

**ARFRICAN UNION OF BROADCASTING'S SUMMIT ON ARTIFICIAL INTELLIGENCE
AND THE MEDIA
4 - 6 March 2024, Yaoundé, Cameroon**

DRAFT AGENDA

Monday 04/03/2024

8 h 30 : Welcome of participants.

10h 00 : Opening Ceremony

10h 05 : Welcome Address by the Mayor of the Yaoundé City Council
Mr.

10h10 : Speech of the AUB's CEO
Mr. Grégoire NDJAKA

10h15 : Speech of the China Media Group
Vice-Minister of Communication-Mr. Shen

10h20 : Speech of UNESCO Representative

10h25 : Speech/ Statement of the Representative of His Excellency the President
of the Republic of Cameroon

10h30 : Group Photo

10h35 : Opening of the Exhibition

10h40 : Coffee Break.

11 h 00 : Keynote Address

Artificial Intelligence, Media and Africa's Development

At a time when "The Africa Rising" is no longer a slogan, artificial intelligence stands out as a blasting phenomenon. Because of its predictable impact on humanity, AI challenges Africa at its most intimate level and emerges as a challenge to the development of the continent. Our media Organizations which are key stakeholders in the public arena, will be at the forefront of this tripartite

clash between novelty, development and the protection of the interests of a continent that is regaining its position internationally.

Speaker : Prof. Jean Emmanuel Pondi- Vice Chancellor, ICT University -Cameroon

PANEL 1 :

11 h 10 : Journalism & IA : Information, Misinformation, Manipulation.

AI in the production of information: Fake News, Voice cloning, Hyperfaking, Counterfeiting, Misleading or Fabricated information, Technical, Professional and Ethical issues raised by AI in news production. How is AI used in assisting African Newsrooms in content production? What policies have been put in place for the use of AI in Media Organisations? How can we ensure that the adoption of AI for media content does not undermine public trust in information and the media?

Moderator : Prof. Jean Emmanuel Pondi- Vice Chancellor,
ICT University -Cameroon

Panellist 1 : Mr. Thierry Warin - GPAI Representative
Global Partnership on Artificial Intelligence

Panellist 2 : Mr. Vincent Roux-France, France Médias Monde

Panellist 3 : Prof. Georges Ewane - Cameroon

PANEL 2

11h50 : Keynote address : Ecosystem and organisational impacts of AI: ITU

12h 05 : Ecosystem and organisational impacts of AI: High-level experts, from different practices and areas of application, raising social issues about AI and trying to identify its imprint on society. How can we speed up the adoption of AI in the African media? What policy, what values, what model and what ethical principles for AI by the African media? What capacities and resources are needed, and how can the skills and competencies gap be bridged for proper AI integration? What are the best practices for AI adoption in a context of development and financial constraints?

Moderator : Dr. Javad Mottaghi- HEC Montréal

Panellist 1 : ICT University-Cameroon

Panellist 2 : Salihu Dembos-NTA-Nigeria

Panellist 3 : Dr. Mfuh Wilfried-Minpostal Cameroon

PANEL 3

12 h 45 : Artificial Intelligence, Democracy and Society.

The informational uncertainty generated by AI is a major threat to democracy, particularly as regards elections, to cultures and the society. How and to what extent are the African media aware of and resilient in the face of these threats? What AI solutions are needed to support the African media against information disorder? What strategies or approaches are needed to strengthen collaboration and partnerships between stakeholders?

**Moderator : Dr. Evelyne Mengue - Journalism Lecturer
Cameroon**

Panellist 1 : Dr. Mactar Silla- PDG Label Media Group

Panellist 2 : Giacomo Mazzone- Consultant

Panellist 3 : Dr. Mboulè André

13 h00 : Lunch Break

PANEL 4

15 h 00 : Gathered experiences. Partners

Moderator : Smart Africa

Panellist 1 : CMG (CGTN)

Panellist 2 : IAI-Cameroon

Panellist 3 : Prof ATSA, Minsesup Cameroon

19 h 30 : Opening gala and launch of the AUB Foundation against Cancer

Tuesday 05/03/2024

9 h00 : Keynote Address

Demolishing or creation skills: the impact of AI on Jobs and Professions.

