

THE FUTURE OF MEDIA REGULATION IN AN AI-DRIVEN WORLD

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A SHIFT IN REGULATORY LOGIC

FROM CONTENT REGULATION TO INFORMATION-ECOSYSTEM REGULATION

For decades, audiovisual regulation has been built around a number of relatively identifiable actors:

01 **broadcasters;**

02 **audiovisual media
service providers;**

03 **programmes;**

04 **editors;**

05 **licences;**

06 **advertising;**

07

**clearly
identifiable
editorial
responsibility**



FIVE AI RISKS MEDIA REGULATORS CANNOT

IGNORE



Synthetic content & deepfakes



Disinformation



Algorithmic as gatekeepers of information



AI and journalistic accountability



AI and child protection



AI AND THE EUROPEAN REGULATORY FRAMEWORK

AI is becoming an increasingly important regulatory issue.

The EU AI Act introduces key transparency requirements on AI-generated and manipulated content, deepfakes and interactions with AI systems

AI Act is part of a broader European regulatory framework, alongside the AVMSD, DSA, EMFA and national media legislation

AMA IN THE NEW DIGITAL REALITY

Albania presents an important case: although we are a relatively small audiovisual market, Albanian citizens use the same global platforms and face the same technological risks as larger markets.

Digital risks are global, while regulatory competences remain largely national. For AMA, this digital transformation has required us to broaden our approach to media oversight.

FROM TRADITIONAL BROADCASTING TO ONLINE TELEVISION

35

**ALBANIAN ENTITIES ARE LICENSED SOLELY TO
BROADCAST ONLINE**

In recent years, there has been an upward trend in the number of authorizations for online broadcasting, reflecting the growing consumption of digital media and the increasing interest of media entities in entering the online market



ALBANIAN

AUDIOVISUAL MEDIA AND THE USE OF AI



ALBANIAN

AUDIOVISUAL MEDIA AND THE USE OF AI



MONITORING

CURRENT CAPACITY AND THE FUTURE

Monitoring remains one of AMA's core functions, covering political coverage, news, advertising and audiovisual standards

The future of monitoring must therefore combine human expertise with AI tools to identify patterns, assist with transcription, compare programmes and flag potentially manipulated or repeated content.

MEDIA LITERACY

AS A REGULATORY TOOL

AMA increasingly considers media literacy an integral part of its mission, addressing AI, disinformation, synthetic content, online manipulation and information verification.

REGULATION THEREFORE NEEDS TWO LINES OF DEFENSE:



the first institutional, through rules, monitoring and enforcement;



the second societal, through citizens equipped to recognize manipulation.

MEDIA LITERACY IS NOT SIMPLY EDUCATION, IT IS A FORM OF PREVENTIVE REGULATION.

BRAF AI INCIDENT REPORTING MECHANISM

AMA PROPOSES A 6-MONTH PILOT MECHANISM WITHIN BRAF TO IDENTIFY AND SHARE INCIDENTS INVOLVING PROBLEMATIC USES OF AI IN THE MEDIA.

HOW IT WORKS

- Each BRAF authority designates an AI Contact Point
- Suspected incidents are reported through a simple common form
- Cases may include deepfakes, voice cloning, manipulated audiovisual content, unlabeled synthetic content, risks to minors, and cross-border incidents

WHAT IT DELIVERS

A shared regional evidence base showing:

Types of incidents → Platforms involved → Cross-border impact → Platform responses → Regulatory responses

It would also help identify recurring AI manipulation techniques and content appearing across multiple countries.



CONCLUSION

We face significant challenges, but there are five key priorities for regulators:

- Build technological capacity. Regulators need internal expertise in AI, synthetic media, recommendation systems and automated monitoring. We cannot regulate what we do not understand.
- Strengthen monitoring. AI-assisted tools can support speech-to-text, multilingual monitoring, content comparison, deepfake detection and trend analysis, while keeping regulatory decisions human-led.
- Strengthen cooperation with platforms. Clear and rapid communication channels are essential for addressing deepfakes, illegal services, harmful content and the protection of minors.
- Safeguard human rights. AI regulation must respect freedom of expression and remain lawful, necessary, proportionate, transparent and accountable. Our role is not to regulate truth, but to ensure transparency and accountability.
- Invest in AI knowledge and education. Regulators, journalists, educators and citizens all need to understand AI. The strongest safeguard against manipulation is an informed society.

The background is a deep blue gradient. In the top-left and bottom-right corners, there are complex, multi-layered circular patterns resembling stylized gears or futuristic machinery, rendered in various shades of blue and cyan. Scattered throughout the background are several glowing blue spheres of different sizes, some with soft halos, and a few small, thin white circles.

THANK
for The Attention
YOU!