



# ABU-Rai Days 2024

## AI Meets Public Service Media: A Global Perspective

**Naples, 11 – 12 June 2024**

Unione Industriali Napoli – Palazzo Partanna



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Unione Industriali  
Napoli



# Agenda

**Tuesday, 11 June**

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| 09.00 –<br>09:40 | <b>Welcome to #ABURAI DAYS2024</b><br><b>Opening Remarks</b><br>Marinella Soldi, Rai Chairwoman<br>Nadeem Ahmed, ABU Secretary General<br>Campania Region<br>Gaetano Manfredi, Mayor of the City of Naples<br>Luigi Salvatori, Vicepresidente Unione Industriali Napoli<br><br><b>Keynote Address: What is AI, where has it come from and where is it going?</b><br>EBU, Deputy Director General & Media Director, Jean Philip De Tender                                                                                                                                                                                                                                                                                                                       |
| 09:30 –<br>10:40 | <b>Truth and Trust: Preserving identity and creativity in the world of AI</b><br><br>We deep dive into the ethics of AI to discuss issues such as accountability, transparency and trust. How do we measure quality of information provided by AI? Where does creativity, imagination and humanity fit into the AI picture? How do PSM use AI in off-air operations to build their business and engage staff across their organisations.<br><br>Moderator: ABU, Olya Booyar Head of Radio<br><br>GPB, Director General, Tinatin Berdzenishvili<br>TRT, Deputy Director General, Ömer Faruk Tanrıverdi<br>Rai, Presidency, Head of PMO, Annalisa Polcino<br>ROR, Director of International Relations, Dr Dan Santa<br>BBC, Lead Gen AI specialist, Peter Archer |
| 10:40 –<br>11:00 | <b>Morning tea or coffee break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 11:00 –<br>11:50 | <b>AI Literacy: Our Audiences and Staff</b><br>Do we have a shared understanding of AI, its benefits and challenges? We examine ways in which broadcasters address AI literacy in their own organisations as well as how they guide their audiences safely through the minefields of generative AI and malicious fakery while fulfilling the needs and wants of viewers, listeners and readers.                                                                                                                                                                                                                                                                                                                                                                |

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|               | <p>Moderator: Rai - Simona Martorelli, Director, International Relations and European Affairs</p> <p>EBU, AI School, Head of EBU Academy, Justin Kings<br/>ABC Radio Sydney, Manager, Steve Ahern<br/>MBC Networks Sri Lanka, CEO, Chevaan Daniel<br/>Rai, Digital and Transmedia Content, Caterina Stagno</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 11:50 – 13:00 | <p><b>AI in practice: What PSM already do</b></p> <p>Zooming in from the Keynote address, we showcase AI's practical evolution of the media, particularly in PSM. Does it simplify or complicate the way media work? We also begin to examine the question. Is AI friend or foe?</p> <p>Moderator: RTVE International Relations, Director, Asun Gómez Bueno<br/>ABC, Technical lead machine learning - AI, Gareth Seneque<br/>CMG Mobile, Digital Media Operation Department, AI Microdrama Initiative, Deputy Director,<br/>Dr. Yang Na<br/>Rai CRITS (Center for Research, Innovation, Technology, Experimentation), Head of Production Systems, Giorgio Dimino<br/>Media Prima Malaysia<br/>Rai Cinema, Senior Marketing Executive, Federica Lo Jacono</p> |
| 13:00 – 14:00 | Lunch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 14:00 – 15:00 | <p><b>Toward an AI blueprint: European, Asia-Pacific and global developments in regulation</b></p> <p>Moderator: Rai, International Relations and European Affairs, Director, Simona Martorelli</p> <p>EBU, Legal and Policy, Senior Analyst, Michele Evangelista<br/>ABU, Chair, IPLC &amp; CMG Sri Lanka, Legal Affairs Director, Suranga B. M. Jayalath<br/>FRTV, Head of audiovisual and digital law unit, data protection officer (DPO) Bertrand Scirpo</p> <p>University Federico II, Naples, Philosophy of Science and Technology, Guglielmo Tamburrini</p>                                                                                                                                                                                            |

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| 15:00 - 15:30             | Afternoon tea and coffee break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 15:30 – 16:30             | <p><b>AI Technologies and Tools for broadcasters</b></p> <p>Technical overviews of different types of AI technologies for use in the media, from content collection through pre-production and production to finished product. We try to capture some of the best AI tools available in different fields of media practice, for journalism, radio, television and online, music, entertainment and information</p> <p>Moderator: Rai, Head Asia and Africa Desk, International Relations and European Affairs, Maria Luisa Mazzei</p> <p>NHK, Science Technology and Research Labs,<br/>Executive Research Engineer, Masakazu Iwaki<br/>Rai, CRITS (Center for Research, Innovation, Technology, Experimentation) Director, Gino Alberico<br/>ABU, Director of Technology, Dr Veysel Binbay<br/>EBU, Chief Technology Officer, Antonio Arcidiacono</p> |
| 16:30                     | <b>#ABURIDAYS2024 Day one Closing Remarks</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 19:30 – 22:00             | <b>Gala Dinner</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Wednesday, 12 June</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 09:00 – 09:05             | Platform Opens and Participants arrive in the Conference Room                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                           | <b>Welcome back to #ABURIDAYS2024</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 09:05 – 09:45             | <p><b>Super Panel Dialogue - A New Digital Revolution</b></p> <p>The transformational power of Artificial Intelligence is changing our world. The challenges for Public Service Media include embracing innovation, and protecting trust in quality content and reliable information. PSM leaders analyse how AI can help shape the future and drive innovation across PSM.</p> <p>Moderator: EBU, Michelle Roverelli, Director of Member Relations and Communication</p> <p>Rai, Rai Chairwoman Marinella Soldi<br/>ABU, Secretary General Ahmed Nadeem<br/>EBU, Director General, Noel Curran</p>                                                                                                                                                                                                                                                    |

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| 09:45 – 10:45 | <p><b>AI in PSM newsrooms: promoting excellence and trust</b></p> <p>In this very practical session, we explore the special challenges AI imposes on news and current affairs practitioners and how they can be met within journalism traditions based on facts, accuracy and balance. Are there areas where conventional objective journalism cannot co-exist with some forms of AI and, if so, what can be done? We examine AI's impacts on newsrooms and information-based program departments, how our internal guidelines, training, documentation and work practices might have to adapt and change. How will news and current affairs broadcasters integrate fact checking into production processes and what are some practical tools to ensure fast, reliable content authentication? Real-world case studies</p> <p>Moderator: ABU, Head of Radio, Olya Booyar</p> <p>RSF, Head of the AI and Global Challenges Desk, Arthur Grimonpont<br/>TRT World, Director, Mevlüt Selman Tecim<br/>All India Radio (Akashvani), Director of News, Nilesh Kumar Kalbhor<br/>Rai, Editorial Offering and Information coordination, Andrea Gerli<br/>ABU, EANA (European Alliance of News Agencies), Alexandru Giboi</p> |
| 10:45 – 11:10 | <b>Morning tea or coffee</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 11:10 – 12:00 | <p><b>“Verification Assisted” - how to tackle the problem of disinformation with the help of AI.</b></p> <p>Showcases of some of the best, most innovative ways broadcasters are tackling disinformation with AI, including projects in progress.<br/>Moderator: EBU Legal and Policy, EU Policy Adviser, Isabelle Dochy</p> <p>MediaCorp Singapore, Lead AI Strategy &amp; Solutions, Chua Chin Hon<br/>SR, Head of Artificial Intelligence and News Strategy, Olle Zachrison t.b.c.<br/>University Federico II, Naples, Professor, Luisa Verdoliva<br/>Rai, Deputy Director, Editorial Offering and Information coordination, Karina Laterza</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 12:00 – 12:40 | <p><b>AI's future in the media: The good, the bad and the brilliant</b></p> <p>Discussion among speakers and the audience on the conference content to highlight some of the best, the worst and the unimaginable that AI has given us so far and what we can look forward to in the near and</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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|               | <p>distant futures. We also ask: if we think AI is great now, what could possibly be better over the horizon?</p> <p>Moderator: Giuseppe Solinas, International Relations and European Affairs<br/>Rai, Sustainability, ESG, Deputy Director, Micol Rigo<br/>ABC Radio Sydney, Manager, Steve Ahern<br/>NHK, Science Technology and Research Labs, Executive Research Engineer, Masakazu Iwaki<br/>Rai, CRITS (Center for Research, Innovation, Technology, Experimentation), Lorenzo Canale</p> |
| 12:45         | <p><b>#ABURIDAYS2024 Closing Remarks</b></p> <p>Rai, International Relations and European Affairs, Director, Simona Martorelli<br/>ABU, Head of Radio, Olya Booyar</p>                                                                                                                                                                                                                                                                                                                           |
| 13:00 – 14:30 | <b>Networking Lunch</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 16:00 – 17:30 | <b>Cultural Visit</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |