



MEDIA POLICIES TECHNOLOGICAL CHALLENGES

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BACKGROUND

MEDIA SECTOR IS UNDERGOING TRANSFORMATIONS

- ▶ Media convergence
 - ▶ Traditional silos between TV/Radio/On-line/mobile/social are more and more becoming interconnected
 - ▶ Services are becoming interconnected
- ▶ Media production and distribution is becoming more and more data driven
 - ▶ Real-time (actionable) analytics and metadata
 - ▶ Automation of business processes in production and distribution
 - ▶ Automated personalisation towards end users
- ▶ New (disrupting) players on the market
 - ▶ Google, Apple, Facebook, ...
 - ▶ European content is monetized elsewhere
 - ▶ European policies and regulations often neglected by new players from outside Europe

WHY MEDIA POLICIES ARE NEEDED?

- ▶ Protecting and strengthening the (European) media industry
 - ▶ Cultural diversity
 - ▶ Improved interoperability
 - ▶ Access to media services
- ▶ Protecting the media consumer
 - ▶ Personal data sharing ~ trust
 - ▶ Protecting minors
 - ▶ Provide access also to vulnerable citizens



PERSONAL DATA & PRIVACY

PRIVACY – GDPR

▶ Improved user rights

- ▶ Right to be informed (=> explain which data is collected, directly or indirectly)
- ▶ Right of access (=> everyone should have access to their personal data)
- ▶ Right of rectification (=> everyone should be able to correct their data)
- ▶ Right to erasure (=> the right to be **forgotten**)
- ▶ Right to restrict processing (=> the right to disallow processing of personal data)
- ▶ Right to data portability (=> the right to **move personal data from one service to another**)
- ▶ Right to object (=> to e.g. processing, direct marketing, research and statistics)
- ▶ Right to abstain from automated decision making (=> right of human intervention, viewpoint expression and explanation of decision)

MANY TECHNICAL CHALLENGES WITH GDPR

- ▶ How to remove personal data from complex systems
 - ▶ e.g. when systems have trained models including data from many users
- ▶ How to make data interoperable
- ▶ How to explain “automated decisions” when they are taken by “black box algorithms”, e.g. recommendation engine
- ▶ Cyber-security: how to reliably protect personal data
- ▶ How to ensure trust when personal data is processed in “cloud services”
- ▶ How to ensure extensive user control while keeping the user experience high and lean

- ▶ not only technical challenge, GDPR is company-wide multidisciplinary challenge



TRUST

TRUST

- ▶ Trust in public service media exists on many levels:
 - ▶ Providing free, independent and relevant content
 - ▶ Data driven media processes (e.g. robot journalism, ...) => how to ensure relevance and independence when also decisions will be taken by automated processes
 - ▶ Examples of technologies: fact checking, fake news identification, provenance verification, separating fact from opinion, etc.
 - ▶ Need for updated policies
 - ▶ Trust in personalised and interactive digital content offerings
 - ▶ Relates to personal data collection and GDPR



BITS AND BYTES

CONTENT CONTRIBUTION / DISTRIBUTION

- ▶ Increased personalisation of media services comes at a cost (increased need for bandwidth)
- ▶ Over the air: terrestrial/5G/satellite/...: bandwidth "under pressure"
 - ▶ Need for high-efficiency solutions for high quality content transfer
- ▶ Cable=>internet: net neutrality

REQUIREMENTS FROM POLICY

- ▶ Ensure open access to public service media content on all distribution channels
- ▶ Ensure interoperability between converged media services
- ▶ Enable media companies to build and maintain trust with the end user
- ▶ Protect rich European cultural diversity

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