

Legal Compliance vs. limited time and no funding

Trustworthy fact-checkers are doing critical work, often with limited resources and embedded in an industry, the news industry, that has undergone very important disruptions in the last few years. Their revenue is plummeting – and now more so with CODIV – affecting, in turn, their ability to continue paying journalists working to debunk misinformation.

At the same time, fully automated fact-checking is very far from being capable of the judgment that journalists apply on a day-to-day basis.

With Frankie, we have made the conscious decision of limiting the data feeder of disinformation to well-sourced news agencies and fact-checking initiatives that meet IFCN strict criteria in terms of transparency and accuracy and that also are regularly audited.

This means we have to deal with potential copyright issues and questions of licensing concerning the IFCN /Poynter in the US and its European Members in the EU, some of which are publishers for the purposes of the Single Market Media Directive.

Because the hackathon happened over the weekend - we have been unable to clarify those issues with them – but we would do so at the earliest opportunity:

We want to make sure that not only Frankie helps them in the dissemination of their work, but that the overall fact-checkers ecosystem receives the funding they badly need to sustain themselves and thrive.

Funding & long term sustainability

Whilst it is clear and well-established how disinformation thrives in business models that rely primarily on click-through traffic and online advertising, it is unclear how one can fight disinformation without public or philanthropic cash injections

In recognition of the limited commercial potential of fighting disinformation, we have developed a three-pronged strategy for medium and long term fundraising. 1. we've mapped existing and future funding options in the EU 2. Amongst private philanthropies of social media giants and 3. Explored the potential for subscribers.

With regards to public funding, we will advocate for the inclusion of the fight against disinformation in relevant programmes and call for proposals under the next MFF. More details on our hypothetical legal structure, our business plan and preliminary ideas on how to build a sustainable source of revenue to fund Frankie are available under section 9.

IMPORTANT DISCLAIMER FOR THIS HACKATHON:

- ✓ Frankie cannot be launched until we have secured the required authorizations from Poynter and fact-checkers.
- ✓ When and if this happens, Frankie will make no representations about the veracity of the information provided by Fact-checkers. In no event will the developers of Frankie be liable for any special, indirect or consequential damages whatsoever resulting from loss of use, data or profits,

whether in an action of contract, negligence or other tortious action, arising out of or in connection with the use or performance of information available from Frankie.

- ✓ Frankie will not require any kind of personal data from its users. It can be downloaded and run anonymously.