

## ORGANISATIONAL DETAILS

### Conference organisers

Dr. Kinza Khan

Akademie für Politische Bildung

Uli Köppen

Verena Vogelgsang

Bayerischer Rundfunk

Bernd Oswald

AI for Media Network

### Registration

Iryna Bielefeld

Tel.: +49 8158 256-53

Fax: +49 8158 256-66 53

i.bielefeld@apb-tutzing.de

In order to participate in the audience, please register for the conference by **5 November 2024** by using our online application form.

### Cancellation policies

If you are registered, but cannot take part for some reason, please notify Iryna Bielefeld by 6 November 2024 (at the latest). Cancellation is free of charge up to eight days prior to the conference. From day seven to day five we charge you 50 percent of the conference fee. The cancellation fee rises to 75 percent from day four to day three. On day one and two before the opening of our conference, we charge you the entire conference fee in case of cancellation or no-show.

### Conference fee

Including room and board €85

(reduced fee €50).

Including meals without room €60

(reduced fee €40).

We kindly ask you to pay the conference registration fee in cash in Euros or via a German debit card at the reception upon your arrival at the Academy. Please note we have no facilities for processing credit card payments.

Pupils, students, volunteers doing military service and federal voluntary service, trainees, unemployed persons and recipients of citizen's allowance/basic income support are entitled to a reduced fee (please indicate this when registering).

### Meals

The Academy offers you vegetarian and non-vegetarian food. Please let us know in advance which kind of meal you prefer. In case of any food intolerances or allergies, we are happy to prepare a meal for you for an additional €10 per conference.

### How to find us

Tutzing is located approximately 35 km southwest of Munich on Lake Starnberg (Starnberger See).

From Munich Central Station (Hauptbahnhof): Take the urban railway S6 (S-Bahn) or the regional train (RB) to Tutzing. At the train station in Tutzing, take the Bus 958 or 978 to "Klenzestraße". You will also find cabs at the front entrance of Tutzing train station. Please note our special offers for conference tickets through the Deutsche Bahn (DB) found on our website, see contact "[how to find us](#)".



From the airport take the urban railway S1 or S8 to Munich Central Station and follow the instructions above.

You can also reach the Academy by foot from Tutzing train station. It takes you 20 to 30 minutes.

To reach the Academy by car, take freeway A95 from Munich via A952 to Starnberg and continue on the federal highway until you pass the town of Traubing, then take a left. At the end of the road turn right to Tutzing. The Academy is on your left shortly after passing the town sign Tutzing.

Our guests are invited to use the charging points of the Academy for E-vehicles (cars, scooters, bikes) free of charge.

### Akademie für Politische Bildung

Buchensee 1 · 82327 Tutzing

Tel.: +49 8158 256-0

[www.apb-tutzing.de](http://www.apb-tutzing.de)



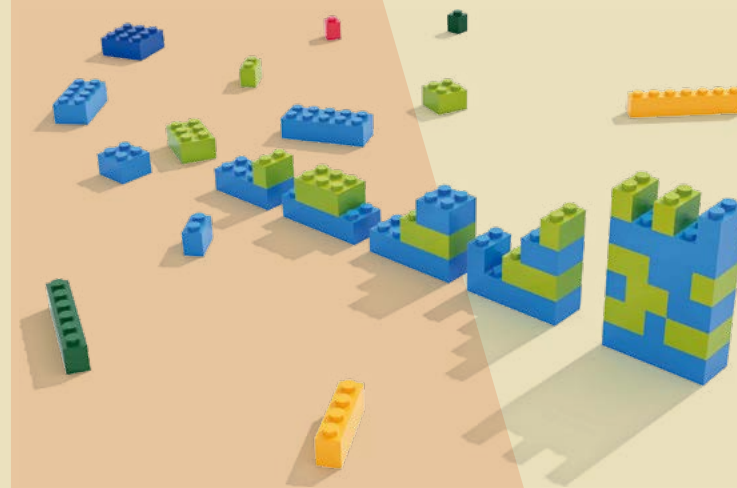
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AKADEMIE FÜR  
POLITISCHE BILDUNG  
TUTZING

