INDIA FUTURE FOUNDATION

Freedom of Expression, Trust and Safety on the Internet

IN THE SPOTLIGHT

GOOGLE UNVEILS AI-POWERED PARTNERSHIPS IN INDIA

In a major initiative, Google has unveiled new AI-powered partnerships aimed at transforming key sectors in India, including healthcare, sustainability and agriculture. These collaborations are designed to leverage Google's cutting-edge AI research and models to address critical challenges and drive innovative solutions across the country.

Healthcare: Tackling Diabetic Retinopathy at Scale

One of the areas is healthcare, where Google has licensed its diabetic retinopathy AI model to healthcare providers and tech partners. This move aims to support over 6 million AI-assisted screenings in resource-constrained communities in India and Thailand over the next decade, which will be free of charge for patients. The AI model will help clinicians detect diabetic

retinopathy early, which is a leading cause of preventable blindness, enabling timely interventions and improving patient outcomes.

Sustainability: Strengthening India's Circular Economy

In the sustainability space, Google is deploying its open-source machine learning computer vision model to improve waste sorting and recycling in India. The model, integrated with TensorFlow, will enhance plastic waste management, reducing landfill strain thereby supporting the country's circular economy. With capabilities like pixel-level instance segmentation, the technology ensures more efficient sorting and quality control of recyclable materials, helping to create a more sustainable waste management ecosystem.

Agriculture: Empowering Farmers with AI Insights

Google is also revolutionizing agriculture by opening access to its Agricultural Landscape Understanding (ALU) Research API. This AI-powered tool uses remote sensing and high-resolution satellite imagery to provide detailed insights at the farm level, helping farmers make data-driven decisions. From identifying field boundaries to optimizing resource allocation, this technology promises to improve farm management and advance precision agriculture practices across India.

Through these strategic partnerships, Google is positioning AI as a transformative force for social good in India, addressing critical issues in healthcare, sustainability, and agriculture.
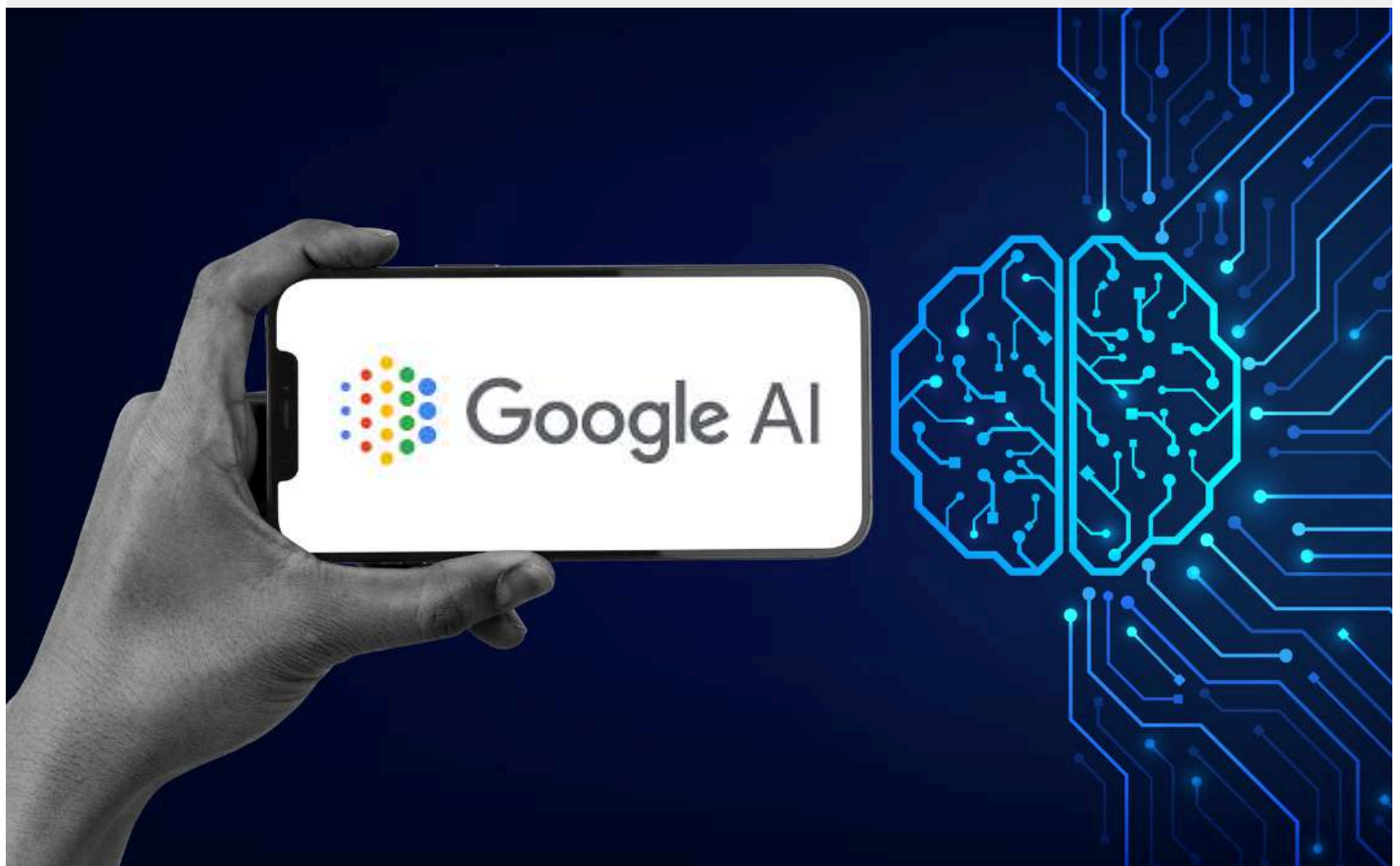
## US AND INDIA ANNOUNCE GRANTS FOR AI AND QUANTUM TECHNOLOGY RESEARCH

