

PROGRAMME

TUESDAY 12 MARCH 2024

Timings in CET

09:00 – 09:15	Opening	
09:15 – 09:30	NewsPilot : our journey to give journalists and editors superpowers with AI	Sébastien Noir (EBU)
09:30 – 09:45	PEACH: Empowering PSM with Transparent Personalized Recommendations while maintaining full control	Dmytro Petruk (EBU)
09:45 – 10:00	<i>Break and demos</i>	

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

Moderated by Mike Matton (VRT)

10:00 – 10:30	Building a data governance structure - what did work and what not?	Christian Vogg (SRG)
10:30 – 11:00	Data Strategy for the BBC Archives	Richard Jolly (BBC)
11:00 – 11:30	From Data to AI: Harmonizing innovation with mature governance	Samuel Profumo (RTBF)
11:30 – 11:45	<i>Break and demos</i>	

SESSION 2: THE AI REVOLUTION IN MEDIA

Moderated by Hanna Lukashevich (Fraunhofer IDMT)

11:45 – 12:15	Enhancing Data accessibility and Generation: Leveraging Data Hubs, LLMs, Graph Relations, and Natural Language Queries for Metadata	Robert Raver (Amazon/AWS) Roland Duboué (Amazon/AWS)
12:15 – 12:45	Media's AI Frontier: Navigating the future	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	Peeking into the black-box of AI	Alan Perotti (CENTAI)
15:00 – 15:30	Benchmarking and survey of explanation methods for black box models	Riccardo Guidotti (University of Pisa)
15:30 – 16:00	The emerging regulation of AI	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	Addressing fake news with reliability: the a contrario approach	Quentin Bamme (École Normale Supérieure Paris-Saclay)
17:00 – 17:30	Unveiling AI Solutions for Disinformation Combat: Insights from the IDMO Project	Lorenzo Canale (RAI)
17:30 – 18:00	Digital Traces: Verification of Audio-Visual Content	Patrick Aichroth (Fraunhofer IDMT) Hanna Lukashevich (Fraunhofer IDMT)

End of Day 1

PROGRAMME

WEDNESDAY 13 MARCH 2024

SESSION 5: UNLOCKING INNOVATION: SELF-DESIGNED AI TOOLS FOR ADVANCED MEDIA INTELLIGENCE (ROOM MONTREUX)

Moderated by Alberto Messina (RAI)

09:00 – 09:30	Advancing Media Intelligence: The Face Management Framework (FMF) for automated annotation and diversity analysis for Public Service Media	Maurizio Montagnuolo (RAI)
09:30 – 10:00	Diversity knowledge graphs – using the power of linked open data to monitor programme diversity	Jo Kent (BBC)
10:00 – 10:30	Enabling Media Professionals to Create their Own Datasets and AI Tools	Georg Thallinger (Joanneum Research), Christoph Bauer (ORF)

SESSION 6: INTEGRATING AI TOOLS INTO YOUR ORGANISATION (ROOM GENEVA)

Moderated by Hanna Lukashevich (Fraunhofer IDMT)

09:00 – 09:30	YleGPT – how to get everybody on-board with AI	Jyri Kivimäki (Yle)
09:30 – 10:00	AI Supported Helpdesk	Ruhi TAŞ (TRT)
10:00 – 10:30	SaaS + AI + Journalism = Gold	André Torsvik (mimir)
10:30 – 11:00	<i>Break and demos</i>	

SESSION 7: REVOLUTIONIZING MEDIA WITH AI AND GENERATIVE AI (ROOM MONTREUX)

Moderated by Paolo Casagrande (RAI)

11:00 – 11:30	Unlocking Treasures: Enhancing Discoverability of French Audiovisual Heritage with speech-to-text	Eleni Kogkitsidou (INA)
11:30 – 12:00	The EBU AI Hub: a deep dive into the radio programme enrichment application developed with RadioFrance	Alexandre Rouxel (EBU) Ivan Thomas (RadioFrance) Marin Piguet (EBU)
12:00 – 12:30	Large-scale Deployment of GenAI for Metadata Enrichment – a Tale of Yield and Caution	Aleksander Obuchowski (Media Press)

SESSION 8: DATA MASTERY IN MEDIA: FROM IN-HOUSE ANALYTICS TO AUTOMATED CONTENT CREATION (ROOM GENEVA)

Moderated by Tatjana Mladenovic (BBC)

11:00 – 11:30	Taking back control of usage data: in-house tracking	Bastien LUNETEAU (Radio France)
11:30 – 12:00	Yle's first Year in review: wrapping personal data and insights into a visual mobile experience	Riikka Lähti (Yle)
12:00 – 12:30	AI usage of NHK archives	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	Recommenders with values: Developing recommendation engines in a public service organisation	Alessandro Piscopo (BBC)
15:00 – 15:30	What are you in the mood for? The potential of emotion-based recommendations on streaming platforms	Elina Yli-Ojanperä (Yle)
15:30 – 16:00	Kaleidoscope: Constructing an audience-centric holistic view of demand across the UK television landscape	Connor Laughey (BBC) John Davies (BBC)

16:00 – 16:30

Break and demos

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

Moderated by Tatjana Mladenovic (BBC)

16:30 – 17:00	From Fragments to the Big Picture – Why Media Need EBUCorePlus to Become Data Driven Enterprises	Jürgen Grupp (SWR)
17:00 – 17:30	Leading the evolution: the impact of Rai Ontology on Enterprise Information Architecture	Marco Riccobene (RAI) Michela Pratola (RAI)
17:30 – 18:00	Our journey to a standardized schema in a metadata platform	Sofia Orlova (SRG SSR) Curdin Capol (SRF)

End of Day 2

DRINKS & NIBBLES (19:30 – 23:30 CET)

Le Bateau Genève

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 Alberto Messina (RAI)

09:00 – 09:30	Adapt LLM to specific tasks: a convenient alternative to the “GPT-for-all” approach?	Stefano Scotta (RAI)
09:30 – 10:00	Claire LLM model: OpenLLM-France first step to open AI	Jean-Pierre Lorré (LINAGORA) Michel-Marie Maudet (LINAGORA)
10:00 – 10:30	LLM for Media – The New Paradigm	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	Building a TV audience forecasting system at the BBC	Andy Gabey (BBC)
11:30 – 12:00	Data teams: Crafting Digital Brands for Public Broadcasters	Lilian Dammann (Public Value Technologies)
12:00 – 12:30	Measuring marketing effectiveness at the BBC	Matt Crooks (BBC)
12:30 – 15:00	<i>Lunch – Demos - Networking</i>	

END of DTS

DEMOS

1	Mimir - Cloud-native video production and collaboration	TBD
2	Ratings Artist: an ML-based rating prediction framework to incorporate human expertise	Mediagenix
3	Knowledge Graph & LLM, Profile & Aspect based Personalized Media Recommendations	Alexander Schulze and Ashesh Goplani (Innotrade)
4	The EBU AI-Hub for Media: Face recognition, Fake News and Meta-Radio applications.	Alexandre Rouxel, Pierre Fouché, Marin Piguet (EBU)
5	Deutsche Welle's Approach to a Unified Benchmarking for Evaluating Language Models	Hala Attig (DW)
6	Advancements in semi-automated digital human production for the enhancement of media broadcast experiences (TBC)	Roberto Lacoviello (RAI)
7	Automated semantic driven thumbnail extraction with aesthetic scoring	Kirsten Scherer (SRG) Stefan Ravizza (Artifact) Lukas Mautner (Artifact)
8	AI for news verification (TBC)	Wolftech