

VRT drafted a company-wide view on how to approach AI within the organisation. Since developments in AI are currently accelerating at a very fast pace, which is only expected to increase, the impact on media organisations will be significant. The coming years, VRT will be able to create value through AI in:

- Supporting the creation and publication of content by making it more efficient,
- Creating (elements of) content in which images, voices and audiovisual content are automatically generated,
- Automating supporting processes.

This, however, requires the existence of several capabilities within the organisation:

- a technology strategy that embraces AI, data, and cloud,
- training and change management processes,
- an ethical framework, and
- a key role for the innovation department to act as a 'filter' on the vast amount of AI-developments.

Our ethical framework is based on the vision that we enable innovation and create value by empowering all employees to use AI responsibly: to enrich the lives and societies of our users, in line with our public service values and our legal and regulatory obligations. We ensure that we control and manage the risks associated with AI as much as possible. As such, VRT can also distinct its use of AI from commercial organisations.

We do this by respecting basic principles when working with AI:

- Respecting our corporate VRT values:
  - independent, trustworthy, and upholding the highest standards of impartiality, professional ethics, and integrity,
  - striving for an excellent and high-quality service and transparency,
  - reaching everyone in Flemish society,
  - conveying the Flemish identity in its diversity,
  - being creative, innovative, and sustainable,
  - behaving in an open, transparent, and constructive way.
- Keep a human in the loop
- Measurability

As a first step, these principles have been translated into practical guidelines which apply especially when using (free online) generative AI tools.

- Do not use personal data, business-sensitive information, strategic decisions, internal information, etc.
- Do not blindly trust the output but inspect it for possible biases and/or factually inaccurate information.
- Be careful that the output does not infringe the rights of third parties, particularly their intellectual property rights.
- Be cautious about using or copying the output directly in public texts, official documents, or content. If necessary, be transparent about its use.
- Also be cautious about using AI-models available online for real-time, critical or time-sensitive applications, such as live broadcasts or applications that directly affect our live operations, as these models can experience stability issues.