

# Australian Code of Practice on Disinformation and Misinformation Apple Pty Limited: Apple News

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2025 Annual Transparency Report

15 May 2026

## Summary

The Apple News product is designed to promote quality journalism, with a focus on trustworthy content and its visibility, to prevent the propagation of disinformation and misinformation.

It is through this lens that Apple views its commitments under the Code.

## Commitments under the Code

Apple has opted-in to the following commitments under the Code for its Apple News product:

- 1a: Reducing the risk of harms that may arise from propagation of disinformation and misinformation
- 1c: Allowing users to report content
- 1e: Recommender systems
- 2: Reducing advertising and/or monetisation incentives
- 4: Enabling users to make informed choices about source of content
- 6: Strengthening public understanding
- 7: Publishing its annual transparency report

Apple has not opted-in to the following commitments under the Code for its Apple News product as set out below:

*1b: Informing users about managed or prohibited user behaviour*

Apple News is a service for professional news-gathering organisations and publishers, not for the dissemination of user-generated content.

*1d: Responses to reports about user behaviour*

Apple News is a service for professional news-gathering organisations and publishers, not for the dissemination of user-generated content.

*3: Reducing advertising and/or monetisation incentives*

As Apple News does not provide users the ability to surface content to other users within News, this objective and its focus around inauthentic and other user behaviour leading to propagation of disinformation and misinformation does not apply to the Apple News product.

*5: Improving awareness of the source of political advertising*

Apple does not sell political advertising either directly or through its resellers.

*7: Publicising measures in addition to its annual report*

Although Apple has not opted into this commitment, Apple may voluntarily report on additional initiatives not otherwise referenced in this report on a case-by-case basis, as relevant.

## **Reporting against commitments**

### **Outcome 1a: Reducing harm by adopting scalable measures**

Apple News has been designed to reduce the risk of harms posed by misinformation and disinformation.

One critical way is through human curation by trained journalists. An editorial team at Apple News vets publishers before they are onboarded to the platform. Outlets are evaluated to ensure they are credible, standards-based, professional organisations. Details on the guidelines are accessible at <https://support.apple.com/guide/news-publisher/publishing-on-apple-news-apde42330c66/icloud>. Likely reasons for a publication not to be onboarded include where an outlet routinely publishes factual inaccuracies or fails to adhere to widely accepted journalistic standards.

In Top Stories, the most visible part of Apple News, each article has been carefully vetted by our Australian-based Editors, who are all experienced journalists. For every storyline, editors evaluate multiple sources, seeking out stories that are accurate and factual, editorially fair, compelling, and that have strong news value. They work together to choose stories from a diverse range of organisations that produce accurate, honest, and substantiated journalism. This diversity of accurate content allows for comprehensive coverage of issues, which further reduces the risks of misinformation and disinformation. This space is not personalised by design — everyone sees the same stories — as Apple News believes the most important stories of the day are relevant to all of our readers. The goal is to inform the public and create a shared reality that is based on the most accurate information possible.

This careful and deliberate human curation of stories by Apple News Editors on a range of topical issues is a key feature of the service. This includes a number of high-visibility curation spaces that are entirely managed by our Apple News Editors:

- Top Stories, which is found at the top of the app for all readers
- Individually crafted Collections, for which Editors select content, images and themes
- Weekly Newsletters to opted-in Apple News and Apple News+ readers

Our responsible approach to editorial is emblematic of efforts to mitigate misinformation and disinformation on Apple News. This can be seen through our approach towards several major news events in 2025.

### Australian Federal Election

The Federal Election on May 3, 2025 was one of the most significant editorial undertakings for Apple News Australia’s editors during the year. Our coverage spanned the full election cycle, from the campaign period to election night and analysis in the days and weeks beyond.

Throughout, our coverage was packaged as “Election 2025” and regularly featured in Top Stories, providing readers with a dedicated space for campaign coverage curated by our Editors. This included live coverage of the leaders’ debates, analysis and policy reporting. Content was curated from a wide range of publishing partners including public broadcasters, major newspaper mastheads and digital outlets, providing readers with substantive, factual reporting from multiple perspectives.

