

IBC ACCELERATOR 2025

A FRAMEWORK FOR GENERATIVE AI

SUPPORTING POC (PROOF OF CONCEPT) WHITE PAPER

“A RESPONSIBLE AI FRAMEWORK FOR MEDIA AND ENTERTAINMENT”

Key authors / Workshop Facilitators

Lekshmy Sasidharan¹, Samson Daniel A¹, Roopa Maliakal²

¹CMI CTO Team, Tata Consultancy Services

²AI Practice, Tata Consultancy Services

Key IBC contributors

Muki Kulhan, IBC Accelerators Lead; Roberto Iacoviello RAI; Felipe Correia and Renato Lopes, Globo; Jouni Frilander, YLE; Clive Santamaria, ITV; Gregg Young, VRT; Paola Sunna, EBU; Will Draffin, University of Kent ICCI (Institute of Creative and Cultural Industries); Tim Deussen, Studio Deussen; Andreas Urbanski, Animatix; Chris Hampartsoumian, Google Cloud; John Canning, AMD; Dennis Laupman and Caspar Adriani, Pluxbox; Yaara Marchiano, Cool Hunter; Steve Belford, Channel 4

ABSTRACT

Artificial Intelligence (AI) is revolutionizing the media and entertainment (M&E) industry by enabling new forms of content creation, curation, monetization and personalized audience experiences. However, the rapid adoption of AI brings forth complex ethical, legal, and governance challenges. This report, a collaboration between the IBC Accelerator ‘A Framework for Generative AI’ project and Tata Consultancy Services (TCS), provides an overview of AI-powered media content and experiences with a focus on responsible and ethical AI considerations. It identifies pressing challenges and considerations, and outlines key frameworks such as the TCS SAFTI Tenets© (Secure and reliable, Accountable, Fair and ethical, Transparent and explainable, and Identity and privacy protection) and the 5A Framework© (Assess, Analyse, Align, Act, Audit) customized for Media and Entertainment contexts. This document also provides knowledge and actionable guidelines for stakeholders to deploy AI responsibly and sustainably in the M&E sector

IBC ACCELERATOR POC OBJECTIVES FOR ETHICS & RESPONSIBILITY

Understanding and implementing Ethics, Responsibility, Risk and Policy for AI in creative production was a top priority as part of this IBC Accelerator. Extensive research and workshops were conducted as part of this POC, focusing these areas on both our technical framework and creative production processes. Special thanks to our peers at TCS for helping conduct the workshops and the production of this white paper as part of the team's Final POC materials.

Additional Deep Dive Objectives

- Deepen understanding of Responsible AI practices within the media and entertainment industry.
- Analyze key ethical challenges and explore leading ethical frameworks for AI adoption.
- Conduct an in-depth examination of fairness and copyright issues in AI-generated content.
- Establish guiding principles and governance structures for the responsible application of AI technologies.

INTRODUCTION: THE RISE OF AI IN MEDIA EXPERIENCES

The purpose of the analysis is to develop a conceptual responsible AI framework and set of guidelines for ethical AI interventions and creative applications across the media value chain, and to present these project-specific insights as both a white paper and as official proof-of-concept material for this IBC Accelerator.

Media organizations are actively exploring the potential of leveraging AI to transform key stages of the Media value chain from pre-production, production to distribution, monetization, personalized audience engagement and everything in between. AI technologies are being increasingly embedded across the media value chain from scriptwriting and music composition to video editing, character creation and animation, and personalized content recommendations. These innovations promise enhanced creativity, efficiency, and audience engagement. For example, AI-powered movie production can involve AI for automated story generation, while deep learning models enable realistic visual effects and AI based creation of virtual actors, image and music creation, editing. Yet, these advances also raise critical questions about authenticity, ownership, fairness, creative freedom and the societal impact of automating creative processes.

CONTEX AND SCOPE

The Context and drivers for Responsibility in AI M&E

The deployment of Artificial Intelligence in the media industry is rapidly transforming content creation, distribution, and consumption. However, the increasing reliance on AI-driven tools deployment across M&E value chain scenarios such as automated content moderation to personalized recommendation engines raises critical questions around ethical and responsible considerations such as credit and attribution, copyrights, transparency, accountability, and ethical use. The landscape is shaped by: Industry Dynamic, Organizational Structure, Geographic variation, and Human factors.