The United States of America and India have started a new initiative, offering more than USD 2 million in grants for collaborative research projects focused on artificial intelligence (AI) and quantum technology. This effort, between the two countries, aims to strengthen bilateral cooperation in cutting-edge technological fields and drive innovation that can benefit both the nations.

This initiative is a part of a broader strategy to enhance technological ties, between the two countries, with the grants supporting joint research that leverages the expertise of academic institutions and private industry from both countries. These projects will focus on advancing AI applications and exploring the potential of quantum technology, with the goal of fostering innovation that can lead to transformative advancements across multiple sectors.

Key areas of focus under this collaboration include the following.

- AI and quantum technology research addressing societal challenges.
- Strengthening bilateral cooperation in emerging technologies through joint projects.
- Supporting advanced materials and critical minerals research with additional funding of over USD 1 million.
- Expanding collaboration between universities in the U.S.A and India, national laboratories and the private sector.

This collaboration underscores the commitment of U.S.A and India to deepen their cooperation in the fields of advanced technology and innovation, positioning both nations as leaders in the global tech landscape. The partnership also aligns with broader international efforts to address challenges such as cybersecurity, digital governance and economic competitiveness through emerging technologies.

NEWS FROM AROUND THE WORLD
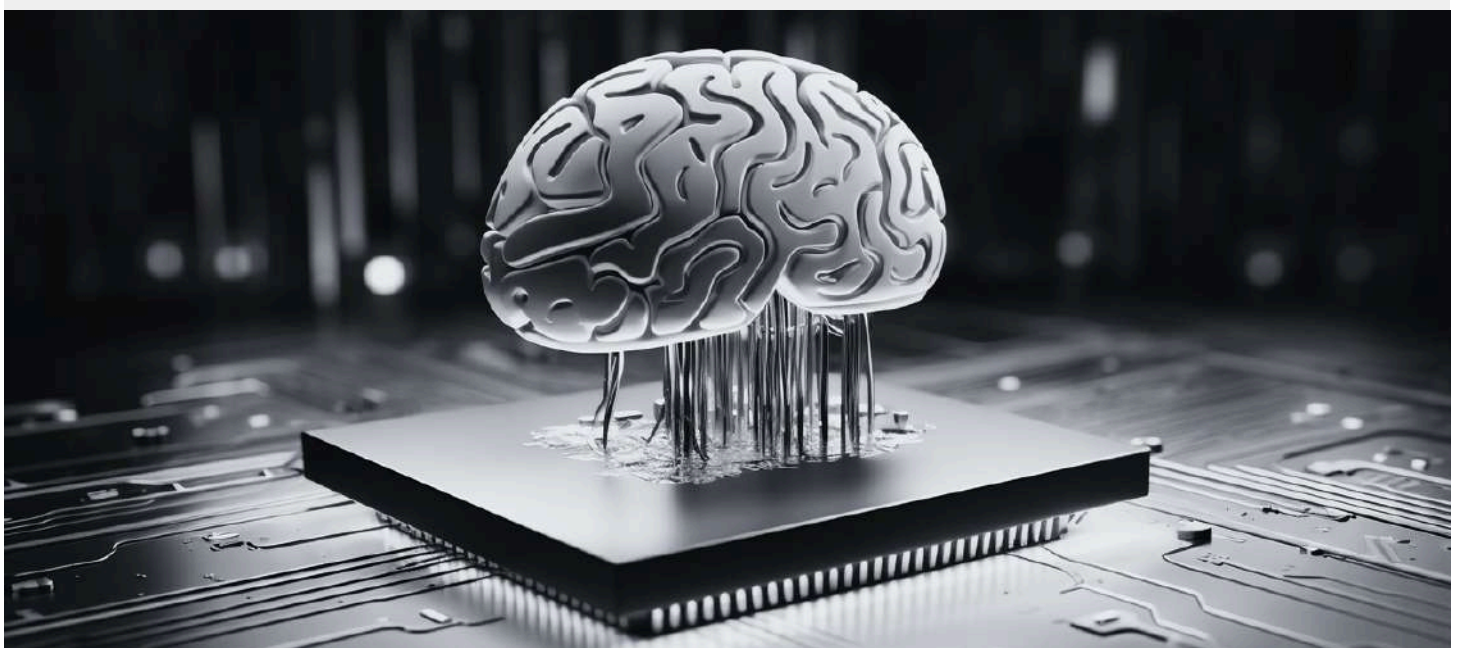
DIGITAL DUBAI AND MICROSOFT UAE JOIN FORCES TO ADVANCE AI INITIATIVES

In a significant move towards accelerating digital transformation, Digital Dubai has signed a Memorandum of Understanding (MoU) with Microsoft UAE to collaborate on coming up with innovative AI solutions. This partnership marks a new chapter in Dubai's journey towards becoming a global leader in the application of advanced technology across sectors, reinforcing its commitment to leveraging AI to drive the city's digital agenda.

