

# Fujitsu establishes international consortium to tackle disinformation/misinformation and new AI risks

\* Frontria: Frontier + Trust + ia (meaning "place")

Fujitsu Limited, Fujitsu Research  
Head of Data & Security Research Laboratory

**Satoshi Imai**

December 2<sup>nd</sup>, 2025  
(Website Ver.)

## Addressing new AI risks, including Dis/Misinformation, amid the explosive expansion of AI is an urgent priority

### Economic Losses from Dis/Misinformation

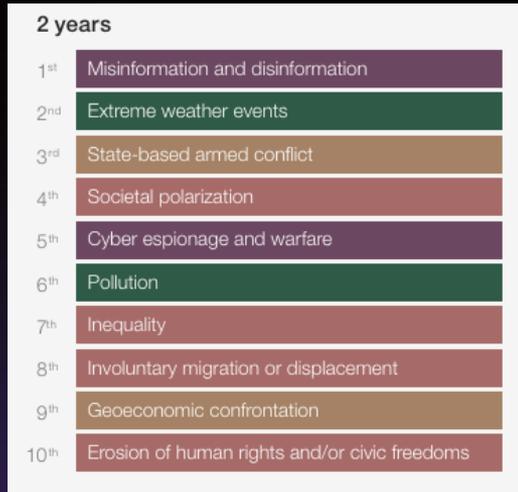
According to the survey report, economic losses are expected to amount to 12.2 trillion yen



[https://info.cheq.ai/hubfs/Research/THE\\_ECONOMIC\\_COST\\_Fake\\_News\\_final.pdf](https://info.cheq.ai/hubfs/Research/THE_ECONOMIC_COST_Fake_News_final.pdf)

### International Trends Regarding AI Risks

The World Economic Forum also pointed out that dis/misinformation are the most serious risks over the next two years



[https://reports.weforum.org/docs/WEF\\_Global\\_Risks\\_Report\\_2025.pdf](https://reports.weforum.org/docs/WEF_Global_Risks_Report_2025.pdf)

### All-Japan Collaborative Research

Fujitsu appointed prime operator for the "Key and Advanced Technology R&D through Cross Community Collaboration Program" (Oct. 2024)

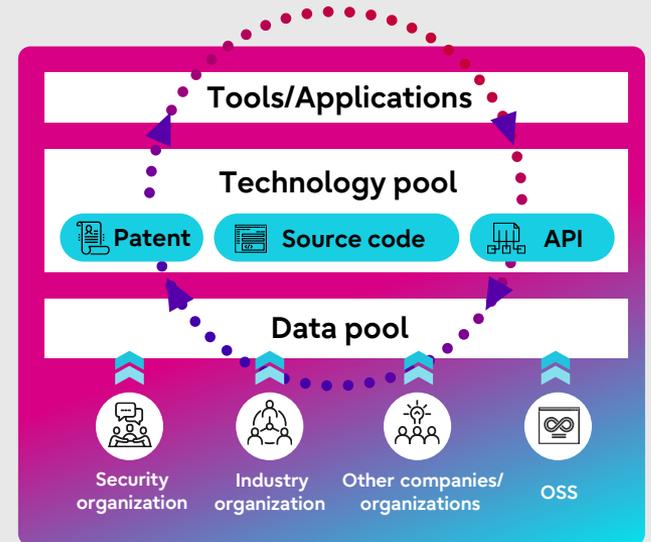


From countering Mis/Disinformation to solving issues surrounding AI safety and reliability, we will pool global wisdom and technology to create innovative approaches.