On election night, Apple News delivered a real-time results experience built through a data partnership with The Australian, featuring two-party preferred estimates, an interactive seat-by-seat map, an electorate search function and a live seats-won tracker, all updated in near real-time as results came in. These data visuals sat alongside live blogs, analysis and a live feed of the ABC News channel. The depth of the data experience gave Australian readers a reliable, authoritative source of results.

In the days following, Editors continued to update the election collection with post-result coverage, including analysis of the outcome, leadership responses across parties and broader political commentary.

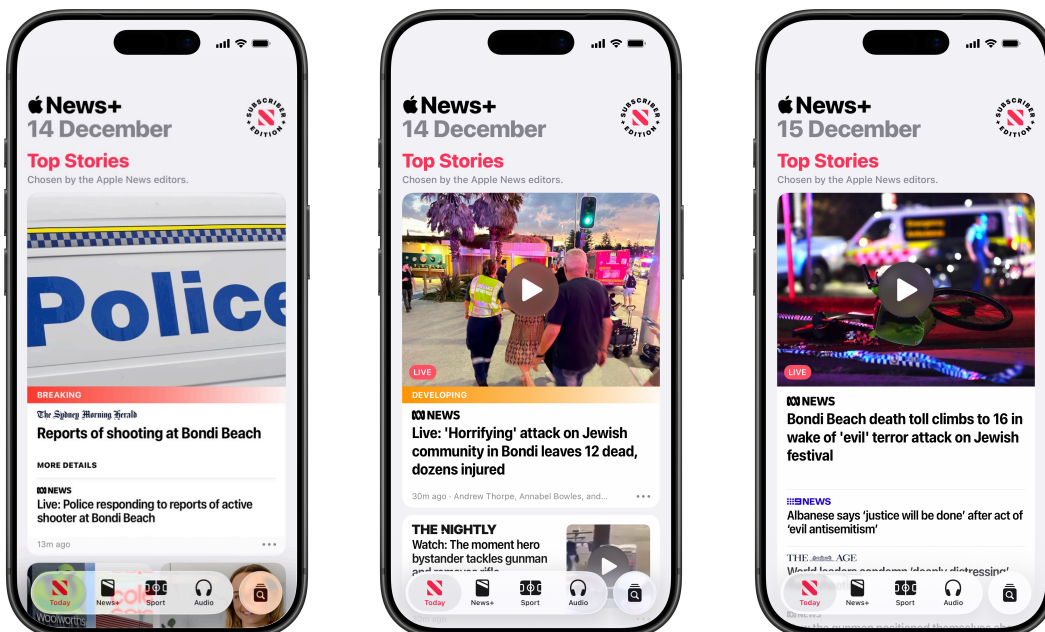


## Bondi Beach Terror Attack

On Sunday, December 14, 2025, gunmen opened fire at a Hanukkah festival at Bondi Beach in what was subsequently designated a terror attack targeting the Jewish community.

Following verified reports of a police operation and multiple reports of a shooting, Apple News Editors updated Top Stories. As the situation developed over the following hours, Editors closely monitored reports from publishing partners and regularly updated Top Stories as police statements were issued and facts confirmed. A live feed of the ABC News channel was introduced prominently at the top of the app, giving readers access to continuous, authoritative coverage

