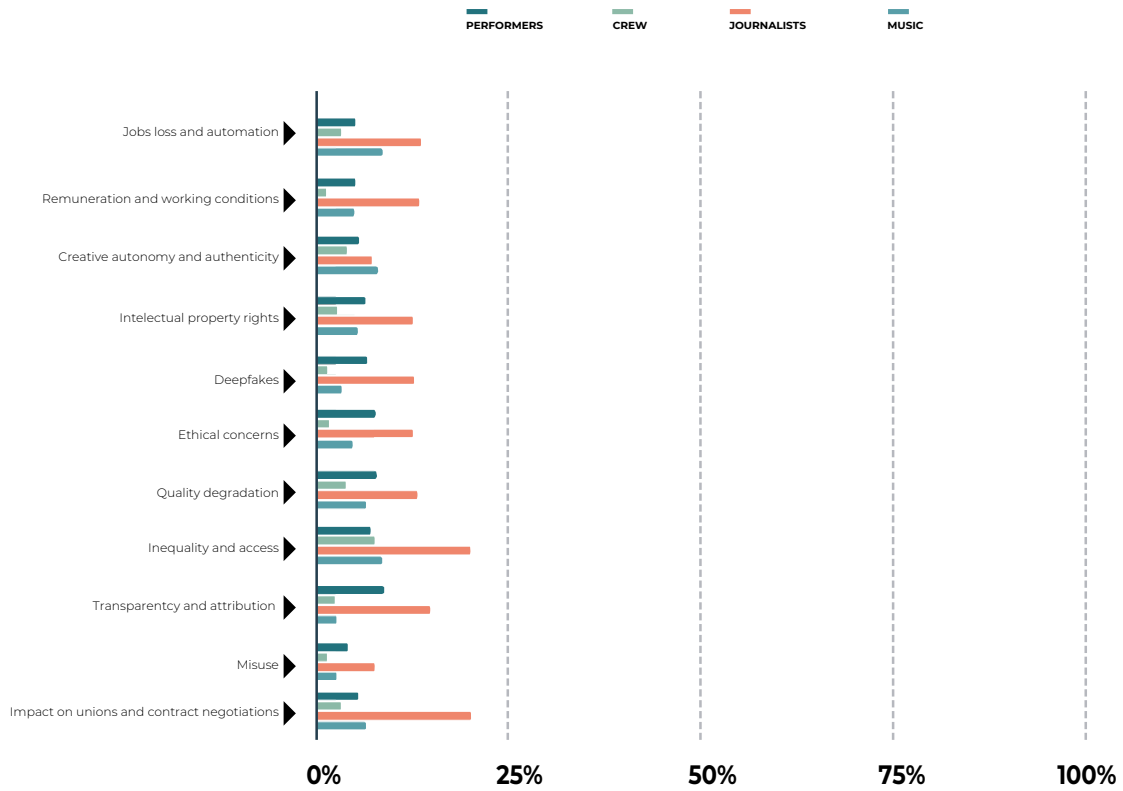
Also notable is the persistently high level of uncertainty (“I’m not sure”) across all groups including the most experienced ones. Even among respondents who use AI tools themselves, 9% remain uncertain about the impact on their skills, and in the “very familiar” group that figure rises to 27%.