The MoU that was signed recently, will enable Digital Dubai to harness Microsoft's AI expertise to enhance government services, improve operational efficiency and provide citizens with more personalized digital experiences. The collaboration will focus on key areas such as data-driven decision-making, smart city solutions and the integration of AI technologies across various public sectors.

The partnership aims to create a smarter and more connected future for Dubai that is aligned with the city's vision of becoming a global digital hub. As part of this MoU, Microsoft will provide advanced AI tools and resources to enable Digital Dubai to accelerate its digital transformation initiatives.

According to Digital Dubai's leadership, this collaboration will help establish the city as a center for AI innovation, paving the way for new technological advancements that will benefit businesses, residents and government entities alike.

THE NEW YORK TIMES ISSUES "CEASE AND DESIST" TO AI STARTUP PERPLEXITY

On 17 October 2024, *The New York Times* issued a "cease and desist" notice to the AI startup Perplexity, demanding that the company halt the use of its content. This action marks another instance of traditional media fighting to protect its intellectual property in the age of AI.

The conflict between *The New York Times* and Perplexity is not an isolated case. Last year, *The New York Times* filed a lawsuit against OpenAI, accusing the company of training its AI language models on millions of its articles without proper consent. The legal battle highlights the ongoing tension between AI firms and content creators over the ownership and use of copyrighted material in AI development.

The New York Times expressed concerns that the increasing reliance on AI-generated content could undermine journalism by allowing AI systems to profit from original work without compensating the creators. These concerns extend beyond financial losses, as there are ethical questions surrounding the accuracy and bias in AI-generated content, which can misrepresent facts and produce misleading summaries.

The report also addressed that *The New York Times* accuses Perplexity of violating its copyright by utilizing its articles without authorization, reflecting growing concerns among media companies about AI technologies leveraging original content without compensating the creators. Since the rise of AI tools like OpenAI's ChatGPT, publishers have raised alarms that AI models, which scrape the Internet for data to generate concise user outputs, pose a risk to the value of original journalism.

To address these concerns, media organizations are exploring several measures. Some of them are mentioned below.

- Establishing licensing agreements with AI companies to ensure fair compensation for use of their content.
- Advocating for stronger copyright enforcement and regulation specific to AI.
- Developing technological solutions that detect and prevent unauthorized scraping of their content by AI systems.

The ongoing legal challenges between The New York Times and AI companies like Perplexity and OpenAI reflect a critical moment in the relationship between traditional media and emerging AI technologies. As the use of AI continues to grow across industries, these disputes are likely to shape the future of intellectual property rights and the governance of AI systems.

MICROSOFT UNVEILS €4.3 BILLION TO ACCELERATE AI AND CLOUD EXPANSION

Microsoft announced its largest investment in Italy to date, committing €4.3 billion over the next two years to expand its hyperscale cloud and AI data centre infrastructure. This initiative aims to support Italy's digital transformation by providing advanced AI tools and cloud services while training over 1 million Italians in digital skills by the end of 2025.

The investment is expected to bolster key sectors, including manufacturing, healthcare, finance and public administration through AI-driven innovation. This aligns with the Italian Government's long-term focus on economic growth, addressing demographic challenges, and enhancing the nation's competitiveness at the global stage. Microsoft's AI infrastructure will help local businesses and institutions enhance productivity, optimize processes and improve service delivery.

Security and data protection are central to this investment, with Microsoft adhering to its AI access principles to ensure compliance with European standards and foster trust across its platforms. The new AI data centre in Northern Italy will also play a crucial role in supporting the Mediterranean and North African markets.

This initiative positions Italy as a key player in the AI landscape, contributing to the nation's strategic digital goals.

QUALITY ENGINEERING GETS AI BOOST

The recently published *World Quality Report* 2024 highlights a paradigm shift in Quality Engineering (QE), driven largely by the integration of Generative AI (Gen AI). The study is based on a survey covering over 1,750 senior executives across 33 countries and 10 industries. The report captures a comprehensive picture of how QE practices are evolving with emerging technologies. Once focused primarily on testing human-generated code, Quality Engineering has expanded its scope to accommodate the challenges and opportunities presented by AI-generated software.

This year's report underscores the increasing adoption of Gen AI across industries, with 68 per cent of organizations either actively leveraging Gen AI or mapping out strategies for future integration. As Gen AI continues to transform test automation processes, its impact on the broader software engineering landscape is becoming unmistakable. The report reveals a growing need for organizations to redefine their approach to QE, aligning metrics more closely with business objectives to underscore QE's strategic importance.

Key Findings from the World Quality Report 2024 are mentioned below.

