

ARTIFICIAL INTELLIGENCE

DEFINITION AND CONTEXT



WHAT COUNTS AS AN "AI SYSTEM"

Article 3 (1) of the AI Act, an AI system Machine-based system:

- Operates with varying levels of **autonomy**
- May exhibit **adaptiveness** after deployment
- Pursues explicit or implicit **objectives**
- Derives, from the input it receives, how to generate outputs
- Outputs include: **predictions, content, recommendations, or decisions**
- These outputs can influence **physical or virtual environments**

The system doesn't just execute a command - it derives what the outcome should be, based on the data received



THE EUROPEAN APPROACH to AI



Risk-based, not blanket rules

Obligations scale with the risk an AI system poses - the higher the risk, the stricter the rules

Three pillars:

Reliable and safe AI - systems must perform as intended, without undue risk to health, safety, or rights

Fundamental rights - protection against discrimination, manipulation, and rights violations built into the framework, not bolted on

Human oversight - meaningful human control remains possible at every stage, especially for high-risk uses

Innovation - regulate the impact on people, not the technology itself

The goal is *trustworthy* AI, not less AI



WHY IT MATTERS FOR MEDIA REGULATION



AI as a force reshaping the media environment:

- Algorithms
- Authenticity and disinformation concerns
- New content moderation challenges at scale
- Overlaps with existing frameworks (AVMSD, DSA)

AI as a tool available to the regulator itself:

- Automated monitoring
- Pattern detection across large volumes of media output - useful for concentration analysis, compliance checks
- Efficiency gains that let a regulator with limited staff cover a media landscape that has multiplied in scale and speed

**Regulators cannot treat AI as an external risk
- it's also becoming part of the regulator's
own toolkit.**



AI IN THE MEDIA ENVIRONMENT

Embedded across the entire content lifecycle

- Creation and editing
- Processing and analysis of information
- Translation, transcription and subtitling
- Search, archiving and systematization
- Personalization and recommendation to audiences
- Generation of synthetic images, voices and presenters (AI avatars, synthetic news anchors)

The shift in the regulator's core question:

- It's no longer enough to ask **what** content reaches the audience
- The regulator now also has to ask: **how was it created, who is responsible for it, and how does it reach the user?**



Shift from
content-based oversight
to process-based oversight



AI IN THE MEDIA ENVIRONMENT

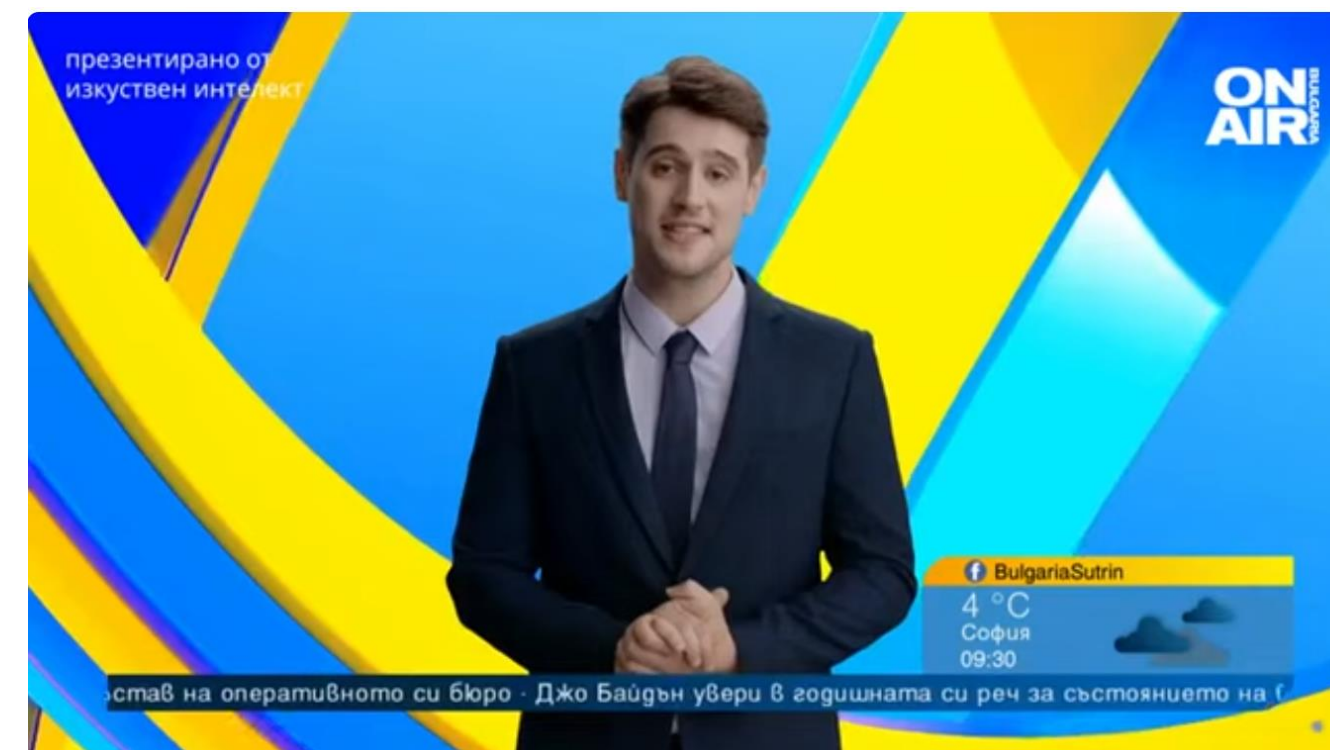
Risks?