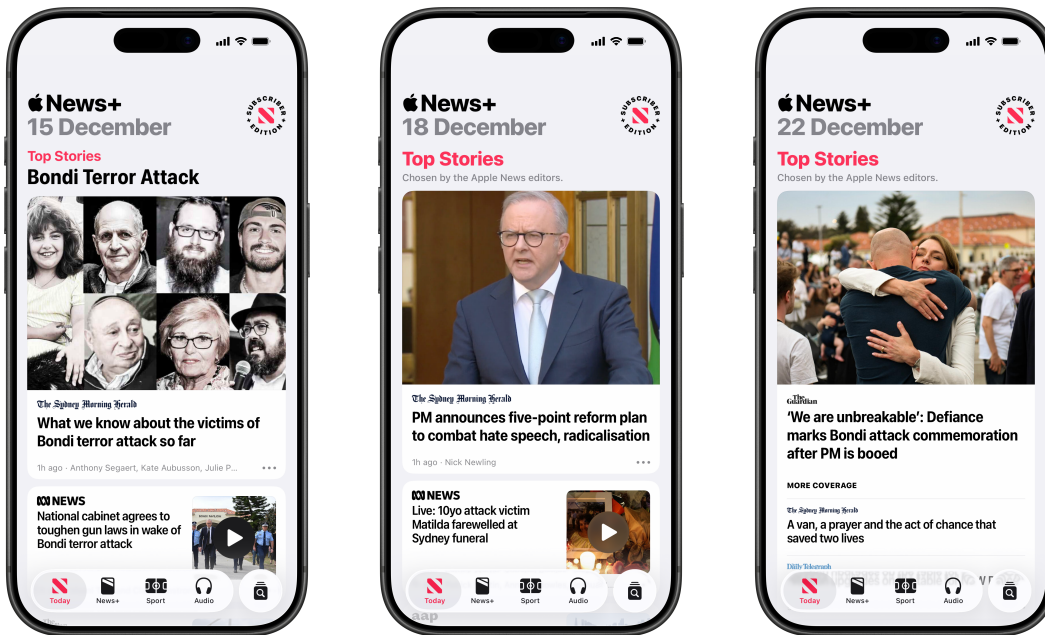
Only stories incorporating the latest verified reports from NSW Police, emergency services, and credible first-hand witness accounts were featured. The credibility of those first-hand accounts is informed by the editors' professional judgment through their experience as journalists. At all times, our editorial approach prioritised accuracy over speed; a deliberate safeguard against the amplification of misinformation during a period of significant public concern and heightened emotion.



Over the days and weeks that followed, Editors regularly updated coverage as the story evolved, including reports on the police investigation, policy responses from state and federal governments, coverage of memorial events for the victims, statements from religious and community leaders and community acts of solidarity such as the paddle-out at Bondi Beach. More than a week after the attack, coverage remained

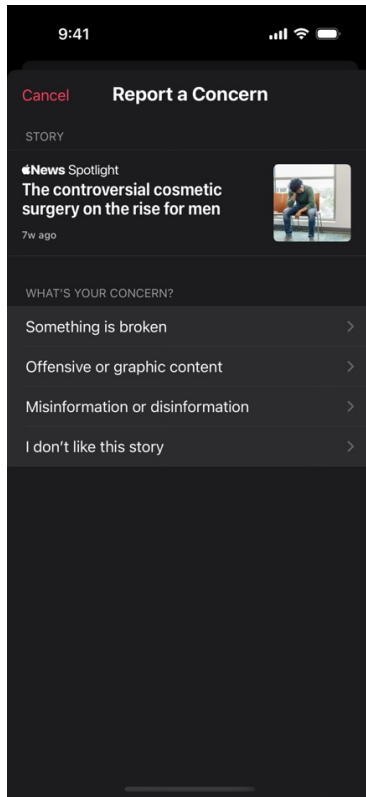
prominent in Top Stories as Editors curated reporting on the Bondi commemoration, survivor accounts and the broader public response.

Throughout, coverage was drawn from a wide range of publishing partners. This breadth of sourcing reduced reliance on any single account of events and ensured Apple News's coverage was reflective of the significance and scale of the attack.



### Outcome 1c: Users can easily report offending content

Apple continues to enable readers to provide feedback on a per article basis (as per <https://support.apple.com/guide/iphone/read-and-share-stories-iphc2090b0d2/ios>), including permitting readers to specify the basis for their concern (see screenshot below). Readers are asked to choose from categories of problems that are both technical and content-related – for example, “Something is broken” or “Misinformation or disinformation”. A global team of internal moderators then evaluates each report to assess whether it can be substantiated.



The reader reports demonstrate very limited substantiated misinformation and disinformation reports on articles made available by Australian news publishers, reflecting the effectiveness of our deliberate product design, which prioritises surfacing the most trustworthy and high-quality content. In 2025, Apple News readers worldwide reported approximately 452,000 concerns on articles, covering both technical and content-related concerns. The vast majority of those reports — approximately 450,000 — were not substantiated. Approximately 2,200 concerns on 800 individual articles worldwide were deemed valid and warranted action from the moderation team. These concerns cover a range of issues and were not limited to misinformation/disinformation. The following table shows a comparison with numbers from 2021 to 2025.