1. Gen AI Dominates Quality Engineering Trends

The report shows a significant surge in the adoption of Gen AI within Quality Engineering. According to the data, 34 per cent of organizations are already utilizing Gen AI to automate and enhance their testing processes, while an additional 34 per cent have completed pilot programmes and are developing full-scale implementation roadmaps. Notably, 72 per cent of respondents report that Gen AI has accelerated their test automation efforts, improving both speed and efficiency. The ability of AI to generate code and test scripts rapidly has proven to be a game changer, allowing quality engineers to focus on more complex, value-added tasks.

2. Upskilling Remains Crucial

Despite the rise of Gen AI, upskilling remains a critical priority. While 82 per cent of organizations have instituted learning programmes for their QE teams, the report reveals that only 50 per cent actively track the success of these initiatives. As QE practices continue to evolve with AI and other advanced technologies, there is a pressing need for continuous education in areas such as Agile integration, Cross-functional collaboration and AI-driven solutions. The report stresses that without proper upskilling, organizations may struggle to fully capitalize on the benefits of Gen AI in Quality Engineering.

3. Automation and Legacy System Challenges Persist

Even with the progress in AI adoption, the report identifies ongoing challenges in test automation. A lack of comprehensive automation strategies, along with the continued reliance on legacy systems, were cited by 57 per cent and 64 per cent of respondents, respectively as major barriers to advancing their automation efforts. Legacy systems, in

particular pose significant hurdles, as their outdated infrastructure often makes seamless integration of modern AI-powered tools difficult. The report calls for organizations to rethink their technology infrastructure and develop robust automation strategies to overcome these obstacles.

4. Sustainability and Green IT Priorities Lag Behind

Sustainability remains a critical issue, yet the report shows that most organizations are lagging in incorporating Green IT strategies into their QE practices. Only 25 per cent of respondents are measuring the environmental impact of their IT development processes, while 44 per cent track the sustainability of their testing activities. Furthermore, just 34 per cent are implementing efficient QE practices designed to drive sustainability. The report encourages organizations to adopt comprehensive Green IT frameworks, ensuring that sustainability is woven into the entire software development lifecycle—not just an afterthought.

AI TOOL HELPS DIABETES PATIENTS AVOID SEVERE COMPLICATIONS

A new AI powered tool is being utilized in Bradford, the United Kingdom (UK), to assist diabetes patients in managing their medical condition, so that they can stay away from severe health complications. Researchers have highlighted that the Bradford and Craven district report some of the highest diabetes rates in the UK, particularly within Yorkshire and The Humber.

The AI model is designed to help clinicians create personalized treatment plans for patients, focusing on tailored recommendations such as specific diets or exercise regimes. The tool was developed through a collaboration between Bradford Teaching Hospitals NHS Foundation Trust and the University of York.

This innovative tool helps medical professionals identify patients at risk of developing complications from type 2 diabetes, including high blood pressure and heart attacks thereby ensuring that they receive the most suitable care. Additionally, researchers believe that this innovative tool holds promise for delivering significant positive results for patients of South Asian heritage, a group identified as having higher susceptibility to diabetes.

Officials at the University of York emphasized that early diagnosis and intervention are key to improving outcomes for diabetes patients, particularly those from South Asian communities. Research by the British Heart Foundation shows that South Asians face almost double the risk of developing diabetes compared to other groups, underscoring the importance of targeted interventions in regions like Bradford, where the South Asian population is concentrated.

This AI powered tool marks a significant advancement in personalized healthcare, providing a model for how emerging technologies can enhance patient care and outcomes for those managing chronic conditions like diabetes.

INDIA'S CENTRAL BANK CAUTIONS AGAINST AI RISKS

As artificial intelligence (AI) and machine learning (ML) technologies revolutionize the financial sector, concerns about potential risks to financial stability are gradually coming into sharper focus globally. On 14 October 2024, Shaktikanta Das, Governor, Reserve Bank of India (RBI), India's Central Bank issued a warning about the increasing reliance on AI in financial services and thus urging banks to adopt strong risk mitigation strategies.

During an event in the capital, the RBI Governor, highlighted that the growing concentration of AI technologies. At the event the RBI Governor highlighted the high reliance on AI which is growing. Speaking at the event, the RBI Governor highlighted that the heavy reliance on AI can lead to concentration risks, especially when a small number of technology providers dominate the market. He stressed that any disruptions or failures in AI systems could have ripple effects across the financial sector, potentially leading to a broader financial crisis.

While AI offers significant benefits—such as enhancing customer service, reducing costs, and improving risk management through personalized tools—it also brings new vulnerabilities. These include greater susceptibility to cyberattacks, data breaches, and challenges in auditing the opaque algorithms driving financial decisions. The "opacity" of AI, as the RBI Governor noted, makes it difficult for regulators and financial institutions to fully understand or predict its decision-making processes, increasing the risk of unforeseen market consequences.

This warning aligns with similar concerns voiced by the European Central Bank and the Bank of Canada, both of which have emphasized that widespread AI adoption could increase operational risks, market concentration and even inflationary pressures due to the growing demand for computational resources.