- Accuracy and reliability - can the content itself **be trusted**?
- Authorship and intellectual property - **who "created"** AI-generated content, and who owns it?
- **Personal data** protection - training and processing often involves personal data at scale
- **Media pluralism** - algorithmic curation can narrow, not widen, what audiences see
- **Audience trust** - synthetic content blurs the line between authentic and fabricated

Something that used to have a clear author no longer does.

What follows from that?

AI Ivan
BG OnAIR TV



THE NEW REGULATORY ENVIRONMENT 1/2

AI Act - governs the technology itself; sets risk-based obligations for how AI systems are built, deployed, and disclosed to users

DSA - governs platforms and how content spreads; targets systemic risk and accountability on very large online platforms

AVMSD - governs audiovisual media services; sets baseline audience protection and content standards across TV and on-demand services

EMFA - governs media freedom and editorial independence; protects pluralism and shields newsrooms from undue political or commercial pressure

How the four regimes divide the terrain:

- **DSA** - systemic risk, how content spreads on VLOPs
- **AVMSD + EMFA** → audience protection, editorial independence, pluralism, the specific nature of media services

Four regimes, four sets of definitions, four enforcement tracks - before counting GDPR, copyright law, and national media legislation.



THE NEW REGULATORY ENVIRONMENT 2/2

Transparency obligations - Article 50 of the AI Act

- Users must be informed when interacting with certain AI systems
- Certain AI-generated or manipulated content - including deepfakes - must be disclosed

A key exemption (carve-out) that matters for journalism

- For texts on matters of public interest, the AI Act looks at whether there's human review, editorial control, and someone taking editorial responsibility
- This shifts the compliance question from "**was AI used?**" to "**who's accountable** for what got published?"

A second exemption - routine editorial tools (Art. 50(2))

- Standard edits that don't substantially alter the input data or its meaning fall outside the disclosure regime
- Without this, everyday tools like subtitling or noise reduction would risk being treated like deepfakes

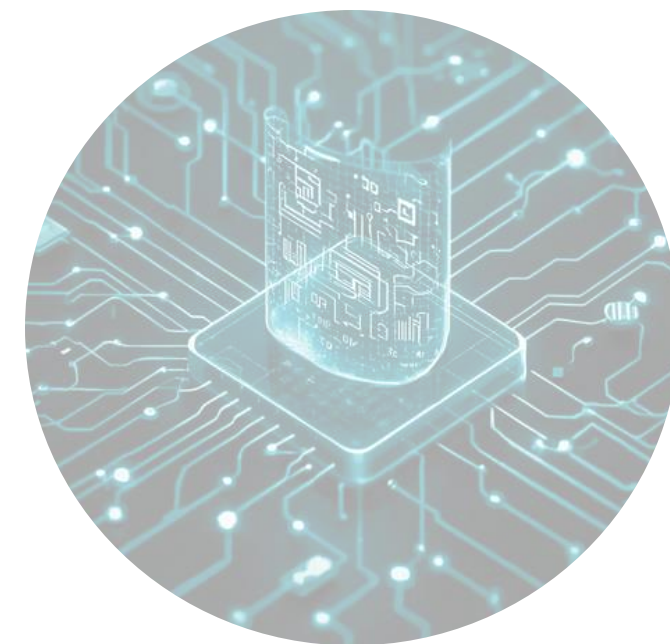
AI as a tool:

- Translation
- Subtitling
- Noise reduction
- Editing
- Summarization
- Archiving

AI as a creator:

- Text
- Images
- Video
- Voice
- Avatars
- Deepfakes

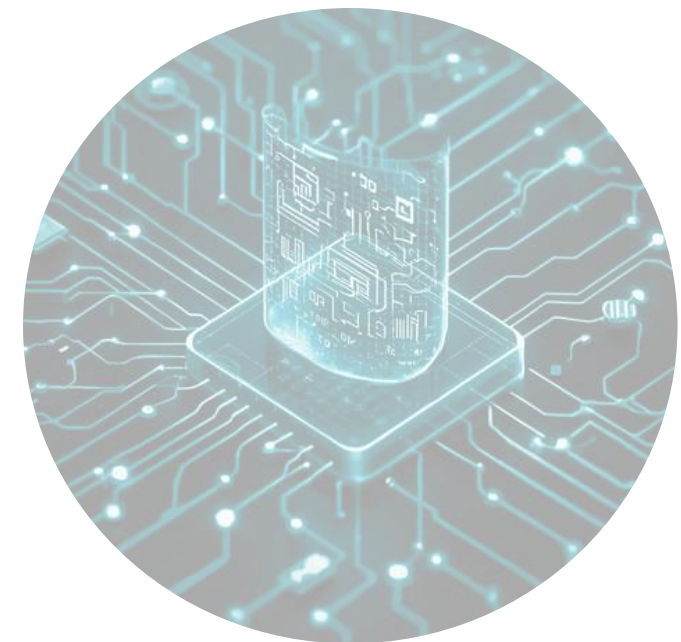
Should regulators require proof of editorial review, or is a newsroom's word enough?



THE REAL CHALLENGE: COORDINATION, NOT JUST COMPLIANCE

- One piece of content (e.g. a deepfake) can trigger the AI Act, DSA, and AVMSD/EMFA **simultaneously**
 - different regulators, different logics
- National oversight is fragmented across multiple bodies - risk of duplicated investigations or gaps between them
- EU's institutional fix: DSA's **Digital Services Coordinators** + EMFA's **Media Board** - interfaces still being worked out in practice
- Broad transparency/labelling rules risk **chilling legitimate journalism** (satire, opinion) alongside genuine deception

The legal architecture exists on paper - the test for regulators is to run it as one system



REGULATORY CHALLENGES



Legal

- Where's the line - human-made, AI-assisted, or fully AI-generated?
- Who's liable - provider, newsroom, editor, or platform?
- Transparency and traceability of content origin
- Copyright: can media content be used to train AI?
- Personal data and fundamental rights
- Coordination across regulators

Financial & Organizational

- Need for trained staff, ongoing upskilling
- Investment in tools, infrastructure, cybersecurity
- Reliable, high-quality data isn't free
- Cost of building, maintaining, auditing AI systems
- Dependency risk: a handful of Big Tech providers hold the infrastructure

Ethical

- Disinformation, deepfakes, opinion manipulation
- Algorithmic bias, filter bubbles, stereotyping
- AI "hallucinations" - confident, fabricated errors
- Authentic vs. synthetic: trust is eroding faster than detection improves
- Audience protection vs. freedom of expression

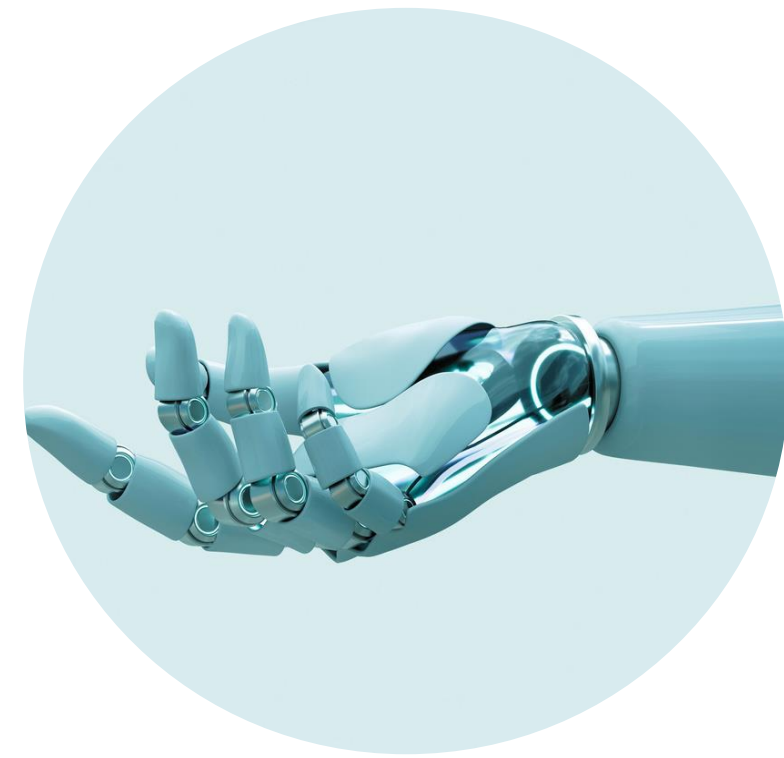
Effective AI oversight requires human, technical, organizational and financial resources simultaneously.