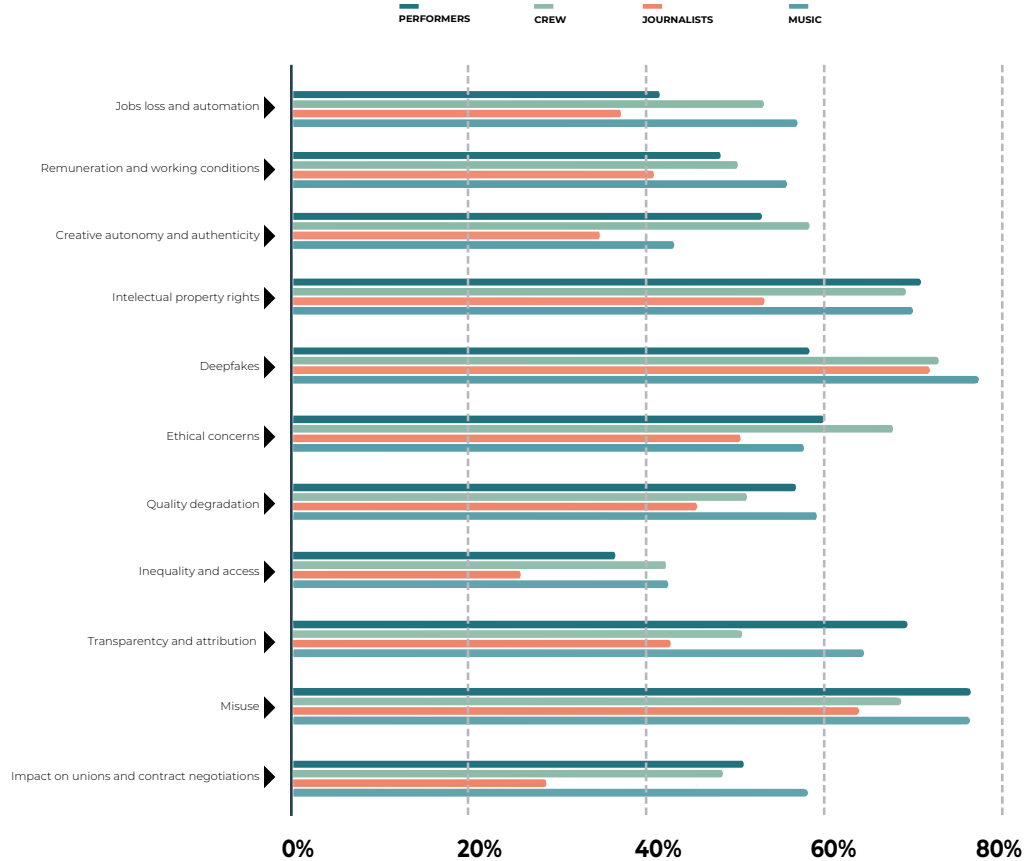
●● Concern

The most striking finding is how extremely low the percentage of “not at all concerned” responses is across the entire study. Across all sectors and respondent groups, the average sits below 6%, and among actors it reaches barely 1.63%. This is not a measurement of a problem, it is a near-complete consensus about its existence. The “very concerned” percentages are correspondingly high: an average of 61% among actors, 58% among crew members, and notably also 61% among FIM trade unions. The picture the data paints is therefore not of a divided field, but of a sector sounding the alarm across the board. The exceptions are all the more telling for it.

NOT CONCERNED AT ALL



VERY CONCERNED



Two trade unions deviate sharply from their respective memberships. The EFJ (journalists' unions) is markedly less concerned than Portuguese journalist members: on job loss, EFJ scores only 16% "very concerned" compared to 48% among members, a gap of over 32 percentage points. On creative autonomy the difference is 29 points, and on impact on union negotiations as much as 26 points. At the same time, EFJ sits at the top of "not at all concerned" on equality and access (16%) and impact on unions (16%), categories on which journalist members are considerably less relaxed. Warning: once again we must remember that the number of respondents in the journalist survey was dramatically low (36) so conclusions must be drawn carefully..

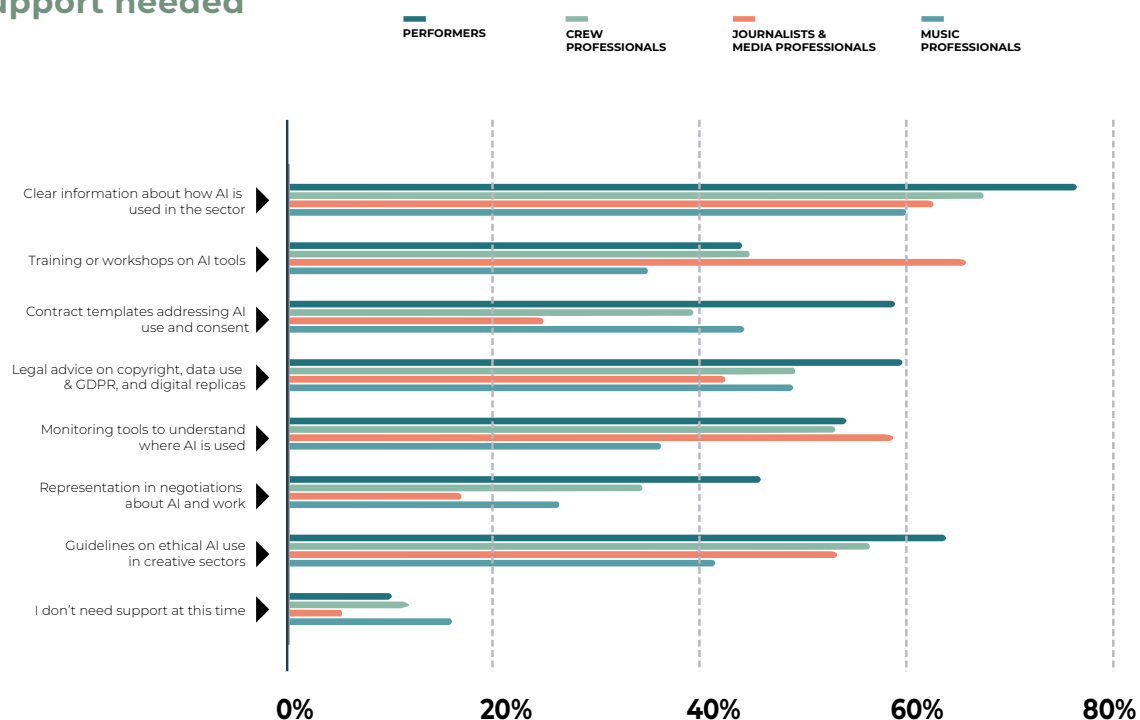
FIM (music unions) shows the inverse pattern: FIM unions are on average slightly more concerned than music members, but score strikingly lower on creative autonomy (23% vs 55%). The fact that music unions rate IP rights, misuse and deepfakes as highly as members do, yet almost disregard creative autonomy, suggests that FIM frames the struggle primarily in legal and contractual terms, while members also feel the artistic domain shifting.