As AI continues to reshape the financial landscape, collaboration between financial institutions, regulators and technology providers will be essential to managing these risks and ensuring the stability of the global financial system. This caution, the RBI Governor, serves as a reminder that while AI holds immense potential, it must be carefully managed to avoid unintended financial disruptions.

NVIDIA AND INDIA TO CO-DEVELOP CUSTOM AI CHIP

NVIDIA is set to collaborate with India on the development of a custom AI chip, that is designed to harness the country's growing semiconductor design expertise and expanding technology sector. Discussions for this collaboration began earlier this year between NVIDIA CEO Jensen Huang and Prime Minister Narendra Modi, with the aim of creating a chip that is tailored to meet India's infrastructure needs. This chip is expected to have widespread applications, particularly in sectors such as transportation and security, with one notable example being its potential use in enhancing the Indian Railways' Kavach system.

India is home to nearly 19 per cent of the world's chip designers, many of whom contribute to global technology firms. NVIDIA's collaboration seeks to tap into this vast talent pool, further strengthening India's role in the global semiconductor market. The initiative could see organizations like the Centre for Development of Advanced Computing (C-DAC) and private Indian companies take a leading role in customizing the AI chip to align with India's AI ambitions and infrastructure demands.

This partnership has the potential to bring AI-driven innovations to key sectors, including transportation, security, and government projects, contributing to India's growing AI ecosystem. As the country continues to expand its national AI mission, this collaboration could serve as a pivotal step in positioning India as a global hub for AI technology. At the same time, it reinforces NVIDIA's leadership in the global AI chip industry, while propelling India forward in the next wave of AI advancements.

By working together, NVIDIA and India aim to customize AI solutions that meet the specific needs of the country, contributing to critical infrastructure upgrades and the enhancement of government systems. This initiative not only reflects India's ambitions to be at the forefront of AI-driven innovation but also signals a significant step in solidifying the country's role in the next era of AI and semiconductor technologies.

IMC 2024 WITNESSES AI REVOLUTION WITH 750+ INNOVATIONS

AI took centre stage at the **India Mobile Congress (IMC)** 2024, where more than 750 AI use cases demonstrated its transformative potential across various sectors. As Asia's largest digital technology forum, this year IMC brought together over 400 exhibitors, 900 startups, and participants from 120 countries, creating a dynamic environment for innovation in AI, 5G and more.

Prime Minister Narendra Modi engaged with pioneering startups like Signalchip, as well as women-led enterprises such as Astrome and Easiofy Solutions, highlighting India's leadership in next-generation technologies. AI was showcased across diverse applications, from enhancing safety and efficiency to addressing real-world challenges. For instance, AI-powered virtual agents are streamlining call centre workflows, while advanced railway safety systems are using real-time alerts to improve track monitoring.

NEWS FROM INDIA

Innovations Transforming Industries

At the IMC, Bharti Airtel introduced India's first AI-based spam detection solution, offering real-time protection from spam calls and messages. Ericsson showcased its 5G-enabled robotic dog, Rocky, that is designed to assist in emergency responses by providing timely alerts for crises like fire outbreaks. Vodafone Idea's AI-driven telemedicine solutions aim to revolutionize rural healthcare by offering affordable medical tests and remote consultations for under INR 250, making healthcare more accessible in underserved areas.

Nokia showcased its innovations in 5G, 6G, AI/ML, and network infrastructure, with a focus on building sustainable futures through technology. Meanwhile, Reliance Jio introduced PhoneCall AI, a groundbreaking tool that transcribes and summarizes phone calls, improving communication efficiency.

AI in Education and Agriculture

Prestigious institutions such as IITs and IIMs were at the forefront with projects like BharatGen and research initiatives shaping the future of AI and telecommunications in India. IIT Kanpur's C3iHub emphasized AI's role in cybersecurity for critical infrastructure, including automotive and drone technologies. In agriculture, AI-powered solutions ranged from smart farming systems for shrimp and fish management to AI-enabled aquarium systems that automate feeding schedules and monitor water quality.

