

## PROGRAMME

### WEDNESDAY 27 NOVEMBER 2019

09:00–09:30 *Registration & Coffee*

#### KEYNOTE SESSION

|             |   |   |
|-------------|---|---|
| 09:30–09:40 | <b>Welcome</b>  | Graeme Phillipson (BBC)                         |
| 09:40–10:25 | <b>AI in the BBC</b>  | Gabriel Straub (BBC)                            |
| 10:25–10:55 | <b>The EBU Artificial Intelligence and Data Initiative (AIDI)</b> | Léonard Bouchet (RTS)<br>Bob van de Velde (NPO) |
| 10:55–11:05 | <b>Demo pitches</b>   |   |
| 11:05–11:35 | <i>Coffee, demos &amp; networking</i>                             |   |

#### SESSION 1: AI FOR AUDIENCE ENGAGEMENT

|             |   |                        |
|-------------|---|------------------------|
| 11:35–12:05 | <b>Public Service Metrics – goals, trade-offs and quality control</b> | Bob van de Velde (NPO) |
| 12:05–12:35 | <b>Audience engagement and predictions</b>                            | Aleksi Rossi (YLE)     |
| 12:35–13:05 | <b>New forms of value – metrics other than “time spent”</b>           | Lianne Kerlin (BBC)    |
| 13:05–14:20 | <i>Seated lunch</i>   |                        |

#### SESSION 2: AI IN THE CONTEXT OF ETHICS AND PUBLIC SERVICE MEDIA VALUES

|             |  |   |
|-------------|--|---|
| 14:20–14:50 | <b>AI: Policy &amp; Practice</b>                     | Myrna MacGregor (BBC)   |
| 14:50–15:20 | <b>PSM and AI – why should we care about ethics?</b> | Kati Bremme (FranceTV)  |
| 15:20–15:50 | <b>Panel: can AI be ‘ethical by design’?</b>         | Moderated by Bill Thompson (BBC)<br>Kati Bremme (FranceTV), Myrna MacGregor (BBC) |
| 15:50–16:10 | <i>Coffee, demos &amp; networking</i>                |   |

#### SESSION 3: UNDERSTANDING AND TRUSTING AI

|             |  |   |
|-------------|--|---|
| 16:10–16:40 | <b>Seeing through the eyes of neural networks with FlashTorch</b>  | Misa Ogura (BBC)                        |
| 16:40–17:10 | <b>Own It: The only way is ethics</b>                              | Jon Howard (BBC)                        |
| 17:10–17:40 | <b>Databox: Platform for Privacy-Aware Personal Data Analytics</b> | Hamed Haddadi (Imperial College London) |
| 17:40–17:50 | <b>Wrap-up of Day 1</b>  | Graeme Phillipson (BBC)                 |
| 19:00–21:30 | <i>Social event</i>  |   |

### THURSDAY 28 NOVEMBER 2019

---

08:30–09:00 *Tea, coffee*

---

#### KEYNOTE SESSION

---

|             |                              |                                    |
|-------------|------------------------------|------------------------------------|
| 09:00–09:30 | <b>Keynote: Media and AI</b> | Grant Franklin Totten (Al Jazeera) |
|-------------|------------------------------|------------------------------------|

---

#### SESSION 4: AI IN THE NEWSROOM

---

|             |  |                             |
|-------------|--|-----------------------------|
| 09:30–10:00 | <b>Describing gender representation in French TV and radio with AI</b> | David Doukhan (INA)         |
| 10:00–10:30 | <b>Language Technologies for a multilingual news environment</b>       | Andrew Secker (BBC)         |
| 10:30–11:00 | <b>Disinformation and the Challenges of Data and AI</b>                | Rory Smith (FirstDraftNews) |

---

11:00–11:30 *Tea, coffee, demos & networking*

---

#### SESSION 5: AI AND IMAGE PROCESSING

---

|             |   |                          |
|-------------|---|--------------------------|
| 11:30–12:00 | <b>Machine Learning approaches at video compression</b>                           | Roberto Iacoviello (RAI) |
| 12:00–12:30 | <b>AI in the field (literally). Detecting and recognising animals in the wild</b> | Robert Dawes (BBC)       |
| 12:30–13:00 | <b>Imaging and Machine Learning – facts, fakes, and fiction</b>                   | Sabine Süsstrunk (EPFL)  |

---

13:00–14:45 *Lunch*

---

#### SESSION 6: AI IN PRODUCTION

---

|             |  |  |
|-------------|--|--|
| 14:45–15:15 | <b>Automated metadata extraction with AI – real use cases and challenges in production</b> | Sébastien Ducret (RTS)<br>Charlotte Burki (RTS)  |
| 15:15–15:45 | <b>Learning from Archives: Intelligent Cinematography for TV</b>                           | Tamsin Nooney (BBC)  |
| 15:45–16:15 | <b>Lip Reading In the Wild</b>   | Joon Son Chung (VGG Oxford University), Andrew Zisserman (VGG Oxford University), Andrew McParland (BBC) |

---

#### EVENT WRAP-UP

---

|             |                                    |                       |
|-------------|------------------------------------|-----------------------|
| 16:15–16:30 | <b>Take-aways &amp; conclusion</b> | Léonard Bouchet (RTS) |
|-------------|------------------------------------|-----------------------|

---

### DEMONSTRATIONS

| Nr | DEMO   | COMPANY                                    |
|----|--|--|
| 1  | MCMA   | Jean-Pierre Evain (EBU)                    |
| 2  | RTS AI Tools   | Sebastien Ducret, Charlotte Bürki (RTS)    |
| 3  | AI and Data Initiative Data Sharing Project  | Alexandre Rouxel (EBU)                     |
| 4  | DataLab: Machine Learning principles   | (BBC)                                      |
| 5  | ED automated live coverage   | Graeme (BBC)                               |
| 6  | EuroVOX  | Andrew Secker (BBC)                        |
| 7  | NewsLabsGoURMET  | Andrew Secker (BBC)                        |
| 8  | Enabling more informed story creation with a data model of our content production supply chain | Marta Cooper (BBC)                         |
| 9  | Predicting school holidays from BBC iPlayer Viewing  | Matt Crooks (BBC)                          |
| 10 | Scaling up and productising STT  | Eyal Lavi (BBC)                            |
| 11 | Enrichment using transcripts and subtitles.  | Eyal Lavi (BBC)                            |
| 12 | Style transfer for Lightfields   | Florian Schweiger (BBC)                    |
| 13 | Automatic colourisation using AI   | Marc Gorriz Blanch, Natasha Westland (BBC) |
| 14 | COGNITUS Media AI Platform: UGC crowdsourcing with video enhancement and metadata enrichment   | Fiona Rivera (BBC)                         |
| 15 | Designing explainable machine learning for video compression                                   | Luka Murn (BBC)                            |