

## PROGRAMME

TUESDAY 12 MARCH 2024

*Timings in CET*

09:00 – 09:05	<b>Opening</b>	Antonio Arcidiacono (EBU)
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### INNOVATION SHOWCASES: NEXT GENERATION MEDIA SOLUTIONS

Moderated by Hans Hoffmann (EBU)

09:05 – 09:15	<b>Data, AI, and Large Language Models – how the EBU can help you innovate</b>	Sébastien Noir, Dmytro Petruk (EBU)
09:15 – 09:20	<b>ThoughtWorks</b>	Gabriel Gavasso (Thoughtworks)
09:20 – 09:25	<b>Cloud-native video production and collaboration</b>	Kim Eikeland (mimir)
09:25 – 09:30	<b>Empowering innovation: Unlocking agility with no-code for future-ready media workflows</b>	Dennis Laupman (PluxBox)
09:30 – 09:35	<b>Ratings Artist: An ML-based rating prediction framework to incorporate human expertise</b>	Jens Coster (MediaGenix)
09:35 – 09:40	<b>Enhancing journalistic workflows with Wolftech</b>	Sergej Stoppel (Wolftech)
09:40 – 09:45	<b>True Confidence Language Model Process</b>	Johan Classon (Conversy.ai)
09:45 – 09:50	<b>Personalized media recommendations driven by Knowledge Graphs &amp; Large Language Models</b>	Alexander Schulze (Innotrade)
09:50 – 09:55	<b>Product impulse: Shut Up AI. Confidence scores and LLM routing for media applications</b>	Jonas Petersen (Media Press)
09:55 – 10:15	<i>Break</i>	

### SESSION 1: MEDIA DATA GOVERNANCE – PAVING THE WAY FOR INNOVATION

Moderated by Mike Matton (VRT)

10:15 – 11:45	<b>Data Strategy for the BBC Archives</b>	Richard Jolly (BBC)
11:45 – 11:15	<b>From Data to AI: Harmonizing innovation with mature governance</b>	Samuel Profumo (RTBF)
11:15 – 11:45	<i>Break and demos</i>	

### SESSION 2: THE AI REVOLUTION IN MEDIA

Moderated by Hanna Lukashevich (Fraunhofer IDMT)

11:45 – 12:15	<b>Enhancing data accessibility and generation: Leveraging data hubs, LLMs, graph relations, and natural language queries for metadata</b>	Robert Raver (Amazon/AWS) Roland Duboué (Amazon/AWS)
12:15 – 12:45	<b>Media's AI frontier: Navigating the future</b>	Maria Alonso Garcia (Google)
12:45 – 14:30	<i>Buffet lunch in the foyer and demos</i>	

## SESSION 3: DEMYSTIFYING AI – EXPLORING TRANSPARENCY AND REGULATION

Moderated by Alexandre Rouxel (EBU)

14:30 – 15:00	<b>Peeking into the black-box of AI</b>	Alan Perotti (CENTAI)
15:00 – 15:30	<b>Benchmarking and survey of explanation methods for black box models</b>	Riccardo Guidotti (University of Pisa)
15:30 – 16:00	<b>The emerging AI regulation</b>	François Lavoit (EBU)
16:00 – 16:30	<i>Break and demos</i>	

## SESSION 4: COUNTERING DISINFORMATION – INNOVATIVE APPROACHES

Moderated by Paolo Casagrande (RAI)

16:30 – 17:00	<b>Addressing fake news with reliability: The a contrario approach</b>	Quentin Bammev (École Normale Supérieure Paris-Saclay)
17:00 – 17:30	<b>Unveiling AI and gamification for disinformation combat: Insights from the IDMO Project</b>	Lorenzo Canale (RAI)
17:30 – 18:00	<b>Digital traces: Verification of audiovisual content</b>	Patrick Aichroth (Fraunhofer IDMT) Hanna Lukashevich (Fraunhofer IDMT)
<i>End of Day 1</i>		

## PROGRAMME

WEDNESDAY 13 MARCH 2024

Room Montreux			Room Geneva		
<b>SESSION 5: UNLOCKING INNOVATION – SELF-DESIGNED AI TOOLS FOR ADVANCED MEDIA INTELLIGENCE</b> Moderated by Lorenzo Canale (RAI)			<b>SESSION 6: INTEGRATING AI TOOLS INTO YOUR ORGANISATION</b> Moderated by Hanna Lukashevich (Fraunhofer IDMT)		
09:00 – 09:30	<b>Advancing media intelligence: The Face Management Framework (FMF) for automated annotation and diversity analysis for public service media</b>	Maurizio Montagnuolo (RAI)	09:00 – 09:30	<b>YleGPT – how to get everybody on-board with AI</b>	Jyri Kivimäki (Yle)
09:30 – 10:00	<b>Diversity knowledge graphs: Using the power of linked open data to monitor programme diversity</b>	Jo Kent (BBC)	09:30 – 10:00	<b>AI Supported Helpdesk</b>	Ruhi TAŞ (TRT)
10:00 – 10:30	<b>Enabling Media Professionals to Create their Own Datasets and AI Tools</b>	Georg Thallinger (Joanneum Research), Christoph Bauer (ORF) Gernot Rottermann (FHSTP)	10:00 – 10:30	<b>SaaS + AI + Journalism = Gold</b>	André Torsvik (mimir)
<b>SESSION 7: REVOLUTIONIZING MEDIA WITH AI AND GENERATIVE AI</b> Moderated by Paolo Casagrandia (RAI)			<b>SESSION 8: DATA MASTERY IN MEDIA – FROM IN-HOUSE ANALYTICS TO AUTOMATED CONTENT CREATION</b> Moderated by Tatjana Mladenovic (BBC)		
11:00 – 11:30	<b>Unlocking treasures: Enhancing discoverability of French audiovisual heritage with speech-to-text</b>	Eleni Kogkitsidou (INA)	11:00 – 11:30	<b>Taking back control of usage data: In-house tracking</b>	Bastien Luneteau (Radio France)
11:30 – 12:00	<b>The EBU AI Hub: A deep dive into the radio programme enrichment application developed with Radio France</b>	Alexandre Rouxel (EBU) Ivan Thomas (Radio France) Marin Piguët (EBU)	11:30 – 12:00	<b>Yle's first year in review: Wrapping personal data and insights into a visual mobile experience</b>	Riikka Lähti (Yle)
12:00 – 12:30	<b>Large-scale deployment of GenAI for metadata enrichment: A tale of yield and caution</b>	Aleksander Obuchowski (Media Press)	12:00 – 12:30	<b>AI usage of NHK archives</b>	Masaharu Ito (NHK)
12:30 – 14:30	<i>Buffet lunch in the foyer and demos</i>				