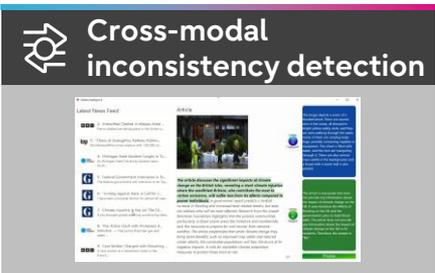
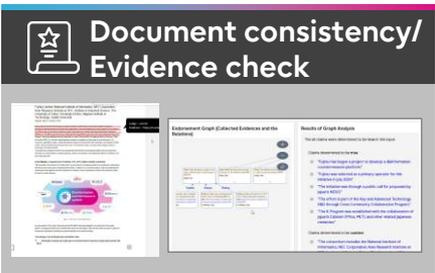
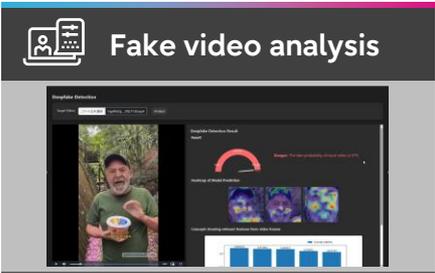


## Creating new markets by globally combining various IPs

- 1 Co-creation space leveraging technologies**  
Flexibly combining technologies to foster innovation
- 2 Pool of cutting-edge technologies (IP)**  
Creating new business models utilizing advanced technologies
- 3 International approach**  
Global expansion from Japan and Europe to Asia and North America



