

AI SUMMIT 2024 - SCHEDULE OVERVIEW

6 DECEMBER
LAUSANNE, SWITZERLAND

TOPICS COVERED IN LA SCÈNE

MORNING

- EBU insights on the AI trends shaping PSM
- PSM's relationship with the big tech players
- Organizational transformation priorities
- AI innovation at Paris 2024

AFTERNOON

- AI & IP: Protecting Rights Holders without stifling creativity
- AI for better audience connection

ALL DAY AI DEMOS (BUSINESS CENTRE)

Parallel Sessions	L'Espace	Workshop Room	AI Classroom
MORNING	AI technical solutions to create business value (panel)	AI in the Newsroom: Challenges & Opportunities	EBU Academy School of AI Micro Master Classes <ul style="list-style-type: none"> • What to expect in 2025? • Tips on how to automate your content production with AI

Parallel Sessions	L'Espace	Workshop Room	AI Classroom
AFTERNOON	<ul style="list-style-type: none"> • Demystifying C2PA & Use cases • AI and Accessibility 	Short and Sharp: Showcases from EBU Members	EBU Academy School of AI <ul style="list-style-type: none"> • AI, Ethics & Public Media: Spotlighting Yle • AI skills clinic: Reflecting on your training needs in 2025