

## PROGRAMME

TUESDAY 11 MARCH 2025

Timings in CET

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08:45 – 09:00      **Opening**

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### SESSION 1: DATA AND AI STRATEGY

Moderated by

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09:00 – 09:25      **Crafting data-driven futures: bridging strategy and product innovation**      Fruzsina Homolka (SSR/SRG)

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09:25 – 09:50      **Key insights on digital transformation through the ages and into the future**      Jari Lahti (YLE)

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09:50 – 10:15      **Embrace. Balance. Focus. DW's approach towards AI**      Ruth Kuehn (DW)

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10:15 – 10:30      **Roundtable**

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10:30 – 11:00      *Break*

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### SESSION 2: TAILOR-MADE LLM

Moderated by

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11:00 – 10:20      **LLMs for the BBC**      Stuart Jennings (BBC)

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11:20 – 11:40      **Data processing at scale for the Teuken model**      Johannes Leveling (Fraunhofer IAIS)

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11:40 – 12:00      **Minerva 7B: the Italian open, instruction-tuned and safety-aware Large Language Model**      Roberto Navigli (Sapienza University of Rome)

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12:00 – 12:05      **PITCH 1**

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12:05 – 12:10      **PITCH 2**

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12:10 – 12:15      **PITCH 3**

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12:15 – 14:00      *Lunch and demos*

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### SESSION 3: THE ART OF PERSONALISATION

Moderated by

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14:00 – 14:20      **AI for personalization: how can technological advances meet regulations and public service requirements?**      Ludovico Boratto (University of Cagliari)

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14:20 – 14:40      **Personalization as a public service: NPO's automated approach**      Tessa van der Heiden (NPO)

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14:40 – 15:00      **Selecting hero banners for VRT MAX in an algorithmic way**      Jasper Degryse (VRT)

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### SESSION 4: AI SOLUTIONS FOR MEDIA ANALYSIS

Moderated by

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15:00 – 15:20      **Cross-modal content analysis: finding, identifying and analyzing people in media**      Uwe Kühnert (Fraunhofer IDMT)

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15:20 – 15:40      **Quantifying gender balance in multilingual content**      Samuel J. Walker, Tanja Sharma-Daub (DW)

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# DATA TECHNOLOGY SEMINAR

AN EBU EVENT

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15:40– 16:00      **Generative AI for semantic search and metadata enrichment**      Paolo Cremonesi (ContentWise)

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16:00 – 16:30      *Break*

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## SESSION 5: DIGITAL TRANSFORMATION, RULES AND CULTURE

Moderated by

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16:30 – 17:00      **AI standards and beyond: towards trust in the digital space**      Sebastian Hallensleben (CEN-  
CENELEC JTC2)

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17:00 – 17:30      **Beyond technology: cultural change, roles and rules for dealing with data  
in ARD's digital transformation**      Aleksandar Manojlovic, Fenja Bernotat  
(ARD)

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*End of Day 1*

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## PROGRAMME

WEDNESDAY 12 MARCH 2025

### SESSION 6: ARCHIVE DATA STRATEGY

Moderated by

09:00 – 09:25	<b>BBC library: from strategy to reality</b>	Richard Jolly, Steven Reilly (BBC)
09:25 – 09:50	<b>DRA auto-dok: AI-supported documentation at the German broadcasting archive</b>	Alexander Wolff (DRA)
09:50 – 10:15	<b>AI-supported metadata generation for multilingual audio content</b>	Kirstin Radtke, Milan Tillich (DW)
10:15 – 10:30	<b>Roundtable</b>	
10:30 – 11:00	<i>Break</i>	

### SESSION 7: LLMs IN PRACTICE

Moderated by

11:00 – 10:20	<b>A paradigm shift in managing media with embeddings: transforming data into actionable insights</b>	Robert Raver, Roland Duboue (AWS)
11:20 – 11:40	<b>LLMs in practice: large-scale topic classification of audiovisual news</b>	Valentin Pelloin (INA)
11:40 – 12:00	<b>LLM based framework to evaluate RAG systems</b>	Stefano Scotta, Lorenzo Canale (RAI)
12:00 – 12:05	<b>PITCH 4</b>	
12:05 – 12:10	<b>PITCH 5</b>	
12:10 – 12:15	<b>PITCH 6</b>	
12:15 – 14:00	<i>Lunch and demos</i>	