Media companies operate in a fast-changing, competitive landscape where innovation with AI is vital but must balance public trust and regulatory compliance. Organizational readiness

varies, with larger firms having formal ethics teams while smaller ones need customized oversight. Global regulatory frameworks differ significantly, requiring media businesses to adapt responsibly across regions. Ultimately, embedding human values such as inclusivity, bias mitigation, and privacy protection is essential, calling for transparent practices and ongoing stakeholder engagement.

To embed responsibility in AI systems within media, several key concerns and priorities drive M&E efforts: Bias and Fairness, Copyright, Transparency and Explainability, Privacy and Data Protection, Accountability, Evolving Policies and Regulations.

The IBC Accelerator ‘A Framework for Generative AI’ Project

The IBC Accelerator ‘A Framework for Generative AI’ project is a collaborative industry initiative aimed at developing a modular framework to combine the strength of different generative AI tools by creating different workflows to generate high-quality media content. Moreover, the focus is also on conceptual framework and guidelines for responsible AI in media applications. The project represented by a team of leading Media organization stakeholders and Media vendors has a scope that encompasses media production with AI - focusing on pre-production and production, and involves key activities such as script writing, character generation, shots creation, image creation, background music and voice required to deliver the final video at a quality that is acceptable for broadcast distribution. The context of the project provided a relevant backdrop of AI scenarios to review the challenges and considerations to arrive at a Responsible AI framework relevant for M&E. While TCS is not an official IBC project ‘participant’, TCS has partnered with this IBC Accelerator project team to anchor research and ideations through workshops and discussions to co-create this conceptual note on responsible AI.

Key Drivers and Challenges for Responsible AI in M&E

The adoption of AI in M&E is driven by critical priorities such as the need for innovation, improved productivity and human augmentation, cost reduction, and personalized viewer experiences. However, it also raises several questions and challenges as below:

- How to determine rightful ownership and copyright of content generated by AI which uses prior insights and data, or unique models with fine tuning or unique creative prompts created.
- How to ensure credit and attribution to the rightful owners of content and data used for generating the AI content
- How to ensure diverse, representative, and non-biased content and experiences in AI powered production taking into account various factors such as malicious intent, misogyny, intended and unintended discrimination and skewed data representations.
- How to ensure AI-generated content is trustworthy, safe and compliant to regulations and brand policies, while evaluating its potential impact on a brand's credibility and audience. How to embed explainability and traceability to AI-driven decisions and outputs.
- How to protect the privacy and rights of creators, performers, and audiences, including the use of likeness, voice, and personal data while establishing clear Accountability & Governance processes for oversight, risk mitigation, and regulatory compliance.
- How can media organizations understand and prepare ethically and with empathy to the potential impact of AI on people, jobs and society, looking across topics

such as job displacement, skill shifts, sustainability and the broader cultural effects of AI-generated content. How does AI impact creative freedom and spontaneity.

