AI Guidelines

for the use of
Generative Artificial Intelligence
in our programmes

ARTE G.E.I.E
Programming Director

Introduction

These guidelines is annexed to our 'Rules on Cooperation in the Field of Programmes' and sets out the details of ARTE's existing AI Charta.

The development of generative artificial intelligence (AI) **has fundamentally changed how media content is produced**, opening up unprecedented opportunities for innovation, efficiency and creativity.

Yet it also brings with it the **risk of fake images**, **infringements of copyright** and a further **fragmentation of society and the public space**.

ARTE would like to tap this **technology's potential** for its programmes, while upholding the cornerstones of its mission:

editorial quality, adherence to journalistic ethics and a commitment to honouring the trust our audience places in us.

01

Editorial quality

02

Journalistic ethics

03

Trust

Not an end in itself

Generative AI must never be employed as an end in itself. There must be good grounds for using it, and those grounds must be communicable.

ARTE's principles

At ARTE, generative AI may be used only if the following three principles are upheld.

01 No generative AI in news production

Generative AI must not be used in news and information formats.[*]

02 No simulation of reality

The use of AI for 1:1 reconstructions or simulations of reality is explicitly excluded.
The generation of images, audio or video material that purport to depict real persons, objects, places or events, and that might be perceived as representations of reality ("deep fakes") is therefore prohibited across the board. This applies even to the representation of persons or scenes for which archive images exist.

Exceptions require the consent of the 'Programme conference' and must be clearly labelled as AI-generated.

03 Editorial and human responsibility

The programme's editorial team bears full responsibility.
The principle of human responsibility ("human in the loop") laid down in the AI Charter applies.

[*] *AI-generated material must not be used in news reports (unless the actual subject of the report is AI itself). Also prohibited: the use of "deep fakes" and the alteration of agency images (photographs or videos) in a way that would distort reality.*