IMC 2024: A Global Platform for Innovation

IMC 2024 reinforced its position as a global hub for digital technology, providing a collaborative platform for academia, startups, and industry leaders to showcase AI's transformative impact across sectors such as healthcare and critical infrastructure. With a focus on practical AI applications that address real-world challenges, the event underscored AI's pivotal role in shaping a smarter, more connected future.
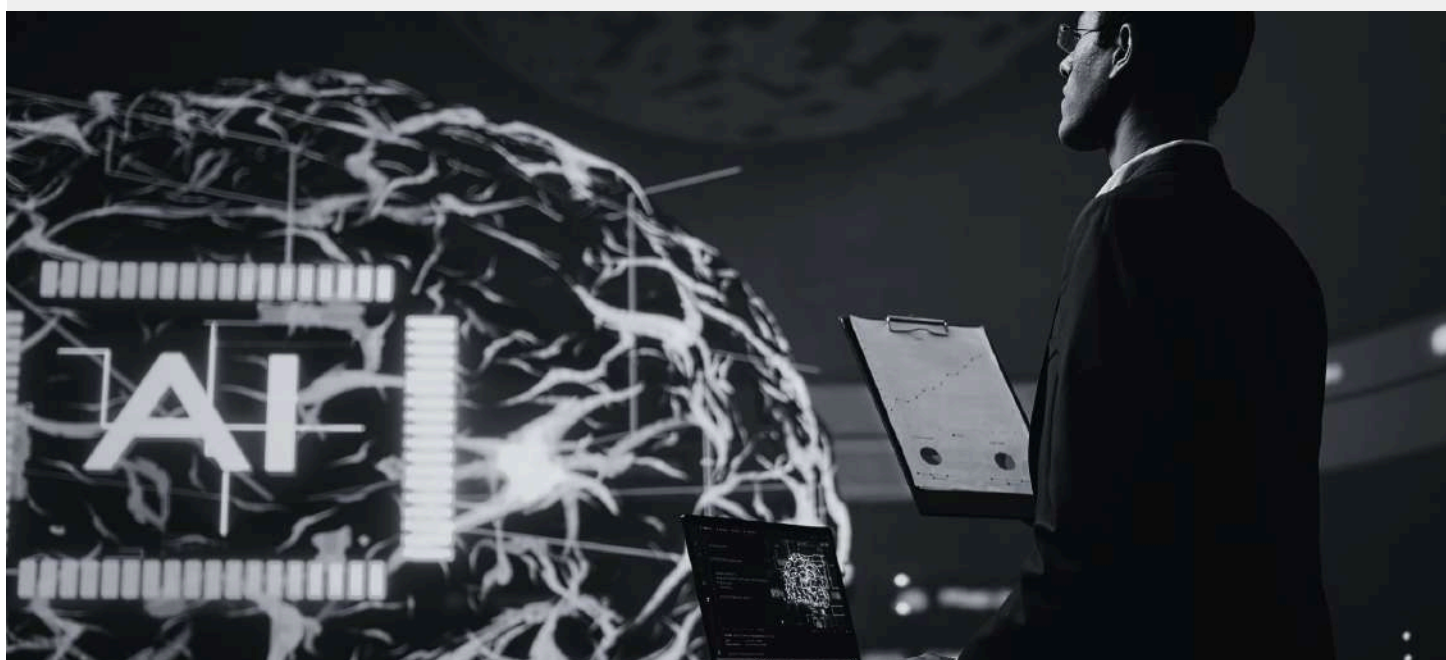
## MeitY PROPOSES AI SAFETY INSTITUTE UNDER THE INDIAai MISSION

On 07 October 2024, the *Ministry of Electronics and Information Technology (MeitY)* convened a consultation to discuss the establishment of the India AI Safety Institute (AISI). This initiative is a key part of the Safe and Trusted AI Pillar within the broader IndiaAI Mission, which aims to position India as a global hub for responsible AI innovation.

The consultation brought together experts from the academia, industry, civil society and international organizations. The proposed AISI will ensure the safe, ethical, and responsible deployment of AI technologies across India, focusing on addressing India-specific challenges while adhering to global best practices.

Key highlights from the discussion include the following.

- **AI Safety Standards:** AISI will focus on developing safety standards that are tailored to India's needs without hindering on innovation.
- **Operational Independence:** At the consultation, stakeholders debated whether the institute should operate independently, possibly within institutions like IITs, or remain under MeitY's direct supervision.
- **Funding:** AISI has been allocated an INR 20 crore budget, which is part of the broader INR 10,372 crore IndiaAI Mission.
- **Global Collaboration:** The institute is expected to foster both domestic and international partnerships, ensuring AI technologies in India are globally competitive and safe.