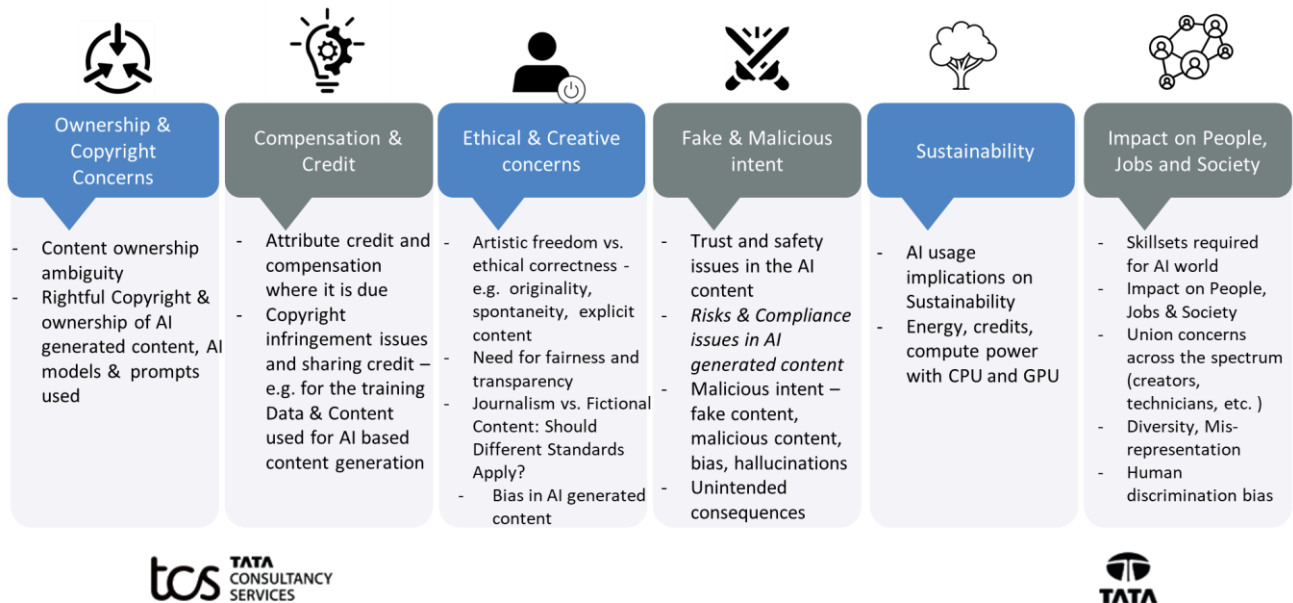


Figure 1 - Key Priorities & Challenges driving the need for Responsible AI Framework

INTRODUCING A RESPONSIBLE AI FRAMEWORK FOR M&E

The TCS SAFTI Tenets© for M&E

The TCS Responsible AI SAFTI Tenets©, as described below, helps in defining the objectives for the AI Governance program for the Media and Entertainment industry.

- **Secure and Reliable** - includes interventions to ensure that the AI applications are protected from any kind of adversarial attacks and to also ensure that the applications produce consistent and accurate outcomes.
- **Accountable** - ensuring human oversight for critical AI decisions and assigning human owners who would be responsible for AI produced outcomes.
- **Fair and Ethical** - ensuring unbiased and equitable outcomes that does not discriminate against any demographic groups.
- **Transparency and Explainability** – being able to explain the AI generated outcomes. It also includes being transparent to the users about usage of AI in the applications.
- **Identity protection and Privacy** - ensuring adherence to data protection and privacy policy regulations.

The TCS SAFTI Tenets was created for Media and Entertainment by taking the TCS SAFTI Tenets© as baseline and updated with media specific inputs through ideation workshops with the 'A Framework for Generative AI' accelerator team and our joint understanding of the M&E industry, organizational and regulatory problem statements, priorities, scenarios and focus areas on an AI context.

The diagram in Figure 2 elaborates the framework contextualized to the application of AI M&E operations across the five basic tenets listed above. Each tenet is mapped to specific actions and controls, such as for example the tenet of 'Fair and Ethical' is mapped to addressing bias and discrimination in data and generated content, ensuring human oversight, human centeredness, and providing fair and rightful credits and compensation.