Two unions stand out at the opposite end of the spectrum: UNI MEI and FIM score exactly 0% on "not at all concerned" across every single theme. This is not coincidental. It points to an institutional baseline of total alertness, or to a response dynamic in which union representatives cannot or will not allow themselves to say they are "not concerned." In contrast, EFJ unions record percentages of 8% or even 16% on multiple themes. That gap likely also reflects the profile of the respondents: EFJ represents sectors where AI is in some respects experienced as a useful tool, not solely as a threat.

One theme that is considered relatively "safe" across sectors is equality and access. From actors to journalists, from unions to members: "inequality and access" consistently scores the highest "not at all concerned" percentages and the lowest "very concerned" scores. That is itself an insight. Direct, personal threats (misuse of likeness, deepfakes, job loss) mobilise intense concern. The structural, societal question of who can make use of AI tools and who cannot recede into the background. The same tendency is visible with "impact on unions and collective bargaining": journalist members and EFJ unions score remarkably low on "very concerned" here, while FIM unions (69%) and UNI MEI (50%) rate this theme very highly. This suggests that the institutional reflex to place AI on the bargaining agenda differs substantially depending on union tradition and the extent to which collective bargaining is already an established practice in that sector.

Finally, the comparison between members and unions illustrates a pattern that deserves policy attention: in three of the four sector pairings, unions score on average lower on "very concerned" than their members. Only FIM marginally exceeds the member score.

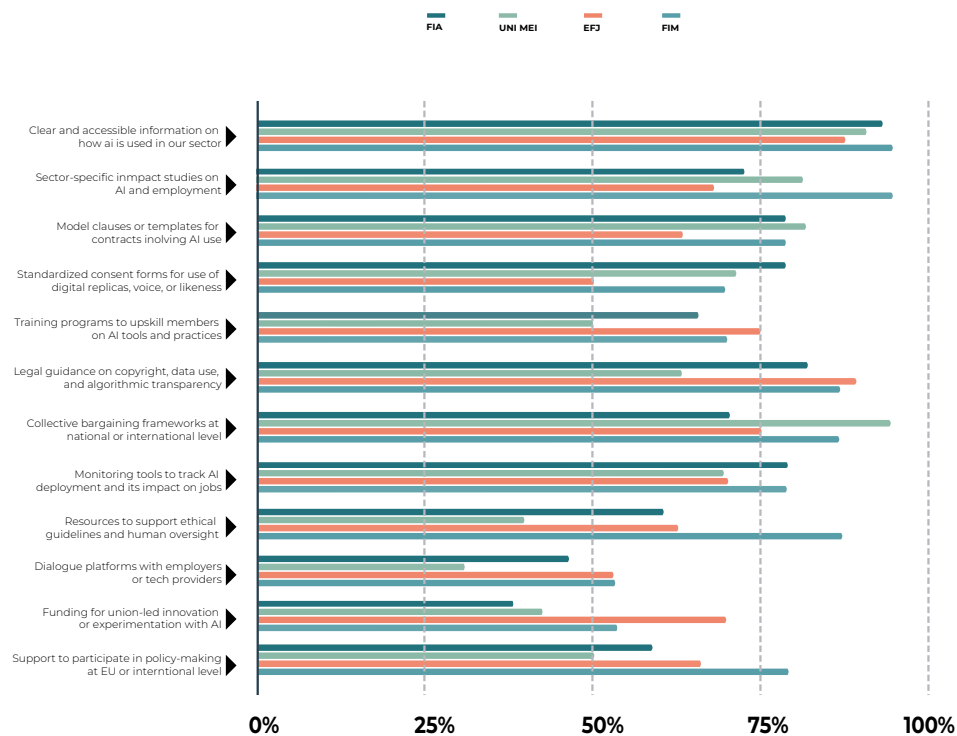
Support needed



Across the different sectors most respondents want information, governance and ethics, but the intensity and emphasis differ by profession. Actors stand out as the most information seeking group with 77% asking for clear information about how AI is used and 64% for ethical guidelines, closely followed by crew (67% information, 58% guidelines) and journalists (61% and 55%), while music professionals are clearly lower on ethics (41%) despite similar demand for information (60%). This suggests a common sense of lack of transparency around AI deployment, but with actors and crew pushing harder for sector-wide norms than musicians, who appear more fragmented in how they see AI's ethical stakes.