As India continues its journey toward leadership in AI, the India AI Safety Institute will play a critical role in shaping safe and responsible AI practices, benefiting both Indian society and the global AI community.
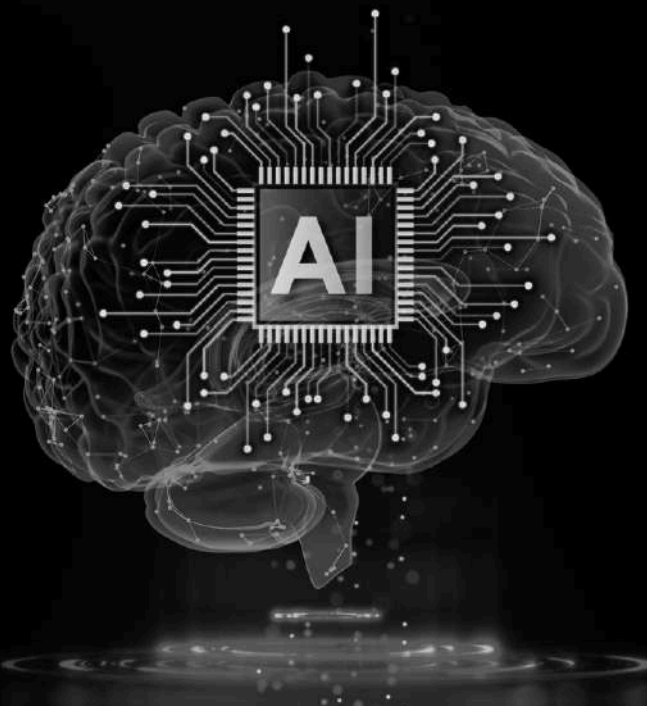
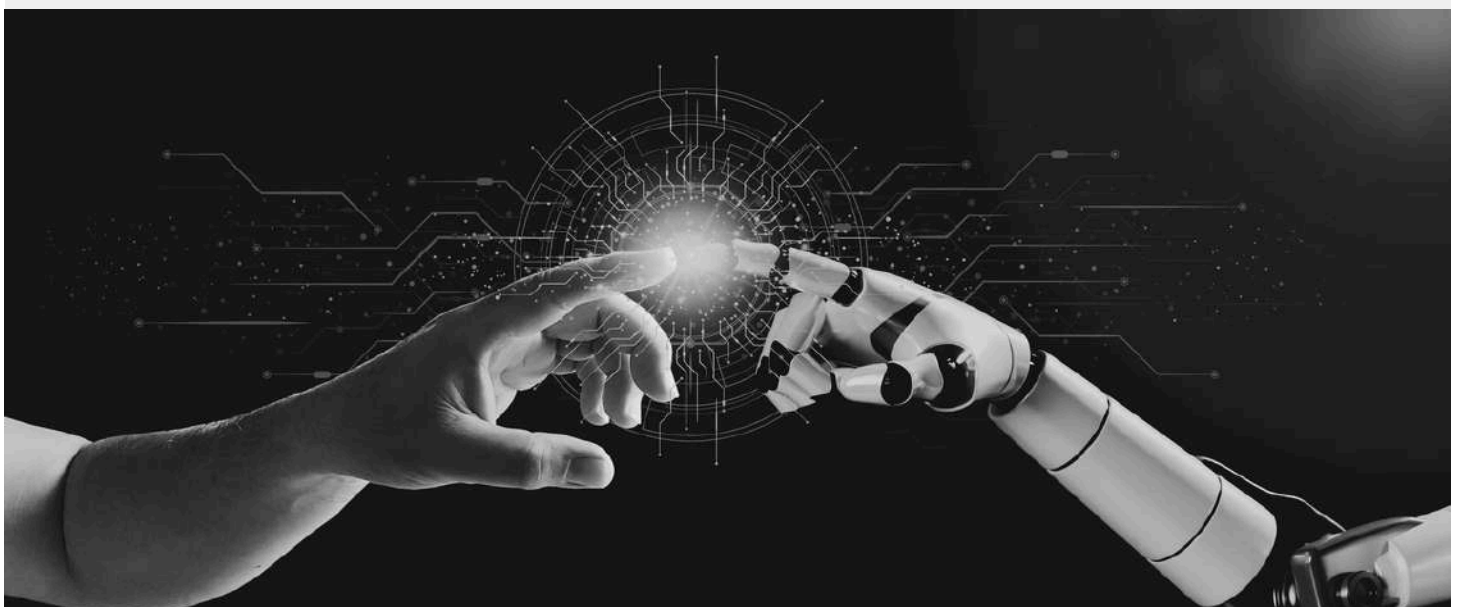## ERICSSON EXPANDS R&D BASE IN INDIA, FOCUSES ON AI AND 6G DEVELOPMENT

Ericsson is set to expand its research and development (R&D) footprint in India, as it gears up to accelerate advancements in Artificial Intelligence (AI), Generative AI (Gen AI), and 6G technologies.

India, a key market for Ericsson since 1994, is home to the company's R&D centres in Chennai, Bengaluru, and Gurugram. These centres are now set to focus on creating programmable network APIs and enhancing AI-driven capabilities that could revolutionize industries by enabling advanced use cases such as fraud detection, device management and secure network interfaces.

The expansion of R&D efforts will not only bolster the development of 6G technology but also contribute to the ongoing 5G adoption in India. With nearly 90 per cent 5G coverage across the country, India has rapidly risen to become a global leader in network performance. Ericsson's continued partnerships with Indian telecom giants like Bharti Airtel, Reliance Jio, and Vodafone Idea further cements its role in driving India's digital transformation.

Looking ahead, Ericsson's R&D teams are also exploring ways to leverage AI and Gen AI to make telecom networks more intelligent and energy-efficient. Notable initiatives include the development of the Ericsson Language Intelligence (ELI) platform, which uses large language models to improve network operations, and AI-powered robotics solutions that enhance enterprise safety. As part of its vision for 6G, Ericsson is working on autonomous telecom networks and sustainable AI applications, demonstrating a clear commitment to driving innovation in India and beyond.

With these efforts, Ericsson aims to position itself at the forefront of the next generation of telecom technology, reinforcing India's role as a global hub for R&D and innovation in AI and telecommunications

MICROSOFT TO INTRODUCE AI-POWERED TASK AUTOMATION FOR CLIENTS

Microsoft will allow clients to create AI agents for routine tasks starting November, positioning them as essential apps for an AI-driven world. These autonomous agents can handle tasks like answering client queries, identifying sales leads, and managing inventory, offering businesses a streamlined way to integrate AI into their operations. Through Copilot Studio, users can build these agents with minimal coding knowledge, using AI models developed by Microsoft and OpenAI. The company is also launching 10 pre-built agents to assist with tasks such as supply chain management and client communications.