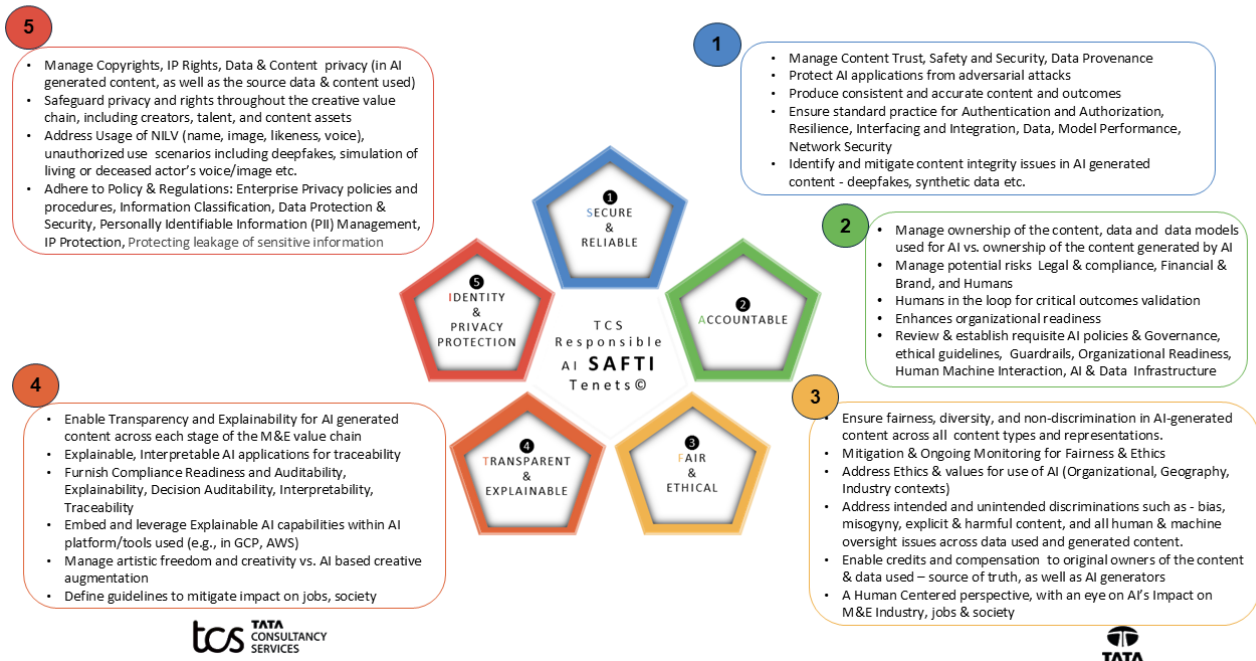


Figure 2: TCS Responsible AI SAFTI Tenets© for Media & Entertainment, extending TCS SAFTI Tenets©, along with the IBC Accelerator 'A Generative AI Framework' team for Media and Entertainment context

Detailing the Framework

Media & Entertainment industry can potentially use AI for all of the, but not limited to the following scenarios:

- Script analysis & story generation
- Automated editing, voice simulation, cloning, dubbing
- Character generation based on real and virtual actors – Image, videos, 3D, VFX, simulation
- Facial recognition, deep fakes generation
- Predictive analytics & AI in talent scouting, casting, content planning, box office performance etc.
- Content Personalization & Recommendation algorithms
- AI generated music, lyrics, background score

AI can boost productivity and creativity in Media & Entertainment roles. However, its use also raises risks, particularly regarding fairness, ethics, and copyright/IP infringement.

Below is a summary of key issues and possible solutions related to two of the key tenets of Fairness and Transparency ('Fair and Ethical' and 'Transparency and Explainability' and Copyrights ('Identify and Privacy Protection').

Fairness and transparency

The following section discusses in detail the fairness-related risks and some of the mitigation strategies that can be adopted.

Key concerns/risks:

- Permission to use content, data, voice, assets of original creators, actors etc.

- Intentional and unintentional bias, misrepresentation, fake content in Data and Algorithms
- To ensure diversity and representation in casting, AI generated characters & storyline
- Stereotyping and cultural sensitivity issues
- Labor and economic equity
- Consent, Privacy, and Intellectual Property ownership concerns

Mitigation strategies:

- Usage of diverse and representative datasets (natural, engineering to address diversity issues)
- Transparency and Accountability
- Explainable AI for traceability
- Inclusive Design
- Ethical Standards and Regulation
- Algorithm & Data Auditing
- Education and awareness

Copyrights in AI generated content scenarios

The following section discusses in detail the copyright-related risks and some of the mitigation strategies that can be adopted.

Key concerns/risks:

- Copyright, ownership, IP of the AI generated content, along with need to identify and address potential violations in AI scenarios
- Rights of the AI generated content/actors/talent vs. original human actors/talent (living, dead, virtual)
- Ownership, IP of the unique AI models, fine-tuning & creative prompts used for AI content generation
- Copyright sharing, attribution of credits to the owners of the data and content used for training and generating AI content, and monetizing it

Mitigation strategies:

- Watermarking, fingerprinting, content provenance approaches for credit attribution to original owners and creators
- Geo, Industry, Organizational regulations and policies for IP and Copyright management in AI context - e.g. EU AI act
- Business models to address copyright scenarios for the AI driven Media world – e.g. Pay from deployers of big AI models for usage of the Media orgs' data

AI Governance

AI Governance framework helps in defining, implementing and monitoring interventions across the key focus areas of people, process, technology, data and environment.