AI – A TOOL FOR MORE EFFECTIVE OVERSIGHT

AI can support Regulators in achieving the objectives of **the AVMSD, EMFA and DSA**, while significantly increasing the volume and speed of monitoring.

Potential applications:

- Early detection and flagging of **potentially illegal content**
- Identifying content that may harm **children's development**
- Supporting accessibility **monitoring** - subtitles, audio description, and other means
- Analyzing and structuring catalogues of **European works**
- **Automated transcription** and search across large volumes of audiovisual content
- Detecting trends and **emerging risks** in the media environment



AI can make monitoring broader, faster, and better targeted – but it is a tool for identification and prioritization.

HUMAN OVERSIGHT – THE CEM EXPERIENCE

CEM piloted a speech-to-text tool for monitoring TV channels

The identified limitations include:

- Depends on the correct formulation and contextualization of keywords;
- Misses indirect references and unclear pronunciation
- Unable to recognize text-based analysis or non-verbal communication;
- Unable to recognize irony, sarcasm, emotional context, and complex political messages;
- Limited capacity to reliably assess the overall context.

Therefore, the guiding principle should be:

AI detects - structures → flags → prioritizes

Human verifies - contextualizes → assesses → decides

Technology scales CEM's monitoring reach - but context, proportionality, fundamental rights, **the final regulatory assessment must remain under human control.**



AI supports the decision.

It does not make the decision.

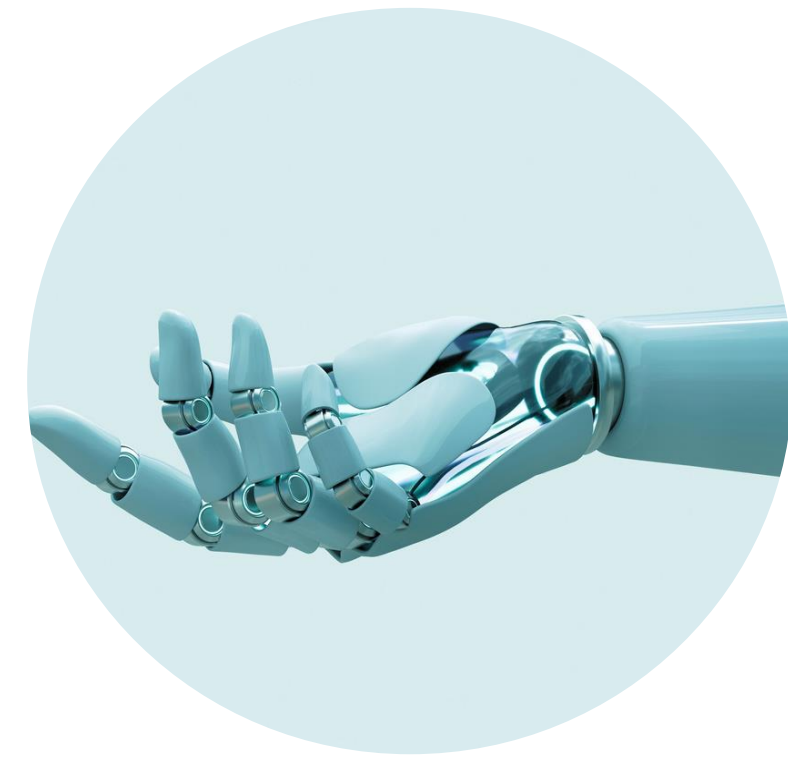
WHERE THIS LEAVES THE REGULATOR

WHAT WE HAVE:

- A legal definition that now touches nearly every stage of media production
- A **four-part regulatory architecture** (AI Act, DSA, AVMSD, EMFA) still learning to work as one system
- Legal, ethical, and financial challenges that arrive together, not one at a time

WHAT'S EXPECTED OF US:

- Build the technical **capacity** to keep pace with AI in media
- Keep the **final judgment** - context, proportionality, fundamental rights - human
- **Coordinate** rather than duplicate, across regimes and across institutions



AI will keep accelerating.

The only real choice regulators have is whether to accelerate together, or separately.

Thank you!

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