

Impact of AI on Media

PROGRAMME

THURSDAY 8 NOVEMBER

09:00 – 9:45 *Registration, tea, coffee & networking*

WELCOME ADDRESS

09:45 – 10:00 **Welcome**

Antonio Arcidiacono (EBU T&I Director)

KEYNOTE SESSION

10:00 – 10:30 **The Future of Artificial Intelligence: Lessons from History**

Jonnie Penn (Affiliate, Berkman Klein Center at Harvard University)

SESSION 1: DEMYSTIFICATION

10:30 – 11:00 **Demystifying AI: what is it? What is it not?**

Alberto Messina (RAI)

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

SESSION 2: HYPE AND REALITY

11:30 – 12:30

Round table:

- **Expectations and motivations for AI**
- **Where are we in the Garner Hype Cycle**
- **Do the results meet expectations and confirm our motivations?**

Alberto Messina (RAI)

Graeme Philipson (Ed Project, BBC R&D)

Aleksi Rossi (YLE)

Ezra Eeman (EBU)

12:30 – 13:30 *Buffet lunch*

SESSION 3: USE CASE 1

13:30 – 14:00

BNR SMART Radio: A Personalized Playlist of News Radio

Joeri Nortier (NL BNR – News Radio)

SESSION 4: USE CASE 2

14:00 – 14:30

A robot called Voitto – from content creation to AI ethics

Jarkko Rynnänen & Aki Kekäläinen (YLE)

SESSION 5: USE CASE 3

14:30 – 15:00

Language technologies to support enhanced cross-lingual media monitoring and automated subtitling

Peggy van der Kreeft (Deutsche Welle)

15:00 – 15:30 *Tea, Coffee & Networking*

SESSION 6: USE CASE 4

15:30 – 16:00 **Optimizing the use of AI for Sport**

Christiaan Verwaaijen (SportCast)

SESSION 7: IMPACT AND CONSEQUENCES

16:00 – 17:00 **Group discussions: Understanding the impact and consequences AI**

- **What are the ethical barriers for public service broadcasters?**
 - **How does AI impact on working structures and organisations?**
 - **Is AI an opportunity for new content?**
 - **What technologies are key and what skills are needed?**
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17:00 *End of day 1*

FRIDAY 9 NOVEMBER

SESSION 8: HUMAN RESOURCES FOR AI

09:00 – 09:30 **What is a winning AI team? Roles, profiles and skills**

Leonard Bouchet (RTS)

09:30 – 10:00 **Developing AI literacy via adapted educational programmes**

Stéphane Marchand-Maillet (Unige)

SESSION 9: ETHICS, DATA PROTECTION (GDPR) AND RIGHTS

10:00 – 10:30 **The case for public service recommender algorithms**

Benjamin Fields (BBC)

10:30 – 11:00 **A report from ACM RecSys in Vancouver**

Pierre-Nicolas Schwab (RTBF)

11:00 - 11:30 *Tea, Coffee, Demos & Networking*

SESSION 10: GOING FORWARD

11:30 – 12:30 **Interactive session:**

Identifying key EBU actions to support the successful introduction of AI in Members' business plans.

Hans Hoffmann (EBU)

12:30 – 13:00 **Where is all this taking us in 5 years?**

Jean-Pierre Evain (EBU)

13:00 *End of workshop – followed with buffet lunch*