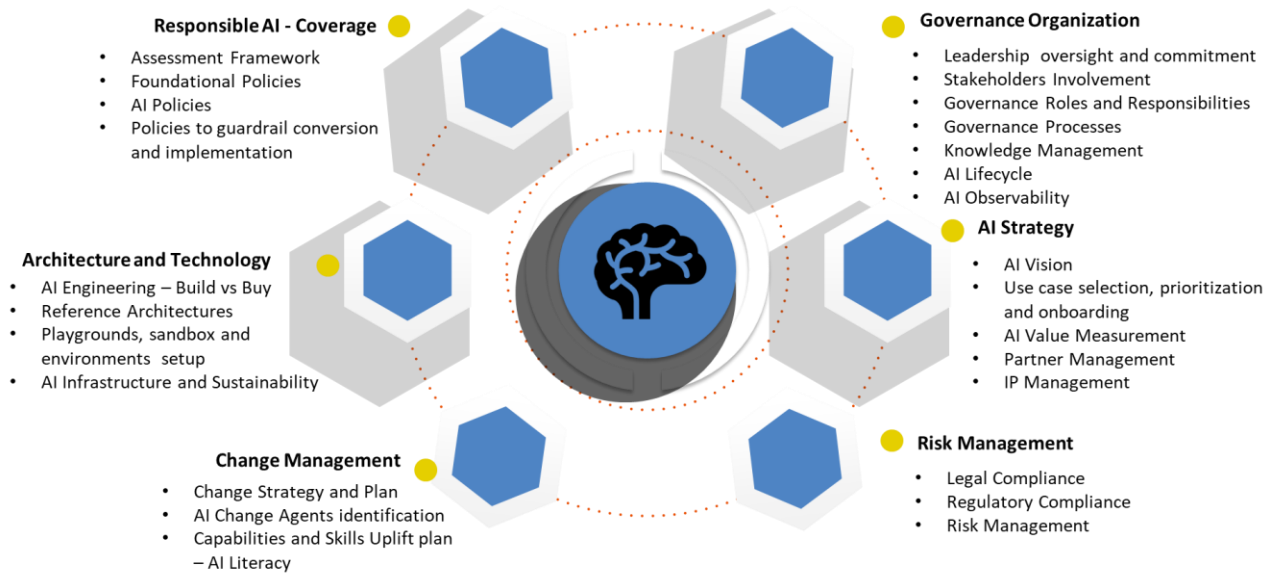


Figure 3: The Key Functions of AI Governance

The key functions of AI Governance are to:

- Establish a Governance Organization to provide leadership commitment, oversight, and stakeholder engagement. The Governance Organization is responsible for defining governance roles, responsibilities, policies, and processes.
- Define the AI Strategy to articulate the AI vision for the M&E industry. The strategy should include guidelines for use case selection, prioritization, onboarding, and value measurement. It should specify how to manage the AI life cycle, third-party involvement, vendor and partner relationships, and intellectual property where AI-generated content is involved.
- Develop a Risk Management Framework that provides guidelines for identifying risks associated with AI implementation. This framework should address legal and regulatory compliance and include an assessment mechanism for evaluating risks related to AI use cases, along with defined mitigation strategies and actions.
- Implement organizational change management that includes a change strategy and plan, as well as methods for identifying AI change agents. Change management should consider workforce-related factors and incorporate policies and processes for enhancing AI literacy across the M&E industry, including plans for capability and skill development.
- Set Architecture and Technology policies and processes, determining criteria for purchasing or developing AI solutions, establishing reference architectures and sandbox environments, and formulating guidelines for AI infrastructure procurement and sustainable usage.
- Oversee Responsible AI adoption by implementing an assessment framework and relevant policies. Monitor policy implementation through appropriate, use-case specific metrics.

This AI Governance framework covers these functions across the key pillars of people, process, technology, data and environment.

