



High-Level Conference

Artificial Intelligence and the Future of Journalism - Will AI take hold of the Fourth Estate?

11 and 12 May 2021

Online Conference

Host: **Catarina Carvalho**, Journalist, Founder and Director “Mensagem de Lisboa”

DAY 1

14:00-14:20 Opening Session

Nuno Artur Silva, Secretary of State for Cinema, Audiovisual and Media

Věra Jourová, Vice-President for Values and Transparency, European Commission

14:20-15:50 Session 1: How are AI-based technologies used in newsrooms? Practical cases and opportunities

This panel will give a perspective on the available AI-based technologies and how they are being used at various levels (content production, distribution and consumption of news) and through the various types of media (public, private, outlets, printed press, online media and broadcasting).

It will give an insight of cases and projects of automated processes and machine learning in newsrooms (automated speech recognition, text to speech, speech technology, deep learning, automatic summarization, image recognition, computational journalism, automatic writing tools, *newsbots*, messenger, virtual assistants etc).

What kind of applications will be used in the medium term (2-5 years) and long term? What are the greater gains in terms of efficiency for journalists (investigation of large amounts of data) and business (cost reduction)? Are journalists empowered with technologies based on AI?

Moderator: **Charlie Beckett**, Head of the Polis/London School of Economics and Journalism and AI research project



Emilia Díaz-Struck, research editor and Latin American coordinator, International Consortium of Investigative Journalists

Francesco Marconi, Computational journalist and CEO at Applied XL - Author "Newsmakers: Artificial Intelligence and the Future of Journalism"

Jarno M. Koponen, Head of AI & Personalization, Yle News Lab

Kati Bremme, Executive Product Manager Innovation, France TV

Wilfried Runde, Head of Research and Cooperation Projects, Deutsche Welle

15:50-16:20 Break

16:20-18:20 Session 2: AI and Journalism: nature, role, skills and business models

This panel will explore the implications of the adoption of AI-based for the journalism profession and how these technologies challenge the foundation of the profession and their business models.

For example, it will trigger the discussion on issues around ethics and deontology, and questions such as: who should be considered the author and responsible for news produced by algorithms? Who should be accountable? Should there be standards and/or professional rules in the use of AI-based technologies?

The discussion will follow on the impact of digital transformation and changes in news consumption, on news media outlets' financial sustainability and innovative business models, new skills (algorithmic literacy) and labour market changes (replacement of journalists by digital robots).

Moderator: **Catarina Carvalho**, Journalist, Founder and Director "Mensagem de Lisboa"

Anita Zielina, Director of Strategic Initiatives/Craig Newmark Graduate School of Journalism, City University of New York

Eric Nahon, President, European Journalism Training Association

Michele Woods, Director, Copyright Law Division, WIPO

Natali Helberger, Professor in Law and Digital technology, University of Amsterdam

Rasmus Kleis Nielsen, Director, Reuters Institute for the Study of Journalism



Vincent Peyrègne, CEO, WAN-IFRA - The World Association of News Publishers

DAY 2

09:00-10:30 Session 3: AI and the Public Service Media

The debate will address the challenges and impacts of AI-based technologies on Public Service Media and its providers. How are Public Service Media providers embracing AI-based technologies? Are there specificities?

Does the adoption of AI by the Public Service Media pose challenges to its quality, universality, diversity, impartiality, objectivity, trustworthiness, as well as openness, transparency and accountability?

Which impacts may it have on access to culture, cultural diversity, linguistic diversity, social cohesion and inclusion and media/digital literacy? How are public service algorithms being developed and used?

Moderator: **Alexandre Brito**, Journalist, RTP

Damian Tambini, Associate Professor, London School of Economics

Guy Berger, Director, Strategies and Policies in the field of Communication and Information, UNESCO

Liz Corbin, Deputy Director of Media and Head of News, European Broadcasting Union

Luísa Meireles, News Director, LUSA

Rebecca Skippage, News Editor + Disinformation Lead, BBC News

10:30-11:00 Break

11:00-12:30 Session 4: AI, Disinformation, Pluralism and Democracy

The panel will discuss how AI is being used to promote disinformation as well as how it can be used to prevent and to debunk it. It will also debate the negative impacts the adoption of AI in pluralism, freedom of expression and democracy and what should be done to overcome them.

AI-based technologies can be used to produce "deepfakes" and spread disinformation but also to detect problematic content through fact-checking mechanisms and algorithms that check the authenticity of photos, videos and other documents/content.



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Content personalization through AI-based technologies improves users' experience and their right to form an opinion but at the same time it can weaken the pluralism of ideas to which users are exposed. Moreover, AI profiling and political micro-targeting advertising can seriously undermine democracy.

The newsrooms are increasingly dependent on large American companies' technologies/services/data which can lead to access discrimination. Moreover, these can have different values and ethics.

How to safeguard the freedom of speech, diversity and pluralism when using AI-based technologies? How to create algorithms "by design" that respect human rights and ensure diversity?

Moderator: **Paulo Pena**, Journalist, Investigate Europe

Antony Cousins, CEO Factmata

Christophe Deloire, Secretary General, Reporters Without Borders and President, Forum on Information and Democracy

Jürgen Heissel, Director of the Office of the Representative on Freedom of the Media, OSCE

Patrick Penninckx, Head of Information Society Department, Council of Europe

Rui Tavares, Historian, Professor, ex- Member of the European Parliament and Founder of the political party Livre

12:30-13:00 Break

13:00-14:30 Session 5: Public Policy Challenges' for the future of journalism / journalism of the future

High level political actors will have the opportunity to exchange views on public policies to enhance opportunities and address the risks of AI-based technologies in the news media sector as well as challenges for the future of journalism / journalism of the future in the context of the European approach on AI.

Moderator: **Christophe Leclercq**, Founder of EURACTIV Media Network and Chairman of Europe's MediaLab

José Magalhães, Deputy, Member of the Committee on Culture and Media, Portuguese Parliament

Mogens Blicher Bjerregård, President, European Federation of Journalists



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Nuno Artur Silva, Secretary of State for Cinema, Audiovisual and Media

Sabine Verheyen, President, Committee on Culture and Education,
European

Parliament

Věra Jourová, Vice-President for Values and Transparency, European
Commission

14:30-15:00 Wrap-up /conference conclusions

Gustavo Cardoso, Director, OberCom

15:00-15:20 Closing Session

Ana Paula Zacarias, Secretary of State for European Affairs

Graça Fonseca, Minister of Culture