ABU-Rai Days Drafted AGENDA

AI Meets Public Service Media: A Global Perspective
11-12 June 2024
Palazzo Partanna, Naples

TUESDAY (11 JUNE 2024)

09.00 - 09:30	• **Platform Opens and Participants arrive in the Event Room**
	  ○ Welcome to #ABURAIDAYS2024
	
	• **Opening Remarks**
	  ○ Rai President
	  ○ ABU Secretary General
	  ○ President of the Campania Region
	  ○ Mayor of the City of Naples

09:30 – 10:30	• **Keynote Address: What is AI, where has it come from and where is it going?** • **Super Panel Dialogue - A New Digital Revolution** ○ 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.
10:30 – 11:00	• **Morning tea or coffee break**
11:00 – 12:00	• **AI in practice 1 – What PSM already do** ○ Zooming in from the Keynote Address, we showcase AI's practical evolution in media, particularly in Public Service Media. Does it simplify or complicate the way media work? We also begin to examine the question: Is AI friend or foe?

12:00 – 12:40	**AI Literacy: Our Staff and our Audiences** ○ Do we have a share 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.
12:40 – 13:45	**Lunch**
13:45 - 14:15	**Towards an AI blueprint: A comparative Presentations of European, Asia-Pacific and Global Developments** ○ EU AI Act ○ Asia Pacific overview ○ Global developments
14-15 - 15:15	**AI Strategies and risk assessment** ○ How PSMs can develop organisation-wide mechanisms to implement AI, manage risks, and seize financial, commercial, marketing and reputational opportunities. ○ With Case Studies from Europe, the ABU and RAI.
15:15 - 15:30	**Afternoon tea and coffee break**
15:30 – 16:30	**AI Technologies and Tools for broadcasters** ○ 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.
16:30 – 17:00	**AI In Practice 2 – what PSM are experimenting with for tomorrow** ○ **Examples of how member broadcasters are experimenting with future use of AI in on-air and online content.**
17:00	**#ABURAIDAYS2024 Day one Closing Remarks**
19:00 – 22:00	**Gala Dinner**

WEDNESDAY (12 JUNE 2024)

09:00 – 09:05	**Platform Opens and Participants arrive in the Conference Room** ○ Welcome back to #ABURAIDAYS2024

09:05 – 10:00	**Super panel dialogue: Ethics and values in the world of AI**
	  ○ Media and ethics thought leaders discuss truth and trust in the AI realm, exploring Public Service Values' role and differences in the AI era.
	  ○ They delve into how PSM safeguards quality information and promotes media literacy. Ethical considerations like accountability, transparency, and trust in AI are examined, along with measuring information quality. The discussion also touches on integrating creativity, imagination, and humanity into AI applications. Lastly, it explores PSM's use of AI in off-air operations for business growth and staff engagement.

10:00 – 10:40	**AI in PSM newsrooms: promoting excellence and trust**
	  ○ This session explores AI's impact on news reporting, addressing challenges to journalistic values like accuracy and balance. It discusses conflicts with objective journalism, suggests adapting guidelines and workflows, and covers integrating fact-checking and reliable content authentication tools.
	  ○ The session will involve real-world case studies from Europe, the Asia-Pacific and host broadcaster Rai.

10:40 – 11:00	**Morning tea or coffee**
11:00 – 11:45	**"Verification Assisted" - how to tackle the problem of disinformation with the help of AI.** ○ Showcases of some of the best, most innovative ways broadcasters are tackling disinformation with AI, including projects in progress.
11:45 – 12:15	**AI's future in the media: The good, the bad and the brilliant** ○ Speakers draw discussions to a close by cutting through all the conference's 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 distant futures. We also ask: If we think AI is great now, what could possibly be better over the horizon?
12:15	**#ABURAIDAYS2024 Closing Remarks**
12:30 – 14:00	**Networking Lunch**
15:30 – 17:00	**Cultural Visit**