The following table shows a comparison with numbers from 2021-2025.

	2021	2022	2023	2024	2025
Number of concerns reported globally	655,000	370,500	331,000	495,000	452,000
Number of concerns reported that were deemed valid	17,000 (on 5,600 individual articles)	6,500 (on 2,800 individual articles)	4,800 (on 2,500 individual articles)	2,700 (on 1,300 individual articles)	2,200 (on 800 individual articles)

We introduced functionality in late 2022 to track what region a reported concern originated in. This requires users to have updated their software. In 2025, we were able to ascertain this information for approximately 95% of concerns.

Of those concern reports in 2025 where we know the region of origin, approximately 3.5% came from readers in Australia. Approximately 52% of the reports originating in Australia were categorised by the reader as misinformation or disinformation. All misinformation reports are evaluated by a human team of moderators, but the overwhelming majority of misinformation reports globally are not substantiated by our moderation team.

Specifically, zero misinformation concerns originating in Australia were deemed valid for that category. Many are reports about articles produced by respected, standards-based news organisations. We suspect many users select this category when they disagree with the subject matter of an article, for the reasons explained above. Previously, when a user submitted a concern, they could also leave a comment explaining their concern. Those comments often supported this suspicion — almost always, users were complaining about the news itself, rather than explaining a specific complaint with the article. This meant that comments were typically unhelpful in determining the substance of the concern. If an article is actioned for containing misinformation or disinformation, a secondary team of trained journalists, in consultation with Australia-based editors where it concerns content created by Australian publishers, is involved in the evaluation to ensure the correct action is taken.

The following table shows a comparison of 2024-2025 data.

	2024	2025
Origin of concern reports from Australia	4%	3.5%
Categorised as mis/dis-information by reporter	53%	52%
Mis/dis-information categorised reports deemed valid	<5	0

### **Outcome 1e: Recommender systems**

Apple makes information about recommendations in News available to users, together with options and tools associated with those recommendations. See <https://www.apple.com/au/legal/privacy/data/en/apple-news/>.

## **Outcome 2: Reducing advertising and/or monetisation incentives**

The design and structure of Apple News disrupts advertising opportunities for misinformation and disinformation by limiting its appearance on the platform in the first place. Additionally, Apple's Advertising on Apple News Content Guidelines (<https://ads.apple.com/apple-news/publishers/help/content-guidelines/0059-advertising-on-apple-news-content-guidelines>) and the Apple Advertising Services Video, Display & Audio Policies (<https://ads.apple.com/video-audio-policies>) prohibit certain categories of advertisements in Apple News, including ads that are misleading or deceptive.

Apple provides warnings when advertisements that violate Apple's content guidelines are discovered, and has the ability to block certain advertisers that repeatedly violate the content guidelines. For example, we will inform the appropriate internal team to communicate with an advertiser when a specific advertisement is in violation of our policies, and the ad will be rejected or removed upon this violation. With repeated violations, we may prohibit an advertiser from serving ads on our platform.

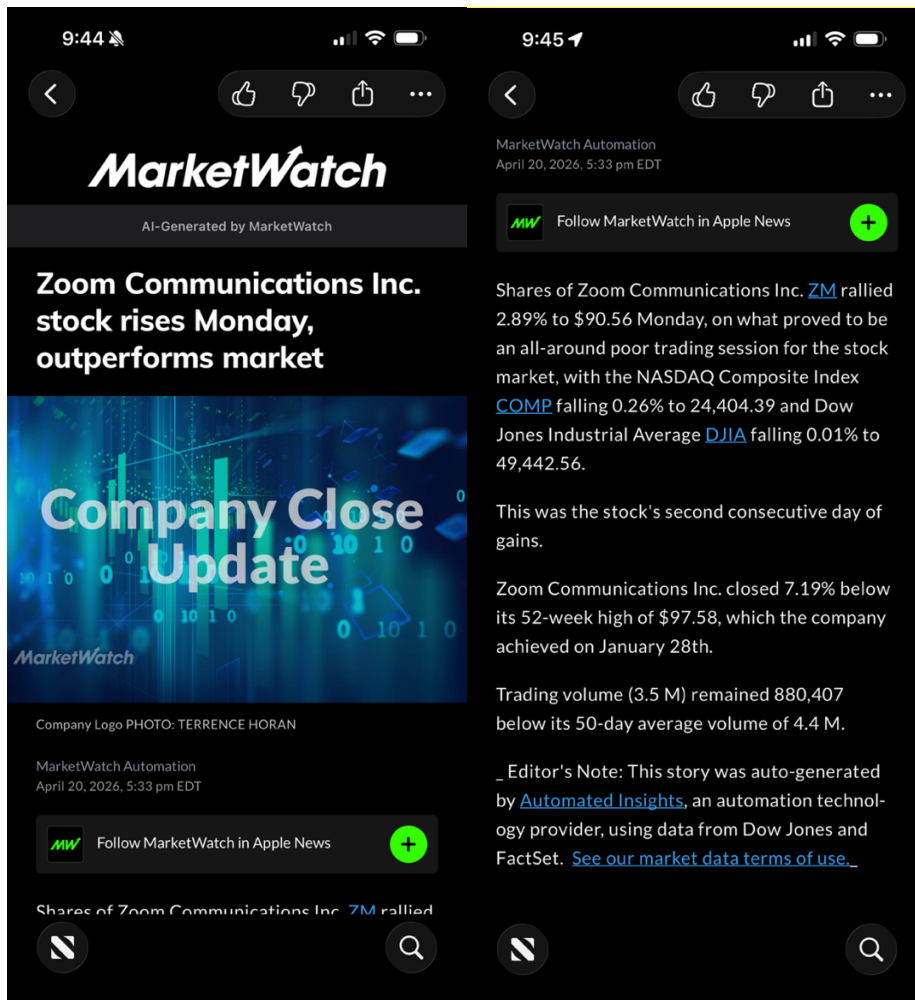
## **Outcome 4: Enabling users to make informed choices about source of content**

As set out in our previous reports:

- Publishers are identified on each article, in most places with the publication's own flag/branding, so that readers can easily determine the source of their news.
- Apple News editors carefully evaluate each publisher on the platform to ensure that the most trustworthy sources are prioritised.
- Apple employs editors with newsroom experience in reputable Australian journalistic institutions to curate the platform. This helps ensure that reputable and trusted brands are surfaced to users, so as to help teach users to recognise credible sources of information.
- The most visible part of the News app is Top Stories (with approximately 14% of total article views coming from Top Stories). This section, which sits at the top of the app for all readers, features only fact-based journalism and is 100% curated by veteran journalists from the Australian news industry who vet each story for adherence to standard journalistic ethics. As such, Apple is establishing the credibility of certain publishers and brands within its ecosystem and helping train users to recognise credible sources of information by establishing trust with the brands regularly featured in Apple News.

Apple News has a policy on AI-generated content, which is available here:

<https://support.apple.com/en-au/guide/news-publisher/apd8da39c6f2/icloud>. Articles in News that are generated by or with the assistance of AI must be labeled and marked within the News publishing system as such, which ensures that the articles are labeled (in the Apple News feed and on the individual article). See example below.



Publishers are also strongly encouraged to include an explanation in these articles detailing how AI was used to produce them. Additionally, as the guidelines set out, “using AI to mislead readers is not allowed and could lead to” a publisher's suspension from the platform.

### **Outcome 6: Strengthening public understanding**

Apple has not received any research requests to date. Apple has taken a global approach to supporting media literacy programs, with our continued support for The News Literacy Project (NLP). This organisation received support from Apple to advance its efforts in empowering young people with the critical thinking skills necessary in today’s digital age, training the next generation on how to seek out accurate and reliable information amid an increasingly complicated news landscape.

### **Outcome 7: Publishing its annual transparency report**

As set out in our previous reports, Apple publishes this annual transparency report to outline measures taken.