## SESSION 9: REDEFINING RECOMMENDATIONS IN PSM – EMOTION, VALUES, AND AUDIENCE INSIGHTS

Moderated by Alexandre Rouxel (EBU)

14:30 – 15:00	<b>Recommenders with values: Developing recommendation engines in a public service organisation</b>	Alessandro Piscopo (BBC)
15:00 – 15:30	<b>What are you in the mood for? The potential of emotion-based recommendations on streaming platforms</b>	Elina Yli-Ojanperä (YLE)
15:30 – 16:00	<b>Kaleidoscope: Constructing an audience-centric holistic view of demand across the UK television landscape</b>	Connor Laughey (BBC) John Davies (BBC)
16:00 – 16:30	<i>Break and demos</i>	

## SESSION 10: THE ROLE OF STANDARDIZED DATA AND ONTOLOGIES IN ENTERPRISE TRANSFORMATION

Moderated by Tatjana Mladenovic (BBC)

16:30 – 17:00	<b>Becoming a data-driven media enterprise with EBUCorePlus</b>	Jürgen Grupp (SWR)
17:00 – 17:30	<b>Leading the evolution: The impact of Rai Ontology on Enterprise Information Architecture</b>	Marco Riccobene (RAI) Michela Pratola (RAI)
17:30 – 18:00	<b>Our journey to a standardized schema in a metadata platform</b>	Sofia Orlova (SRG SSR) Curdin Capol (SRF)
18:00	<i>End of Day 2</i>	
19:00 – 23:30	<i>Evening social event</i> <b><u>Le Bateau Genève</u></b> 1 Quai Gustave-Ador Quai Marchand des Eaux-Vives 1207 Genève	

## PROGRAMME

THURSDAY 14 MARCH 2024

### SESSION 11: EXPLORING LLM STRATEGIES – TAILORED APPROACHES AND THE OPEN-SOURCE MOVEMENT

Moderated by Maurizio Montagnuolo (RAI)

09:00 – 09:30	<b>Adapt LLM to specific tasks: A convenient alternative to the “GPT-for-all” approach?</b>	Stefano Scotta (RAI)
09:30 – 10:00	<b>Claire LLM model: OpenLLM-France first step to open AI</b>	Jean-Pierre Lorré (LINAGORA) Michel-Marie Maudet (LINAGORA)
10:00 – 10:30	<b>LLM for media: The new paradigm</b>	Fabian Lang (DW)
10:30 – 11:00	<i>Break and demos</i>	

### SESSION 12: OPTIMIZING AUDIENCE ENGAGEMENT – FORECASTING, BRANDING, AND MARKETING EFFECTIVENESS

Moderated by Tatjana Mladenovic (BBC)

11:00 – 11:30	<b>Building a TV audience forecasting system at the BBC</b>	Andy Gabey (BBC)
11:30 – 12:00	<b>Data teams: Crafting digital brands for public broadcasters</b>	Lilian Dammann (Public Value Technologies)
12:00 – 12:30	<b>Measuring marketing effectiveness at the BBC</b>	Matt Crooks (BBC)
12:30 – 15:00	<i>Buffet lunch in the foyer and demos</i>	
15:00	<i>End of DTS</i>	

### DEMONSTRATIONS

1	<b>Mimir: Cloud-native video production and collaboration</b>	Kristian Kim Eikeland (Mimir Media Tech AS)
2	<b>Ratings Artist: An ML-based rating prediction framework to incorporate human expertise</b>	Jens Costers, Adrien Combas (MediaGeniX NG)
3	<b>Knowledge graph &amp; LLM, profile &amp; aspect-based personalized media recommendations</b>	Alexander Schulze, Ashesh Goplani (Innotrade)
4	<b>The EBU AI-Hub for media: Face recognition, anti-fake-news and meta-radio applications.</b>	Alexandre Rouxel, Pierre Fouché, Marin Piguet (EBU)
5	<b>Deutsche Welle's approach to a unified benchmarking for evaluating Language Models</b>	Hala Attig (DW)
6	<b>Advancements in semi-automated digital human production for the enhancement of media broadcast experiences</b>	Roberto Iacoviello (RAI)
7	<b>Automated semantic driven thumbnail extraction with aesthetic scoring</b>	Kirsten Scherer (SRG) Stefan Ravizza, Lukas Mautner (Artifact)
8	<b>AI for news verification</b>	Sergej Stoppel, Daniel Elias (Wolftech)
9	<b>Unleash AI and data power in your media workflows – faster and easier with Pluxbox No-code Platform.</b>	Caspar Adriani, Dennis Laupman (Pluxbox)
10	<b>True confidence language model process</b>	Johan Classon, Petrus Lunggren (Conversy.ai)