

PROGRAM SCHEDULE | AI: Ethics and Legal Aspects

May 10, 14:00 – 18:00 (CET), online via Zoom

14:00 __ Introduction // The Ethical Aspects of AI

After a brief introduction to common AI use cases, Ramak Molavi Vasse'i will provide an overview of the impact of AI from different perspectives and the ethical implications of using algorithmic decision making.

Ramak Molavi Vasse'i

15:00 __ Break

15:15 __ Legal Aspects of AI in Audiovisual Media

The increasing use of AI for generating, curating and advertising digital content poses numerous challenges to traditional legal concepts. Can a work generated by AI be protected by copyright? Do Deepfakes have to be labelled as "Fakes"? Can users demand an explanation of why an AI recommended a specific video or image to them? This session will give an overview of the relevant legislative frameworks at the national and European level, focusing on intellectual property and data protection law. It will show how the economics of content creation change when using AI and provide an outlook on future regulatory trends.

Niklas Maamar

16:15 __ Break

16:30 __ Presentation of AI Applications

This session introduces participants to AI applications that might be useful for their work in the audiovisual field.

Visualyst

Visualyst is a technology provider that helps the film and TV industry normalize video content through comprehensive editorial compliance review automation and collaboration tools. The AI-assisted solution helps compliance review teams automatically discover potential regulatory breaches in audiovisual material, based on user-defined policies, and helps them process scenes and frames efficiently in order to shave weeks from this often tedious task. Reviewing and reporting online with Visualyst ONE is a breeze, as opposed to the often tedious pen and paper process that exists today.

Miguel Silva

Limecraft

Limecraft Flow is a cloud-based video collaboration platform for professional video and film production. Offering turn-key solutions for scripted and unscripted entertainment, archiving, subtitling and localisation. Using Artificial Intelligence to improve people's jobs, not to make them redundant. Producers use Limecraft Flow to increase productivity and cut the turn around time. Post-production facilities and broadcasters use Limecraft Flow to create a private cloud experience that seamlessly integrates their existing storage and media asset management services.

Maarten Verwaest

Largo

Largo provides data-assisted intelligence to the audio-visual industry with the proprietary technologies that show the recipes to success. Largo's powerful AI engine Largo.ai has a cognitive pattern understanding system from video, audio, and text. The system converts these cognitive patterns to meaningful insights for the movie producers, writers and distributors.

Sami Arpa

17:30 __ Q&A

Ramak Molavi Vasse'i

Niklas Maamar

18:00 __ End of Seminar

19:00 __ Networking Opportunities on Zoom