### SESSION 8: AI-DRIVEN MEDIA SOLUTIONS

Moderated by

14:00 – 14:20	<b>Revolutionizing video content analysis: unleashing the power of AI microservices</b>	Maurizio Montagnuolo (RAI)
14:20 – 14:40	<b>Providing accessibility via a safeContextLLM using an API-as-a-Product approach with a special focus on times of crisis</b>	Massimiliano Babbucci (RSI)

### SESSION 9: METADATA STRATEGY

Moderated by

14:40 – 14:55	<b>Evolving and adapting taxonomies for AI: lessons from magnificent 7 companies and beyond</b>	Dyan Chandler (Netflix)
14:55– 14:510	<b>Target audience metadata in Yle Areena: creating a safe and personalized experience for children</b>	Kim Viljanen (YLE)
15:10– 15:25	<b>What do you really mean? Understanding ARD's data with an EBUCorePlus dictionary</b>	Jürgen Grupp, Sofie Schenkel (ARD)
15:25 – 15:40	<b>Integrating AI-driven annotations into a knowledge graph using EBUCore</b>	Miel Vander Sande (meemoo)

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15:40 – 16:00     **Roundtable**

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16:00 – 16:30     *break*

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## SESSION 10: GENERATIVE AI FOR PRODUCTION

Moderated by

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16:30 – 17:00     **Generative AI for the media industry**     Alberto Ciprian (RAI)

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17:00 – 17:30     **KI Kjetil: an interactive news anchor AI clone**     Lubos Steskal (TV2 Norway)

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*End of Day 2*

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***Social event (19:00 – 23:00 CET)***

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## PROGRAMME

THURSDAY 13 MARCH 2025

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### SESSION 11: AI-BOOSTED RECOMMENDATIONS

Moderated by

09:00 – 09:20	<b>Challenges from the next dimension: Cross-media recommendations in a siloed institution</b>	Henry Gray, Claire Dimeo (BBC)
09:20 – 09:40	<b>Assisted metadata production driving audio recommendations</b>	Johanne Worsaae Nielsen, Peter S. B. Wille (DR)
09:40 – 10:00	<b>A/B test simulation, user-platform-feedback loops, filter bubbles</b>	Lilian Dammann, David Massimo (Public Value Technologies GmbH)
10:00 – 10:30	<b>Roundtable: personalization and recommendation</b>	
10:30 – 11:00	<i>Coffee Break</i>	

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### SESSION 12: INNOVATIVE ARCHIVE MANAGEMENT

Moderated by

11:00 – 10:20	<b>Improving video metadata with multimodal LLMs: lessons from our Generative Archive Metadata System (GAMS)</b>	Constantin Förster, Daniel Tuttaß (BR)
11:20 – 11:40	<b>Rights Matrix: a tool to address the challenges of managing rights information in the ABC's audiovisual archive</b>	Lizbeth Moore (ABC)
11:40 – 12:00	<b>Production materials from the archive</b>	Marcos Perez (RTVE)

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### SESSION 13: AI TO EXPLORE, STRUCTURE AND VERIFY THE NEWS

Moderated by

12:00 – 12:20	<b>Flexible media at the BBC: exploring routes to chapterisation at scale</b>	Matthew Brooks (BBC)
12:20 – 12:40	<b>AI4TRUST (explainable) AI technologies for media analysis and for the verification of visual and audio content</b>	Evlampios Apostolidis (Centre for Research and Technology, Hellas)
12:40 – 13:00	<b>From data to insights: harnessing RAG technologies for news</b>	TBD (EBU)
13:00 – 14:30	<i>Lunch and demos</i>	
14:30	<i>END OF DTS 2025</i>	

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