A second key finding is that members ask for training and upskilling, as well as legal protection rather, than being left to navigate AI individually, though again with distinct sector profiles. Journalists are the clear outlier on training, since 65% want workshops on AI tools, far above actors and crew (both 43%) and music professionals (35%), which fits their position as high users who now need skills and standards to catch up with practice. Actors, by contrast, are the group demanding the most for clear legal frameworks and advice. 60% want legal advice on copyright, data use, GDPR and digital replicas and 59% want contract templates addressing AI use and consent, compared with lower but still substantial demand among crew (48% legal, 40% contracts), music professionals (48% legal, 44% contracts) and journalists (42% legal, 23% contracts). This points to actors focusing on formalising consent and rights around their likeness and recordings, while journalists prioritise learning to manage tools already embedded in their workflow.

Finally, there is clear appetite for collective governance of AI, but how that should happen differs by sector. Actors and crew combine a strong demand for monitoring (54% and 53%) with relatively high support for representation in negotiations about AI and work (44% and 33%), and only 9–10% say they need no support at this time. Journalists and music professionals lean more towards transparency and individual support than explicit bargaining, since 58% of journalists and 36% of music professionals want monitoring tools, but only 16% and 25% respectively prioritise representation in negotiations, and 6% of journalists versus 15% of music professionals say they need no support. Taken together, the data suggest a gradient from actors and crew, who see AI as something to be negotiated and constrained collectively, to journalists, who emphasise training and transparency in already AI-saturated environments, and music professionals, whose demands are more diffuse and less sharply concentrated on any single form of support.



Across the board, unions mirror and amplify members' call for information, governance and ethics, but at a higher and more structured level. While 60–77% of workers across sectors want clear information about how AI is used, unions are almost unanimously aligned on this. 90–92% of FIA, UNI MEI and FIM, and 87.5% of

EFJ, ask for clear and accessible AI information in their sector. They go further by demanding sector-specific impact studies on AI and employment (from 67% in EFJ to 92% in FIM) and monitoring tools to track AI deployment (70–77% across all federations), signalling that unions are thinking in terms of systematic evidence and ongoing monitoring rather than ad hoc transparency alone. Ethical governance is also framed more institutionally. Where 41–64% of members ask for ethical guidelines, 59–85% of unions want resources to support ethical guidelines and human oversight, often combined with dialogue platforms with employers and tech providers (30–54% across unions).

On contractual, consent and legal protections, unions confirm and deepen members' priorities but again with a more formal architecture. Members' demand for contract templates and legal advice is strongest among actors and music professionals, to which unions respond by placing very high emphasis on model clauses and consent tools. Between 77% and 80% of FIA, UNI MEI and FIM, and 63% of EFJ, want model clauses or templates for contracts involving AI use, while 69–77% in all federations want standardised consent forms for digital replicas, voice and likeness. Legal guidance is even more prominent. 82% (FIA), 60% (UNI MEI), 88% (EFJ) and 85% (FIM) want legal guidance on copyright, data use and algorithmic transparency, clearly exceeding the already high demand for legal support among members. Unions also look beyond individual contracts to structural tools, since 72–90% call for collective bargaining frameworks at national or international level, and 50–77% want support to participate in EU or international policy-making. This shows unions translating individual worries about consent and rights into a perceived strategy spanning contracts, sector agreements and regulatory influence.

Finally, unions' view of capacity-building, experimentation and representation is broader and more proactive than members' more immediate requests. Where members focus on training for day-to-day tools (with journalists peaking at 65%), unions in all federations see training programmes as one element of a wider infrastructure. A further 50–75% of unions' answers call for training to upskill members, but they also ask for funding for union-led innovation or experimentation with AI (30–71%) and dialogue platforms with employers or tech providers (30–54%). Monitoring tools, which 36–58% of members say they want, are demanded by 70–77% of unions, reflecting a stronger emphasis on systematic tracking of AI's job impact rather than case-by-case problem-solving. Overall members articulate concrete, immediate needs (information, training, contracts, legal advice), while unions articulate a more comprehensive governance ecosystem combining information, legal frameworks, collective bargaining, monitoring, ethics resources, dialogue and policy access, designed to turn their higher awareness into sector-wide rules rather than individual strategies.



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