



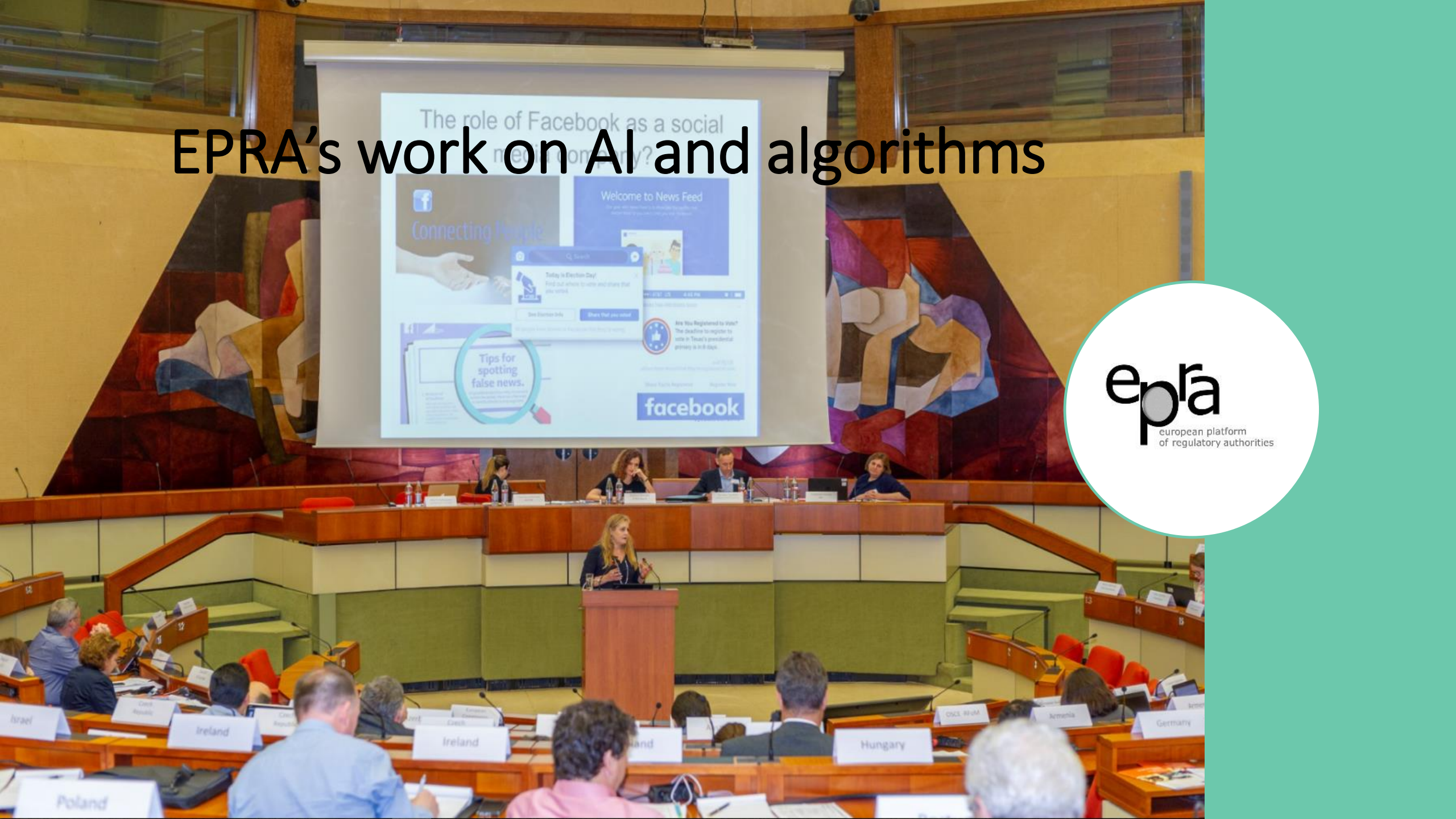
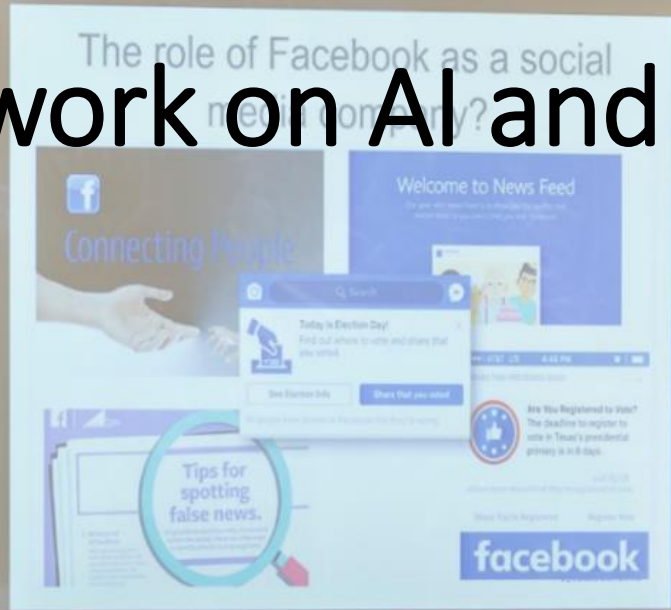
Policy and regulatory trends on AI in the media

Presentation for the Workshop of the EAO on «Artificial intelligence in the audiovisual industry»

Strasbourg, 17 December 2019

Oliver Gerber, Vice-Chairperson EPRA

EPRA's work on AI and algorithms



EPRA's work on AI and algorithms

- 2017 Edinburgh: “Promises & challenges of Digital Disruption; Filters, algorithms & diversity – turning concerns into opportunities?”
- 2018 Luxemburg & Bratislava “Political Communication & the Challenges of Social Media”
- 2019 Athens: “Artificial Intelligence & Machine Learning”
- Background paper on AI & ML available now on www.epra.org
- Working group on AI & its possible use for media regulation planned for 2020



Determining the risk potentials



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Determining the risk potentials

There should be clear evidence that AI create or amplify risks before thinking about regulation

- AI could harm pluralism of opinions (“Echo Chambers”, “Filter Bubbles”)
- AI could amplify disinformation & hate speech:
 - Flood of false reports & hate messages generated by “bots”
 - Illusion of political view shared by many (“Astroturfing”)
 - “Deepfake” videos and images
- “Flaws” & deliberate manipulation of programming or data:
 - Incorrect labelling & delivering of distorted search results
 - Socially detrimental effects for certain groups or persons

Possible Fields of Media Regulation

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Possible Fields of Media Regulation

- Obligatory Labelling of the use of AI
 - Trustworthy, true & credible communication
- Making the use of AI & algorithms transparent:
 - Empowerment of users
 - Obstacles: Business confidentiality & “Blackbox nature” of AI
 - “Understandability by design” as a possible solution?
- Verifying unfair distortion:
 - Independent “test procedure” to evaluate cases of possible distortions
 - Right to contest distortions via co- or self-regulation (for ex. “Platform council”)
- Securing plurality of opinions & findability of content:
 - Incorporation of diversity in recommender systems
 - Promotion of rational debate & corrective to domination by powerful interests



Policy Trends in Europe - Germany



Diskussionsentwurf für einen

„MEDIENSTAATSVERTRAG“

Policy Trends in Europe - Germany

- **Future Interstate Media Treaty**

- Will replace “Interstate Broadcasting Treaty”
- Transparency requirements for media intermediaries > 1 mio. Users
- Key principles & criteria of content selection must be easily recognisable
- Electronic communication services must label automation
- Enter into force: autumn 2020 (EC still has to agree because of AVMSD transposition)





Vie publique
Au cœur du débat public

Ressources ▾

Bibliothèque média

Publications

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Policy Trends in Europe - France

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Dernière modification : 27 décembre 2018 à 19:09

Loi organique et loi ordinaire du 22 décembre 2018 relatives à la manipulation de l'information

Qu'est-ce qu'une procédure législative

Policy Trends in Europe - France

- Law on fighting false information in the run-up to the French elections
 - Transparency on the use of algorithms by social networks
 - Information of users on the type, origin & transmission modalities of content
- CSA-study on YouTube recommendation algorithm
 - More than a third of the recommended videos expressed the same point of view as the original video → risk of “Echo Chamber”
 - Public authorities & Platforms should cooperate to improve the transparency of algorithms

Policy Trends in Europe - UK



Policy Trends in Europe - UK

- White paper on “Online Harms”

- Intermediaries should cooperate with regulator for shared understanding of platform mechanics
- Regulator could request explanations on how algorithms operate
- Appropriate safeguards to ensure commercial confidentiality



Policy Trends in Europe - Switzerland



Strategie

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Policy Trends in Europe - Switzerland

- **Government report on AI**

- Sub-report by OFCOM on “AI, media & the public sphere”
- Based on two studies on the use of AI by media companies and by Intermediaries (platforms, social networks, etc.)
- For the time being no need for obligatory labelling the use of robotic journalism
- Government will identify potential hazards and assess risks for political opinion forming regarding the use of AI by intermediaries
- Next step: Governance report in spring 2021 on possible measures



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Key Takeaways



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Key Takeaways

- Many studies & reports available, but only few legislative approaches in Europe
- Most legislative steps concern transparency of the use of algorithms
- Possible regulatory measures must be evidence based and need to be carefully balanced with the opportunities that AI offers
- More evidence on the risks & dangers of AI is needed

