

From Provenance to Prominence

The regulator and the invisible editor

How AI is reshaping content creation, moderation and distribution

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PANEL QUESTION

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From the perspective of regulatory authorities, are contents produced within the framework of protecting pluralism, transparency, and fundamental rights?

The first threshold: can we prove it is AI?

Armenia has defined synthetic content and required labelling. Technical proof remains unresolved.

DETECTION ALONE

- 01 Probability is not certainty
- 02 Processing can change results
- 03 Opaque methods weaken evidence

A DEFENSIBLE COMPLIANCE MODEL

PRIMARY DUTY

Mandatory visible + machine-readable labelling

VERIFICATION

Validated, licensed detection + provenance checks

EVIDENCE

Reproducible logs + expert review + chain of custody

Detection supports enforcement. It cannot carry the entire legal burden.

Armenia made labelling mandatory



Labelling is the legal starting point. Detection verifies compliance.

Three questions expose the hidden layer

01

**Equal creation.
Unequal exposure.**

Do we still have pluralism?

02

**Correctly labelled.
Repeatedly amplified.**

**Do we know how it gained
influence?**

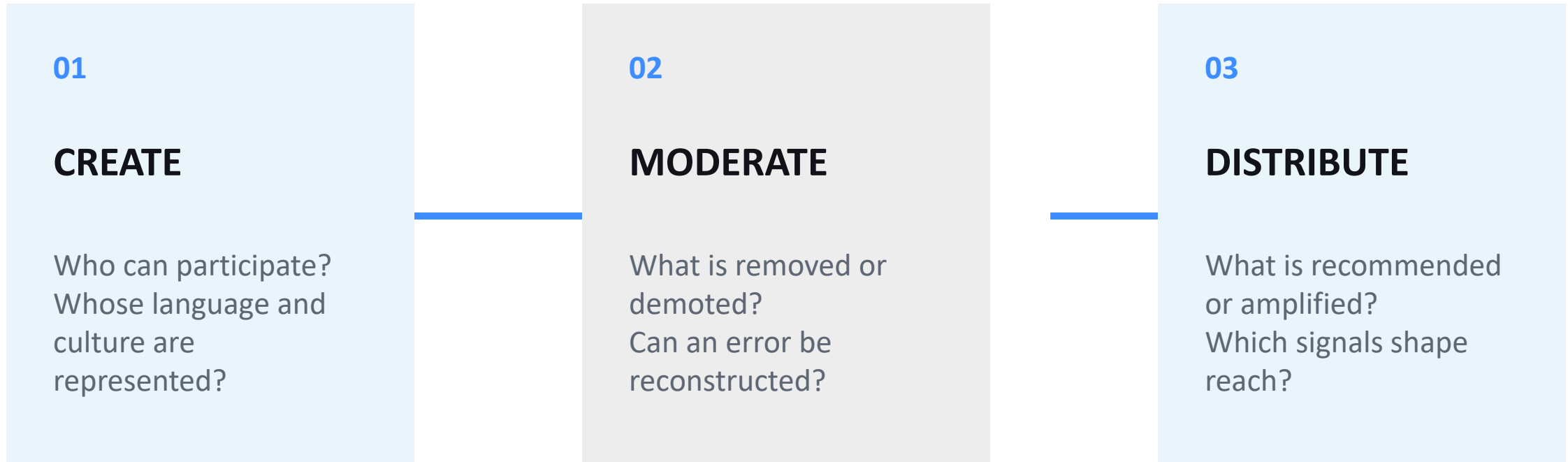
03

**One language.
Unequal moderation.**

Are rights protected equally?

The content may be lawful. The democratic outcome may still be distorted.

AI reshapes the whole content journey



Pluralism at production does not guarantee pluralism at exposure.

Three V's reveal the regulatory blind spots

V1

VOICE

Can different communities genuinely participate and be found?

Pluralism · expression

V2

VISIBILITY

Can we establish what was removed, demoted or amplified?

Equality · media pluralism

V3

VERIFIABILITY

Can we reconstruct the role of AI and the path to the audience?

Transparency · trust

AI can widen access — and narrow attention

WIDEN ACCESS

- 01 Lower production costs**
- 02 Translation and accessibility
- 03 Reach for smaller media
- 04 Cross-border cultural content

NARROW ATTENTION

- 01 Standardised expression
- 02 Uneven language moderation
- 03 Engagement-driven ranking**
- 04 Concentrated public attention

MORE CONTENT ≠ MORE PLURALISM

Regulators face six practical blind spots

Platforms operate the system. Regulators see the outcome.

01 Evidence access

Logs, ranking signals and internal tests remain with the platform.

02 Causation

Unequal treatment may be visible while its cause remains unprovable.

03 Legal boundary

Harmful or false content is not automatically unlawful.

04 Language and culture

Global averages can hide errors in Armenian and regional languages.

05 Responsibility and jurisdiction

Creators, providers and platforms may sit in different legal systems.

06 Speed and remedy

Amplification takes hours; evidence and appeal may take months.

Will AI expand the public sphere — or quietly automate who disappears from view?

Understand the system. Protect fundamental rights. Avoid becoming the editor.