

Pluralism, Transparency and Fundamental Rights Respect in AI Era

Challenges and Expectations
for
National Council for Radio and Television
(NCRTV-GR)

NCRTV Regulatory Scope

- AVMSD
 - DTV, SAT, on-line, VSPs
 - linear, non-linear
 - free, on-demand
- DSA Competent authority
 - Art 26(1abc),(2) & Art 28(1)
- EMFA
 - Art 5(1), Art 6(1), Art 18(1) & Art 25(3)
- TTPA
- Distinctive Legislation governing the Greek broadcasting sector
 - Supervisory Authority for PSB
 - Content
 - State aid
 - Radio content (Terrestrial)
 - Monitoring for plurality
 - Audiovisual content during elections
- Member of NCHR

NCRTV safeguarding

- Respect of human dignity, protection of personality
- Freedom of expression, pluralism in media
- Right to information, transparency
- Right to privacy
- Children rights, Protection of minors
- Right to fair and free elections

AI within NCRTV supervisory scope

- AI as set of productive tools
 - Assist paperwork
 - Translation etc.
 - Transcription
 - Enhance monitoring mechanisms
 - Cope with content volume
 - Cope with new competences
 - TSI participation
 - Educate personnel
 - Comprehend AI implementation framework
 - Develop PoC / experiment
- AI threats by malicious exploitation
 - Reine vs. OPEN AI case (AI product liability)
 - Election pollution by AI deepfakes
 - News accuracy, event dramatization
 - Human dignity (nudification apps)
 - Protection of personality
 - Right to information (fake news)
 - ...and more
 - described in ETSI TR 104 062
 - described in the message from Ella
 - described in UN warnings
 - Described in the news

Share with care



AI in Greek media

News accuracy, dramatization of events



AI in Greek media

Fake news



AI in Greek media

Protection of personality



Automated Manipulation of Multimedia Identity Representations

- Deepfakes
- Influence of public opinion
- Personal defamation
- Attacking biometric authentication methods
- Social Engineering

From deepfakes to Cognitive AI and content distribution

- AI based recommendation systems as a threat for human Cognitive autonomy
 - Profiling
 - Social engineering backed by psychological profiling
 - Influence of user behavior and decision making (human biases exploitation)
 - Public opinion and large-scale influence operations (personalization, microtargeting)
 - Addiction, Echo chambers, Behavioral manipulation
 - Erosion of trust
- forwarding news links in Facebook without reading (75%)

Rules

- Greek Law, codes of conduct, EU directives (content assessment)
- DSA art 35(1k) (content marking/labeling, incident reporting)
 - 35(1j) for minors (age verification, incident reporting)
- AI Act art. 50 & guidelines (content labeling, traceability, user awareness)
- EMFA art 18 (1e) (editorial control of AI generated content)
- Code of Ethics for the Use of Generative AI in Mass Media
- Commission Guidelines C/2024/3014 for electoral processes
- Transparency-Targeting of Political Advertisement (EU 2024/900)
- Designation of Chat-GPT as VLOSE

Tools/Methods

- <https://language-tools.ec.europa.eu/>
- Open source (noScribe, HIVE, AI Video Detector, OpenAI Audacity plugins)
- TSI PoC (detect)
- Fact checking
- DSA Elections Toolkit
- Media Literacy
- AI Literacy
- Complaints mechanism
- ETSI standards for Securing Artificial Intelligence (e.g. ETSI TR 104 159)

TSI - Integrating AI technologies in the Greek Public Administration

- Technical Support Instrument by DG-REFORM, 2 years
- Contractor: Expertise France engaging several experts/subcontractors
- Assisting Ministry of Digital Governance to implement AI Act and prepare AI governance framework
- NCRTV PoC, harmful-content triage
 - Capture live streams (several streams, high volume, DTT & Internet feeds)
 - transcribe Greek audio (real time transcription, selection/evaluation of Speech recognition models)
 - detect profanity (real time processing, selection of analysis time window)
 - review results
 - To exploit Greek AI factory (Pharos), open-source storage/process scheduling/ASR
 - Expand to image processing, train for content triage according to established expertise

Collaborative Network

- NCHR (AI Act art. 77 authority for the protection of fundamental rights)
- Telecoms Regulator (DSC & AI Notifying Authority)
- DPA (AI market surveillance authority, competent for art. 50 of AI act)
- Safer Internet for kids
- Fact checkers, Academia, Journalists
- Media Board
- Citizens

AI Assistance

- Linguistic pluralism
- AI empowering resource constrained media
- AI based automated fact checking & deepfake detection
- Automated auditing tools to scan recommendation algorithms
- AI empowering regulators
- AI empowering citizens (User customization and AI agents for information collection)

Closure with recent incident – thank you

