MEDIA POLICIES **TECHNOLOGICAL CHALLENGES**



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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





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
- 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

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How to explain "automated decisions" when they are taken by "black box algorithms", e.g. recommendation engine







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





CONTENT CONTRIBUTION / DISTRIBUTION

- Increased personalisation of media 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

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Increased personalisation of media services comes at a cost (increased need





REQUIREMENTS FROM POLICY

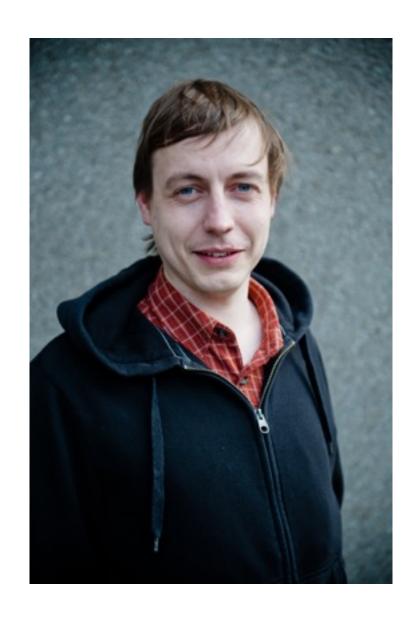
- Ensure open access to public service media content on all distribution channels
- Ensure interoperability between converged media services
- Enable media companies to build and maintain trust with the end user
- Protect rich European cultural diversity





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