TCS 5A Framework for Responsible AI©

The TCS 5A Framework for Responsible AI©, built on TCS SAFTI Tenets©, offers an end-to-end Responsible AI (RAI) evaluation framework that addresses people, processes, and technology aspects at an enterprise and specific implementation level. This would be an accelerator for organizations to assess and identify relevant RAI tenets, needed mitigations, and policies for each AI implementation, providing developers with required controls via APIs, configurations, or code snippets to conduct the mitigations required. The framework also includes post-deployment monitoring and audit trails for operational and RAI compliance, utilizing both TCS and cloud provider RAI tools as needed.

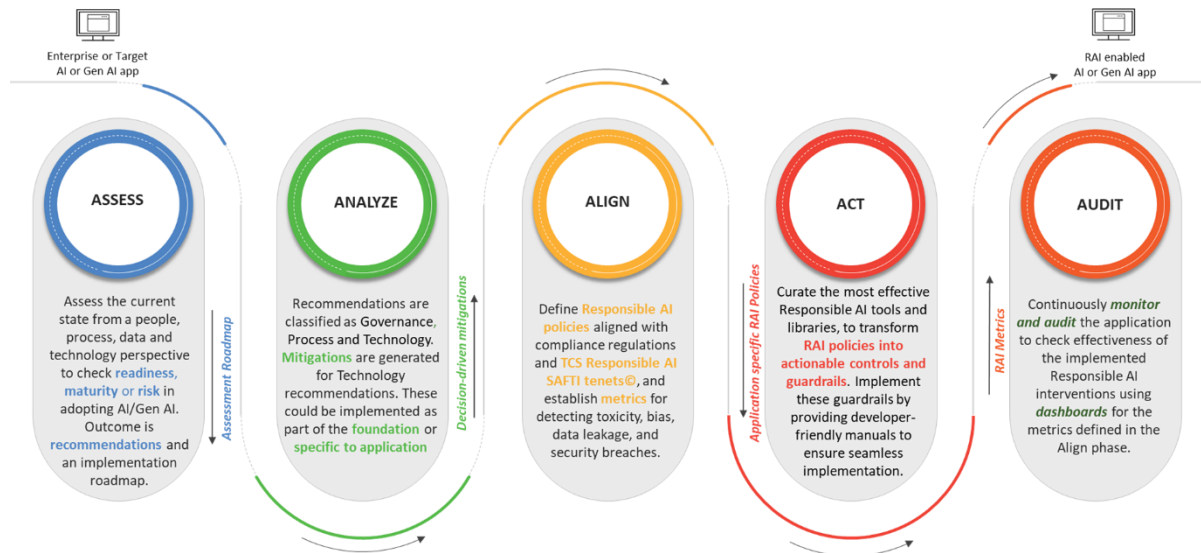


Figure 3: TCS 5A Framework for Responsible AI©

The assessment can be performed at 3 levels:

- Enterprise level assessments to look at the RAI maturity and/or readiness level in the enterprise against TCS' RAI maturity model
- Risk assessment for a specific AI implementation
- EU AI Act Readiness assessment to evaluate the readiness of the enterprise to take up the conformity assessment.

Each assessment identifies gaps related to the RAI tenets concerning relevant responsible AI processes, governance, technology interventions, and mechanisms to address these issues.

AN ILLUSTRATIVE WALKTHROUGH OF THE FRAMEWORK WITH A USE CASE

Use case: Using AI to assist in movie generation. This presents significant fairness and copyright challenges.

Risk assessment is conducted on this use case to identify the risk across the SAFTI Tenets.

For the purpose of this illustration, we are focusing on Fairness and Copyright related risks and Mitigations.

Fairness Related Risks and Mitigations

Risk

Fairness related risk include bias in training data, cultural insensitivity, lack of accessibility, and unclear accountability. Biased datasets can perpetuate stereotypes and

underrepresentation, while cultural misunderstandings may lead to offensive content. Accessibility issues arise when the generated media is not adapted for diverse audiences, especially those with disabilities.

Mitigations

The framework helps in defining and implementing key mitigation strategies that includes careful auditing and diversification of training data, cultural consultant involvement, accessible content design, and transparency in processes and responsibilities. These steps help ensure AI driven movie generation generates different aspects of the movies that are ethical, inclusive, and respectful of all communities.