Value experiences, Tools/Apps examples



Core technology examples

### Disinformation analysis

Determining the authenticity of content based on diverse supporting information

### Fake image analysis

World' highest detection accuracy: **97%**

### LLM to detect disinformation

Takene: Surpassing GPT-4o performance

### AI Risk Analysis

Ethics and fairness comprehensive risk analysis

### AI Watermarking

Image watermarking with practical performance  
False detection rate **1/60**

# Frontria Members



# 57

※  
organizations/experts  
participated



Finance



Insurance



AI



Consulting



IT



Content



Entertainment



Media



Legal

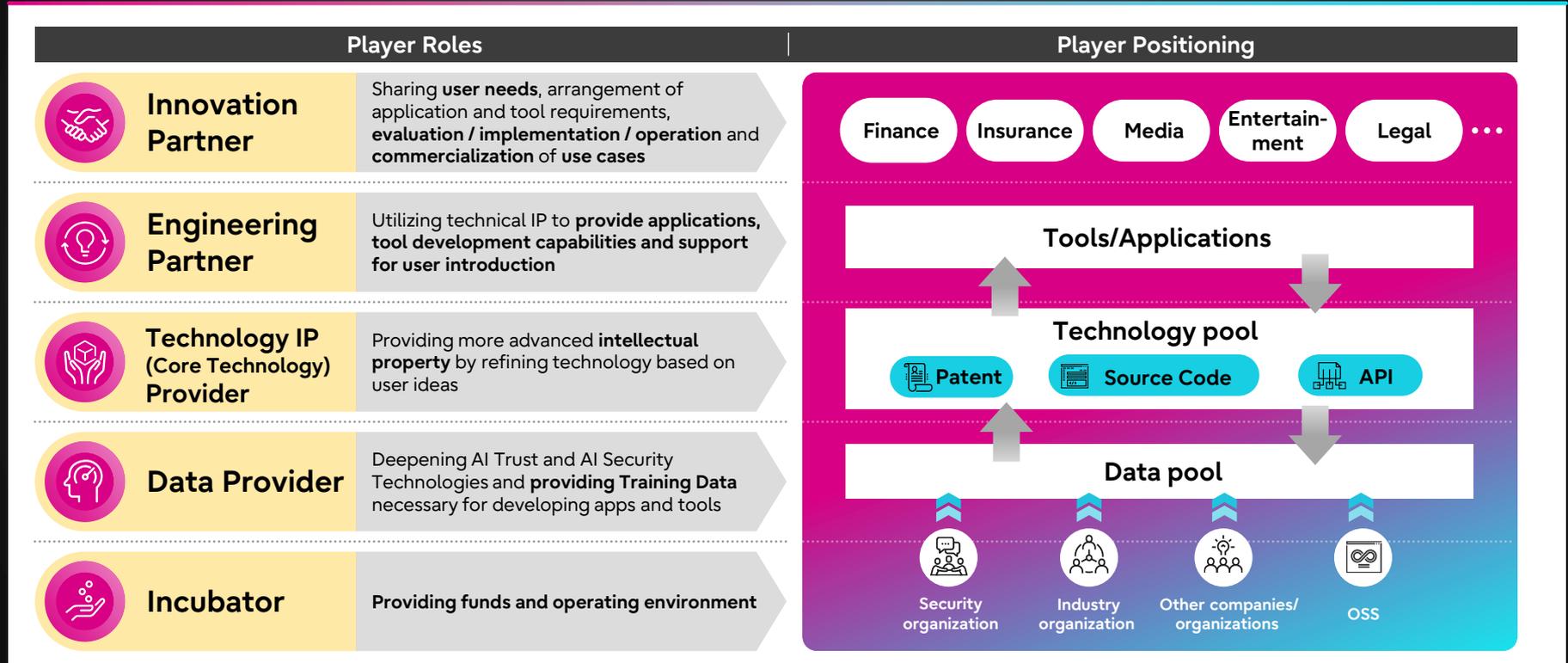


University


※Including non-public organizations

# Roles of Participating Members

Each role collaborates to resolve mis/disinformation, AI Trust and Security Issues

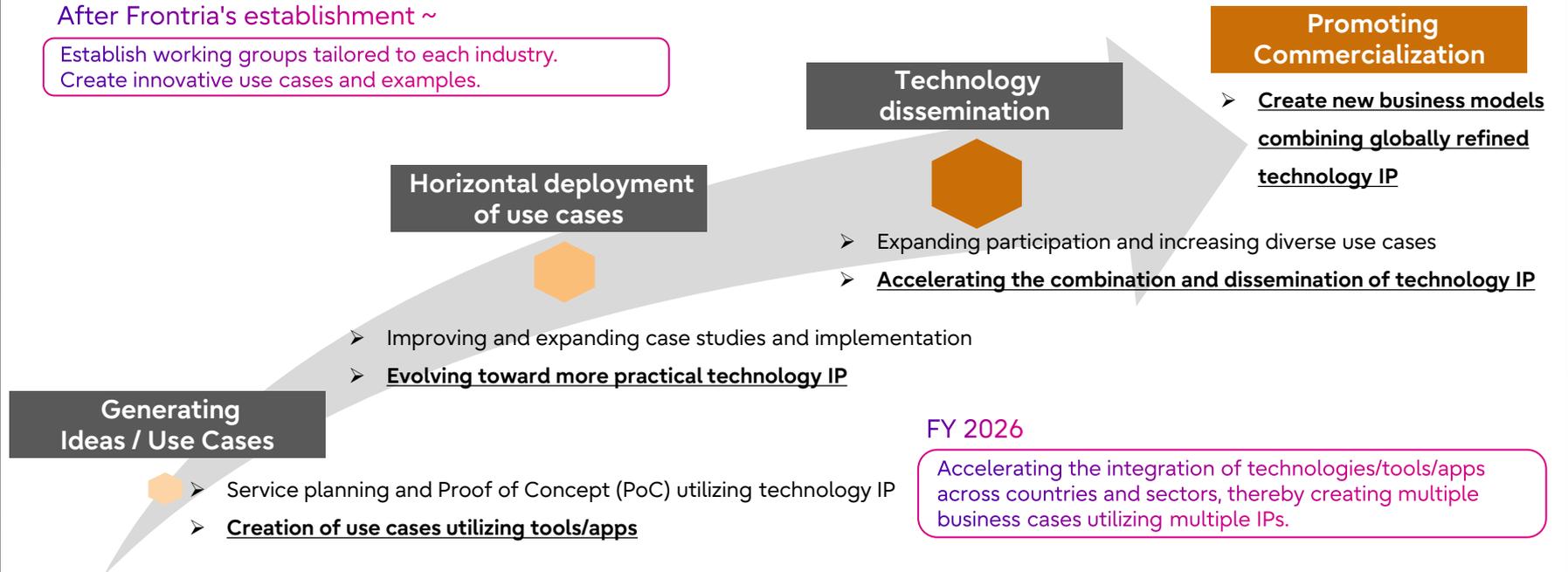


# Future Developments

Create new international use cases across industries, expand advanced technologies/IP portfolios and create new business models through IP ecosystems

After Frontria's establishment ~

Establish working groups tailored to each industry.  
Create innovative use cases and examples.



Thank you