Speaker : Prof. Nathalie De Marcellis Warin

PANEL 5

9 h 15 : Broadcasting: AI in the production of audiovisual content.

The use of AI in Radio and TV Pgrams production is one of the facets where the new frontiers of broadcasting and content creation prove to be sensitive. Here too, hyperfakes and various clonings can manipulate or create new realities. This raises questions not only about copyright, but also on traditional creativity and inventiveness compared to new approaches. Complementarity or competition?

Moderator : Dr. Ayub Rioba Chacha

Panellist 1 : MINCOM SENEGAL

Panellist 2 : RTI

Panellist 3 : Sputnik

Panellist 4 : Professor Amin Alhassan, GBC

PANEL 6

9h40 : New AI tools and solutions in the media

Artificial intelligence will certainly offer the media, globally, and the African

media in particular, a range of services and products that could become part of their toolboxes of the future. What parameters could be decisive on choices and approaches, and in reaping the greatest added value? What strategies should be adopted to face the market, and what arrangements should be made towards «giants» and commercial partners?

Moderator : Prof Patchong-France

Panellist 1 : Mr. Jean-Paul Dessap

Panellist 2 : CMG

Panellist 3 : Huawei

Panellist 4 : Grar Younes, ICT Expert, Algeria

PANEL 7

10h 35 : AI and Ethics in the media.

One of the greatest challenges posed by artificial intelligence is the ethical issues it raises, in particular the transparency of algorithms, responsibility and cultural bias, protection of privacy, equity, etc. Emerging in turn, deontology, regulation, governance, databases, values, etc.

**Moderator : Prof Armand LEKA-Head of the Sociology Department
Cameroon**

Panellist 1 : Prefect of the Dicastery

Panellist 2 : Imam

Panellist 3 : Pastor Li bom li lekeng

11h05 : Coffee break

11h25: Visiting the Digital Centre

14h00 : Lunch break

15 h 35 : UNESCO & AI

16 h : WORKSHOPS

1) Strategies for Africa

At the African level: how can we imagine Africa's contribution to the development of AI with our databases, our values, our cultures and our skills?

2) Journalistic content and technical-artistic practices

Ethics in Production, production policies, production nuisance.

3) Partnerships and funding

Relations with national, international and multinational partners and their support for the integration of AI.

4) Institutional policies

At national level: management and regulation policies, training, employment, awareness-raising, new production approaches, relations with public and private institutions.

5) - The role of the AUB

At the pan-African and international levels: Pan-African watch, Monitoring of AI Environment, with the aim of the adopting the Yaoundé Declaration and setting up a Media Observation Centre.

17 h 30 : END OF DAY

Thursday 06/03/2023

9 h 00 : Keynote Presentation

Back to the future: how can artificial intelligence help Africa and its media organizations?

Speaker : Pr Alain Patchong

9 h 20 : A young African in international AI addresses the Youth

MASTERCLASSES AND WORKSHOPS

- 9 h 40 - 10 h 30 : Feedback from workshops
- 10 h 30 – 10 h 45 : Coffee break
- 10 h 45 - 11 h 30 : **Master Class 1** : Creating content with AI.
- 11 h 30 - 12 h 15 : **Master Class 2** : Journalists & l'IA What Opportunities?
Disinformation -Vincent Roux-France
Média Monde
- 12 h 15 – 13 h : **Master class 3** : AI in the promotion of content exchange.
- **13 h : Lunch break**

15 h 30 : Closing ceremony

- Reading of the final Report
- Reading of the Yaoundé Declaration
- Closing speech
- Press Conference

19 h30 : Summit closing GALA

END OF SUMMIT