Copyright Related Risk and Mitigations

Risk

Copyright related risk includes unauthorized use of copyrighted training data, unclear ownership of AI-generated outputs, and risks of creating derivative works that infringe existing copyrights. Legal uncertainty surrounds who owns AI-generated content, especially where human authorship is required. Synthesizing likenesses or performances without consent can violate moral and performer rights.

Mitigations

Mitigation strategies include using licensed or public domain data, establishing clear contractual ownership, auditing outputs for infringement, seeking legal guidance, and securing consent for likenesses. These measures help promote responsible, lawful innovation in AI-driven movie creation.

ACTIONABLE GUIDELINES FOR STAKEHOLDERS

The purpose of the framework is to provide guidance for stakeholders to proactively plan and establish policies and processes for addressing risks from AI based interventions, while also helping to evaluate and mitigate risks during AI implementation.

For Media Organizations and Executives

- Develop and enforce AI policies aligned with SAFTI Tenets and industry regulations.
- Establish cross-functional governance teams for AI oversight.
- Invest in explainable AI tools and transparent content labeling.
- Monitor AI impact on jobs, diversity, and organizational risk.
- Engage in industry collaborations to shape evolving standards.

For AI Practitioners and Developers

- Ensure diverse, representative, and ethically sourced training data.
- Implement algorithm and data audits for fairness, bias, and transparency.
- Design AI systems for traceability, accountability, and human-in-the-loop validation.
- Respect copyright, privacy, and consent in all stages of AI development.
- Document and disclose AI's role in creative processes and outputs.

For Creators, Talent, and Rights Holders

- Insist on transparent use and attribution of creative works in AI training and outputs.

- Negotiate for compensation models and credit-sharing in AI-generated content.
- Advocate for opt-in/opt-out mechanisms, watermarking and content provenance authentication of AI-generated works.
- Stay informed about AI's impact on creative rights, privacy, and industry practices

For Policy Makers and Regulators

- Coordinate with industry to establish clear regulations on AI, copyright, and data protection.
- Promote standards for transparency, provenance, and auditability of AI-generated content.
- Encourage responsible innovation while safeguarding public interest and creative diversity.

CONCLUSION AND WAY FORWARD

AI-powered media content and experiences are reshaping the M&E landscape, offering unprecedented opportunities for creativity and engagement. However, realizing and producing these benefits responsibly requires robust ethical frameworks, transparent governance, and ongoing collaboration among all stakeholders. By adopting models such as TCS SAFTI Tenets© and 5A framework for Media and Entertainment, and by implementing the actionable guidelines outlined in this report via the IBC Accelerator “A Framework for Generative AI”, the industry can harness AI's potential while safeguarding rights, diversity, and trust.

Constant collaboration of multiple stakeholders from the Media Industry, organizations, legal and regulatory bodies, and AI policy makers at region, industry and organization levels. Stakeholders are encouraged to participate in industry collaborations and workshops, contribute to evolving standards, and remain vigilant about the changing ethical landscape of AI in media.

The dedicated R&D work of the IBC Accelerator ‘A Framework for Generative AI’ project and the contributions from TCS set a strong foundation for responsible AI practices in the context of the experiences of the project team as well as the practical knowledge of the key practitioners involved in this collaboration. This could be contextualized and adapted as technology and societal expectations evolve, with constant review to improve and shape a more ethics and responsible M&E industry.

REFERENCES

1. TCS Responsible AI SAFTI Tenets©, and TCS 5A Framework for Responsible AI, copyrighted framework published by Tata Consultancy Services <https://www.tcs.com/what-we-do/services/artificial-intelligence/solution/implementing-ethical-responsible-ai>
2. Inputs from the workshops and discussions between the TCS team(authors) and the key contributors from the IBC ‘A Generative AI Framework’ project from organizations such as Globo, RAI, YLE, ITV, EBU, VRT, Channel 4, University of Kent, Studio Deussen, Cool Hunter, Google Cloud, AMD, Animatix and Pluxbox.
3. IBC Accelerators 2025 “A Framework for Generative AI” full project objectives and all final POC results and live Showcase Session can be found here: ,



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<https://show.ibc.org/accelerator-project-framework-generative-ai>

ACKNOWLEDGEMENTS

The authors would like to thank IBC, and the 2025 IBC Accelerator 'A Framework for Generative AI' project team for the outstanding global collaboration and dedication to ethics and responsibility in AI media and entertainment production.

