

Summary

Digital platforms' efforts under voluntary arrangements to combat disinformation and misinformation: 4th report to government



Misinformation threat

Disinformation and misinformation continue to pose significant challenges in Australia and across the globe. Digital technologies are altering how information is created, shared and consumed.

The erosion of social cohesion and trust in institutions through disinformation and misinformation have been identified as critical challenges to our national security environment [by ASIO](#).

A recent Digital News Report survey of Australian adults found 74% were concerned about misinformation in Australia – the highest rate globally.



The ACMA's role and the code

The ACMA oversees the Australian Code of Practice on Disinformation and Misinformation, which is administered by the [Digital Industry Group Inc. \(DIGI\)](#).

The voluntary code remains the primary way digital platforms can demonstrate they are taking Australians' concerns about disinformation and misinformation seriously – and taking steps towards preventing and mitigating harm.

Each year, signatories produce transparency reports setting out their progress towards meeting relevant outcomes contained in the code. DIGI produces a report to highlight key themes and commitments in signatories' reports.

The ACMA produces an annual report to the government on the code. This document provides a summary of our [4th report to government](#).



Observations: Australian data

A key part of our oversight role is to synthesise and analyse common trends and datasets across the signatory reports.

We found that information included in signatories' 2025 transparency reports is consistent with previous years. Signatories continue to provide some Australian data in their reports, including datasets with points across 3 or more years.

We encourage signatories to provide consistent, Australian-trended data, discernible KPIs and contextual information to explain changes in data or the implications of new policies and measures.

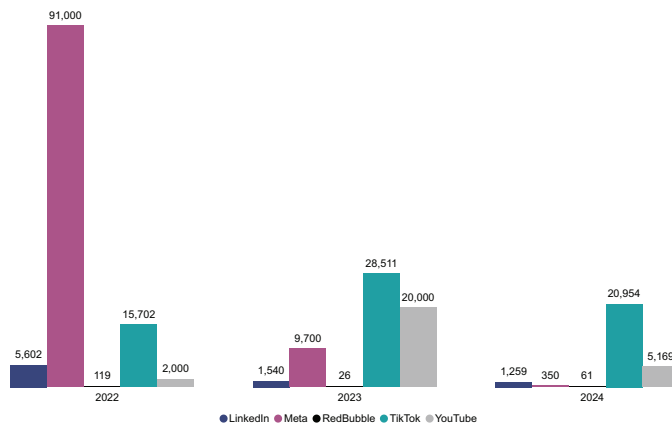
Signatory	Adobe	Apple	Google	Meta	Microsoft	RedBubble	TikTok	Twitch
Number of datasets	2	11	60	10	49	8	24	6
Number of Australia-specific datasets	0	5	45	5	31	7	23	1
% of datasets that are Australia-specific	0%	45%	75%	50%	63%	88%	96%	17%
Number of datasets with 3 years or more of data points	0	4	0	0	29	2	0	2
Number of Australia-specific datasets with 3 years or more of data points	0	0	0	0	25	2	0	0
% of datasets with 3 years or more of data points that are Australia-specific	0%	0%	0%	0%	86%	100%	0%	0%



Observations: Content removal

The report highlights that less misinformation content is being removed in Australia across signatories.

Some platforms point to continued advancements in operational and moderation capabilities as reasons for these changes.



Artificial intelligence

AI continues to present new ways to create and spread disinformation and misinformation. AI can increase the speed and scale of misinformation and spam content that is being generated. This dilutes the quality of information available to users and makes it more difficult for people to find accurate information.

The 2025 transparency reports show that signatories are taking these threats seriously and are putting measures in place to mitigate harm.

Signatories are working collaboratively to increase and adopt technical standards that would make it easier to certify the source and history of digital content. Several signatories signed up to the Tech Accord to Combat Deceptive Use of AI in 2024 elections, which sets out a framework for managing risks arising from deceptive AI election content, and some signatories are adopting the Adobe-led Coalition for Content Provenance and Authenticity (C2PA).



Media literacy

Better media literacy can equip Australians with the tools they need to respond to disinformation and misinformation.

Signatories provide information in their 2025 transparency reports on initiatives, programs and partnerships they have undertaken to improve their users' media literacy.

The Australian Government is currently developing Australia's first National Media Literacy Strategy to better equip Australians to critically engage with news and media.

We encourage signatories to support the development of the strategy and work together to communicate consistent messages about media literacy to Australians.



Looking ahead

Platforms have committed to reporting under the code for the 2025 calendar year. We will continue our oversight role through meaningful engagement with DIGI and code signatories to support effective voluntary participation.

2025 code commitments

Signatory	Adobe	Apple	Google	Meta	Microsoft	RedBubble	TikTok	Twitch
Outcome 1a	✓	✓	✓	✓	✓	✓	✓	✓
Outcome 1b			✓	✓	✓	✓	✓	✓
Outcome 1c		✓	✓	✓	✓	✓	✓	✓
Outcome 1d			✓	✓	✓	✓	✓	✓
Outcome 1e		✓	✓	✓	✓	✓	✓	✓
Outcome 2		✓	✓	✓	✓	✓	✓	✓
Outcome 3	✓		✓	✓	✓	✓	✓	✓
Outcome 4	✓	✓	✓	✓	✓	✓	✓	✓
Outcome 5			✓	✓	✓		✓	
Outcome 6	✓	✓	✓	✓	✓	✓	✓	✓
Outcome 7	✓	✓	✓	✓	✓	✓	✓	✓
Total	5	7	11	11	11	10	11	10