AI in the media sector: snapshot of legal and ethical trends

Emine Ozge Yildirim & Noémie Krack

From content creation, production, dissemination, and consumption, AI systems applications are now omnipresent in media. Their use surely brought many advantages while also triggering considerable ethical and fundamental rights challenges. This talk seeks to provide an overview of the risks and opportunities of AI systems applications in media in the light of principles and requirements of the HLEG guidelines for Trustworthy AI. It will show how ethics principles are key to ensure trust in media systems and adequate protection of fundamental rights. The talk will further provide a snapshot presentation of the current legislative initiatives impacting the use of AI systems in media and whether they sufficiently strive for trustworthy AI in line with a selection of HLEG guidelines requirements including human autonomy and transparency.