APPENDIX: VISUALS FOR REFERENCE



Introduction

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- Understanding and implementing Ethics, Responsibility, Risk and Policy were a top priority for this Accelerator.
- Extensive research and workshops were conducted as part of this POC, focusing these areas on both our technical framework and creative production processes.
- Special thanks to our industry peers TCS (TATA Consultancy Services) for helping lead the research and learnings.





Key objectives

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- Understanding Responsible AI in Media and Entertainment
- Exploring Key Ethical Challenges and Frameworks
- Deep Dive into Fairness and Copyright Issues
- Guiding Principles and Governance for AI Applications
- The creation of a more extensive white paper to expand on these learnings



The Responsible AI Concept for A Framework for Generative AI

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- Purpose: Create a conceptual responsible AI framework and guidelines to use in the context of AI interventions and creative applications in the media value chain from pre-production to distribution.
- Scope: Contextualize the learnings to the media value chain as a white paper and official POC material for this project.





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Diving into the Responsible AI findings and framework



Key Priorities & Challenges driving the need for a Responsible AI framework

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Ownership & Copyright Concerns

- Content ownership ambiguity
- Rightful Copyright & ownership of AI generated content, AI models & prompts used



Compensation & Credit

- Attribute credit and compensation where it is due
- Copyright infringement issues and sharing credit – e.g. for the training Data & Content used for AI based content generation



Ethical & Creative concerns

- Artistic freedom vs. ethical correctness - e.g. originality, spontaneity, explicit content
- Need for fairness and transparency
- Journalism vs. Fictional Content: Should Different Standards Apply?
- Bias in AI generated content



Fake & Malicious intent

- Trust and safety issues in the AI content
- *Risks & Compliance issues in AI generated content*
- Malicious intent – fake content, malicious content, bias, hallucinations
- Unintended consequences



Sustainability

- AI usage implications on Sustainability
- Energy, credits, compute power with CPU and GPU



Impact on People, Jobs and Society

- Skillsets required for AI world
- Impact on People, Jobs & Society
- Union concerns across the spectrum (creators, technicians, etc.)
- Diversity, Misrepresentation
- Human discrimination bias



Framework to deliver Responsible AI for M&E “SAFTI”

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5

- Manage Copyrights, IP Rights, Data & Content: privacy (in AI generated content, as well as the source data & content used)
- Safeguard privacy and rights throughout the creative value chain, including creators, talent, and content assets
- Address Usage of NILV (name, image, likeness, voice), unauthorized use scenarios including deepfakes, simulation of living or deceased actor's voice/image etc.
- Adhere to Policy & Regulations: Enterprise Privacy policies and procedures, Information Classification, Data Protection & Security, Personally Identifiable Information (PII) Management, IP Protection, Protecting leakage of sensitive information

1

- Manage Content Trust, Safety and Security, Data Provenance
- Protect AI applications from adversarial attacks
- Produce consistent and accurate content and outcomes
- Ensure standard practice for Authentication and Authorization, Resilience, Interfacing and Integration, Data, Model Performance, Network Security
- Identify and mitigate content integrity issues in AI generated content - deepfakes, synthetic data etc.

2

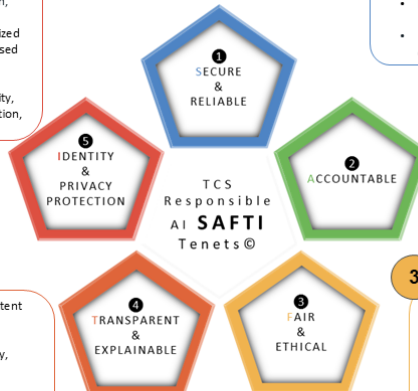
- Manage ownership of the content, data and data models used for AI vs. ownership of the content generated by AI
- Manage potential risks: Legal & compliance, Financial & Brand, and Humans
- Humans in the loop for critical outcomes validation
- Enhances organizational readiness
- Review & establish requisite AI policies & Governance, ethical guidelines, