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EU STRATEGIES FOR AI & DATA:
## RECOMMENDATIONS FROM **PUBLIC SERVICE MEDIA**

At EBU, we see the potential for Artificial Intelligence to help Public Service Media (PSM) better serve societies and democracies, in line with their values. AI is already in use in many public service media organizations - assisting in speech-to-text, search, content extraction and curation, translation, writing news content, fact-checking[1], recommendations and service personalization.

These innovations are changing jobs and organizational structure in the sector and require people with data-specific skillsets. The PSM sector is also investing in research projects to leverage the potential of data and AI.

PSM serve society in all of its diversity and are committed to delivering AI responsibly. This means being transparent about any use of AI in services provided, complying to the high privacy standards of GDPR, and improving tech literacy through dedicated programming.

PUBLIC SERVICE MEDIA & AI –TOP FACTS & FIGURES
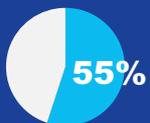
55% of PSM workflow is already impacted by AI technologies[2];

69% of PSM have dedicated teams working on data usage & AI applications[3];

Through EBU, PSM from across Europe collaborate on projects to leverage cloud computing capabilities for media assets (MCMA); to benchmark speech-to-text solutions for audiovisual services (AI-benchmarking); and pool data for training and testing machine learning models for journalistic and other production purposes (Machine Learning Data Pool).

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[1] For more detailed information see notably EBU 2019 News Report
[2] EBU internal survey to Members, 2020
[3] EBU internal survey to Members, 2020

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EBU RECOMMENDATIONS FOR AN EU AI POLICY AND DATA STRATEGY THAT BENEFITS ALL OF SOCIETY

1   **Ensure research, development and use of AI respect, protect and promote European fundamental rights standards**. This includes the right to freedom of expression, the right to information and the right to privacy and protection of personal data. Any use of AI that would contradict this requirement would be particularly detrimental if it affected the media sector, given the essential role media play in opinion-forming and in freedom of expression, both of which are essential in democracies.

2   **Take into account the role data plays in concentrating market power in competition assessments, including antitrust and merger decisions**. Data-driven markets have a natural tendency for concentration, due to the large economies of scale and scope that digital firms can reap and the strong network effects that 'tip' the market towards a single winner. A lack of fair and contestable competition on the media market will not only affect European industries, but also cultural diversity, pluralism of views and access to information.

3   **Set conditions for trusted usage of data and AI**. Algorithms and AI should be 'ethical by design' - with no built-in bias. Media organizations should be informed about the main parameters of algorithm-based AI systems that determine ranking and search results onto third-party platforms. Likewise, users should be informed about any use of AI for decision-making in services they use. Users should also be empowered to set their privacy setting preferences via transparent and understandable measures - directly at the service provider level. Initiatives to enhance tech literacy should also be encouraged, including PSM activities that explain the challenges and opportunities of AI and inform individuals about their rights.

4   **Grant audiovisual service providers access to audience data on the use of their content and services when offered on third-party platforms, without prejudice to data protection regulation**. This is essential particularly to adequately assess performance of the service and better meet audiences' expectations. Together with the creation of European data spaces, this will help reduce the dependency of European industries on global digital platforms.

5   **Support research activities and projects for use of data-related technologies to debunk and fight against disinformation and promote quality journalism.** Deliberately-planted false stories which rapidly spread on social media can have dramatic effects on citizens' security, countries' financial stability and the strength of democratic systems. Exploring data-based technologies for robust fact-checking will benefit all of society.

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