As other tech companies like Salesforce also explore AI agents, Microsoft aims to capitalize on the growing demand for these tools. However, concerns have emerged about the pace of adoption. A recent Gartner survey indicated that many organizations are still in the early stages of deploying Copilot. Despite a 2.8 per cent drop in its share price in the September quarter, Microsoft is pushing forward, emphasizing the role of AI-driven agents in shaping the future of business operations.

AI AT THE FOREFRONT OF INDIA'S SMART CITY INITIATIVES

The Smart Cities Mission of India has further integrated AI to improve urban living standards. Several cities announced the deployment of AI-powered traffic management systems, which use real-time data to optimize traffic flow and reduce congestion. These systems employ ML algorithms to predict traffic patterns and adjust traffic signals dynamically, leading to smoother commutes and lower carbon emissions.

Beyond traffic, AI is also being used for waste management, energy optimization, and public safety, with sensors and cameras connected to centralized AI platforms that monitor city infrastructure. These advancements demonstrate India's commitment to building smarter, more efficient cities that utilize cutting-edge AI technologies to address urban challenges.

TECH GIANTS ADVANCE AI LANGUAGE MODELS

In a highly anticipated release, leading tech companies have made significant advancements in AI language models in October 2024. Models like OpenAI's GPT-5 and Google Bard AI are now capable of processing complex tasks with human-like understanding, including advanced translation, creative writing, and even scientific research.

These enhanced models can generate detailed reports, assist in legal document drafting, and provide sophisticated customer service in multiple languages. With the introduction of these advanced models, businesses across sectors—from legal to marketing—are seeing improvements in efficiency, creativity, and problem-solving capabilities. These developments signal a shift towards AI taking on more complex roles, augmenting human productivity in increasingly specialized domains.

ROBOTICS AND VIDEO DIFFUSION

Researchers at MIT unveiled a new method that improves robotics planning and video processing. By integrating next-token prediction with video diffusion techniques, the AI model allows robots to better anticipate actions and process corrupted data. This breakthrough enables more flexible and accurate robotic behaviour, which could be particularly useful in industrial automation and advanced robotics applications. The technology shows significant potential for improving computer vision systems and autonomous decision-making.

NEW GUIDELINES FOR AI USAGE IN FINANCIAL SERVICES

The Reserve Bank of India (RBI) released new guidelines in October 2024, emphasizing the need for responsible AI usage in financial services. With the rapid adoption of AI in fraud detection, credit scoring and risk management, the guidelines seek to ensure that AI models in the sector are transparent, accountable and unbiased. The RBI has mandated that financial institutions undergo regular audits of their AI systems to prevent data breaches, discrimination and algorithmic bias.

Additionally, the guidelines encourage banks to collaborate with AI experts to develop robust models that can detect fraudulent activities in real-time, significantly minimizing the risk of financial crimes. These measures aim to foster trust and stability in the financial sector while ensuring that AI technologies are ethically implemented.

US AND UK JOIN HANDS TO COMBAT ONLINE CHILD SAFETY

The governments of the United States of America (USA) and the United Kingdom (UK) have joined hands to address the menace of of children's safety in the digital space. In this direction, the governments of both the countries have come up with a joint working group focused on enhancing online protection for young users. This initiative reflects increasing alarm over the influence of social media on mental health and well-being of

kids, with the UK government pointing to a significant research gap on the effects of digital platforms on children. The partnership aims to fill this void by shaping stronger safety protocols that prioritize proactive measures over reactive responses.

Artificial Intelligence (AI) as a Key Player in Digital Safety

At the core of this collaboration is Artificial Intelligence (AI), a technology poised to reshape how digital safety is approached for young people. The US and UK governments are committed to embedding AI-powered solutions directly into social media platforms, shifting from traditional, reactive safety strategies to more dynamic, proactive ones. AI has the capability to automate content moderation, flag potentially harmful material before it reaches children and detect unsafe interactions in real time, ensuring a more secure online experience.

Harnessing AI for Safety and Transparency

The alliance leverages AI to enforce greater accountability from social media platforms regarding their safety measures. By utilizing advanced machine learning algorithms, these platforms will be required to identify harmful behaviours and restrict inappropriate content automatically. This real-time detection will help ensure that children are less exposed to cyberbullying, harmful content, and exploitation.

Moreover, AI will enhance the process of age verification, an essential factor in preventing children from accessing materials that are not appropriate for their age group or interacting with unverified, potentially harmful accounts. The collaboration is also set to explore the role of generative AI—which is capable of creating new content—in shaping a safer online ecosystem. Given its rapid growth, the working group will focus on preventing the misuse of generative AI, particularly in generating deceptive or harmful content that could endanger young users.

Innovating for a Safer Future

The power of AI offers a transformative opportunity for online safety, and both nations are determined to harness its full potential to protect the next generation of Internet users. The ultimate goal, of this joint initiative, is to embed safety measures directly into the architecture of social media platforms, making online protection an intrinsic part of their functionality rather than an afterthought.

The US-UK alliance marks a significant step toward safeguarding young people in the digital world. By focusing on AI-driven solutions, this collaboration underscores a forward-looking approach to ensuring that as technology advances, so too does the protection of those who are most vulnerable online.

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