



## From MediaRoad blog...

### Artificial Intelligence: Ethics and Regulations in the European Union



Artificial intelligence (AI) in the form of intelligent robots was a big hit in many movies back in the 90s, now it is leaving the science fiction shelf and is quickly taking over many aspects of our lives. Seda Yılmaz, Mehmet Turgut, Müfit Yılmaz Gökmen, Begüm Yurttaş , Sibel Pekin, Renjani Puspo Sari, Luciano Morganti and Hertiana Ranaivoson of VUB look at how AI

influences everyday lives, re-shapes the society and what new demands poses for the economy and the legal frameworks.

Full piece available [here](#).

## News

### News from the institutions

**Multi-Annual Financial Framework:** discussions about the EU budget beyond 2020

There have been several advances from the European Commission regarding the MFF beyond 2020. We list the most relevant ones for the media sectors:

- Following Creative Europe's [mid-term evaluation report](#), the EC has proposed on 30 May 2018 to increase its budget. The objective is to reinforce Europe's cultural and creative sectors. A fact sheet is available [here](#).
- On 6 June 2018, the EC has proposed €9.2 billion investment

in the [Digital Europe Programme](#), which aims to support the digital transformation of European industries.

- On 7 June 2018, the EC has proposed [Horizon Europe](#) their "most ambitious Research and Innovation programme yet".

### Disinformation and Fake News

Since our [previous Newsletter](#), the European Commission's High-Level Expert Group on Fake News and Online Disinformation has released its [Final report](#). The European Commission has published the [Communication](#) "Tackling online disinformation: a European Approach". By December, it will report on

progress made, to see what are further actions needed.

### Portability

Since 1 April 2018, it is possible for Europeans to [travel with their online subscription](#) while on the move in other EU countries, for example, to access streaming services. This is an application of the Regulation on cross-border portability adopted by the European Parliament and the European Council on 14 June 2017. See also Europa Distribution's [reaction](#).

### Blockchain

Launched in February 2018, the EU Blockchain Observatory and Forum has [set up its core Working Groups](#) on 18 May 2018 and had its first workshop on 22 May 2018. Other initiatives around blockchain include the EUR 5 million worth [European Innovation Council \(EIC\)](#), Horizon Prize on "[Blockchains for Social Good](#)", open until 2019. More information on EU initiatives on blockchain [here](#).

### Artificial Intelligence

On 25 April 2018, the European Commission has released a [Communication on Artificial Intelligence for Europe](#). It puts forward a European approach to Artificial Intelligence based on [three pillars](#): being ahead of technological developments and encouraging uptake by the public and private sectors (by increasing investments); preparing for socio-economic changes brought about by AI, and ensuring an appropriate ethical and legal framework. A [High-Level Group on Artificial Intelligence](#) has been set up, with 52 experts who will meet for the first time on 27 June 2018.

## News from the industry

### Europa Distribution's views on portability

Europa Distribution, the [association of independent film distributors](#), has provided an interesting summary of the new [Portability regulation](#). Europa Distribution. It highlights the key points, notably that it applies to online content services that are provided against payment of money. The cross-border portability of content is mandatory and no extra charge can be imposed. The [association's main concern](#) is that the provided safeguards are efficient enough so the principle of territorial exclusivity is not threatened. For them, it should, in particular, all be about temporary uses, not permanent availability.

## News from the press

### Fake news

Fake news has remained a hot topic, in particular with several reactions following the European Commission's [recent initiatives](#). In [Politico](#), Joanna Plucinska analyses that while the EU would like to avoid the 2019 Parliament election from being hit by disinformation campaigns, this remains up to Member States to act. In [MediaPost](#), Melynda Fuller explains how **Artificial Intelligence** could pose new challenges to spotting fake news, in particular with so-called 'deep fake' videos. In the [Huffington Post](#), Anjana Susarla highlights how Artificial Intelligence could also be used to detect Fake News. The solution for her may depend on people (who for example should not share without checking) or on initiatives by social media. However, in [Reflets](#), Jef Mathiot nuances dramatic conclusions regarding the fast spreading of fake news (in French).

## Cannes Festival

In [Asia Times](#), Richard Cook shows how **blockchain** has become important for the film industry, as highlighted by its pervasiveness at the 2018 Cannes Festival, notably with its 'Blockchain Corner' that is showcasing film financing and distribution models that use the new technology and is also running a series of blockchain discussions and conferences. Another hot topic has been **Virtual Reality**. In Cineuropa, Vassilis Economou summarises the "Cinema VRE (Virtual Reality Experiences) and the Future of Immersive Technologies" conference.

## Online platforms

In [the Atlantic](#), Ethan Zuckerman explains how recent problems faced by Facebook do not derive from a bug. Instead, they derive from social media's approach towards data and are core to their business models. This leads him to state that platforms won't fix known bugs on their own, not without external pressure.

As stated in [a previous MediaRoad blog post](#), this highlights the need to evolve towards a platform-based regulation.

## Euractiv

Member of the [European Commission's High-Level Expert Group on Fake News and Online Disinformation](#), Christophe Leclercq provides [his own view](#) on the Expert Group's report, how it aimed at avoiding censorship and the importance he gives to quality news to fight (and more precisely "dilute") fake news

## News from other research projects

### Postgraduate in media economics

In September, the Center for Studies on Media Innovation and Technology (SMIT, Vrije Universiteit Brussel) launches its

brand new postgraduate in media economics. Professors and industry experts from all over Europe will teach on the huge transformations taking place in the media, ICT and communications sectors. More information [here](#).

## CPN

CPN's [latest blog](#) deals with personalization and how the project aims at re-building trust around personalization algorithms. In co-creation sessions and through online surveys, they reached out to real users and asked for their opinion on personalization. The results will be used to build a first set of requirements as basis for the first CPN prototype to be developed by the technical partners in the project.

## DIAMOND

DIAMOND's [second newsletter](#) (in dutch) notably deals with the **filter bubble**, defining it (notably from a legal point of view) and discussing the relevance of the concept, in other words, whether users are displayed only a very limited set of opinions and news, and are not aware of the situation.

## Public Service Media

Karen Donders, Hilde Van den Bulck and Gregory Ferrell Lowe edited the book "[Public service media in the networked society](#)". The authors examine the role of public media organizations in the robust but often contradictory framework of networked communications. Our departure point is both skeptical and aspirational, both analytical and normative, both forward-looking and historically-grounded.

## NEM

NEM has released [5G Phase 3 - Media Pilots](#), a paper that aims at describing

potential pilots from the Media & Content domain that can be developed to take advantage of the future **5G** networks.

### **Platform power**

Tom Evens and Karen Donders published the book "[Platform Power and Policy in Transforming Television Markets](#)" with Palgrave Macmillan. The book seeks to investigate 'platform power' in the multi-platform era and unravels the evolution of power structures in the TV industry as a result of platform station. Avoiding a merely legal analysis from a technology-driven perspective, the book provides a critical analysis of the dominant modes of

power within the evolving structures of the global TV value chain. It contains multiple case studies from a variety of contexts, referring to trends in the US, Australia, the EU, Canada, etc.

### **Media industry and how to define it**

Notably due to digital convergence, defining media has become complicated. [Marlen Komorowski and Heritiana Ranaivoson propose](#) three delineations to the media industry: (1) A novel theoretical delineation, (2) a sectoral delineation, and (3) a delineation through the NACE statistical classification system.