# AI-Mediated Media Environment

## Boosting Media for an AI-Driven Information Ecosystem



TITELABB.: ISTOCK/ELCABRON

## 13. – 14. November 2024

In cooperation with  
the AI for Media Network

**BR** AI for Media  
Network

## INVITATION

As artificial intelligence continues to reshape how information is produced, distributed, and consumed, quality media organizations face the challenge of adapting to an increasingly AI-driven world. We are pleased to invite AI, innovation, and transformation experts from public service and private media, as well as leading scholars, to a think tank conference dedicated to exploring this critical topic.

The core focus of the conference will be to address how quality media can remain relevant in a media landscape where users receive the information they are looking for from AI-powered devices and platforms. In this new environment, AI will often serve as the primary interface for information, and the critical question becomes: how can traditional media ensure their quality content is part of the answers these systems deliver? We will explore strategies for making quality media outlets' data and content accessible and usable by AI technologies, ensuring that journalism maintains its influence and relevance in the AI-mediated information era.

Participants will dive deeper into these issues through a series of working group discussions, examining the potential for collaboration, innovation and content sharing across the industry. The conference aims to produce a set of action recommendations that will guide quality media organizations in shaping their role in this AI-mediated future.

*Dr. Kinza Khan*

Akademie für Politische Bildung

*Uli Köppen*

Chief AI Officer, Bayerischer Rundfunk

*Bernd Oswald*

Project Manager, AI for Media Network

## WEDNESDAY, 13 NOVEMBER 2024

9.45 am *Arrival and Coffee*

10.10 am **Welcome Address**

*Kinza Khan*

*Bernd Oswald*

10.20 am **Why are we here? Setting the Scene for two days of focus around AI and media**

*Uli Köppen*

10.30 am **Scenarios and Strategies for an AI-Mediated Information Ecosystem**

*David Caswell*

Former Head of Product BBC, now AI Consultant

11.15 am *Break*

11.30 am **How does the scenario of an AI-mediated media environment influence product building and planning at Schibsted?**

*Martin Schori*

Deputy Managing editor and Associate Publisher of Aftonbladet

12.00 pm **AI-fueled media infrastructures**

*Pirita Pyykkönen-Klauck*

CEO, ZDF Sparks

12.30 pm *Lunch Break*

**Bar Camp, Part 1**

1.30 pm **Working Groups around recommendations for media organizations facing an AI-mediated media environment.**

Setting up working groups. Possible topics (tbd by participants): Infrastructure, Product Building, Talent Pipelines, Management of AI Readiness, Value Building, Regulatory Issues, Partnerships with AI platforms

2.30 pm **Start of working groups**

3.00 pm *Coffee break*

3.30 pm **Working groups sessions**

5.00 pm **Flashlight: interim results from the working groups**

5.30 pm **End of official program**

6.00 pm *Dinner*

## THURSDAY, 14 NOVEMBER 2024

8.00 am *Breakfast (check-out until 8.45 am)*

9.00 am **AI-mediated media environment: Day 1 Takeaways and Key Perspectives for Day 2**

*Alessandro Alviani*

Lead Generative AI, Süddeutsche Zeitung

9.30 am **Data Strategies for an AI-Mediated Media Environment**

*Christian Vogg*

Former Chief Data Officer Swiss Broadcasting Corporation, now Data Management Consultant

10.15 am *Break*

10.30 am **Future Models for Media Data (remote presentation)**

*Peter Archer*

Programme Director Generative AI, BBC

**Bar Camp, Part 2**

11.00 am **Continuation of the working groups. If necessary with an adjusted focus.**

12.00 pm *Lunch Break*

1.00 pm **Working groups**

2.00 pm *Coffee break*

2.15 pm **Presentation of group results**

3.45 pm **Shaping the final results**

4.00 pm **End**

### Road construction measures

The main street in Tutzing is currently under construction. This may cause delays in arrival and departure. Bus and taxi services between the Academy and the train station are also affected. Please consider this when planning your trip.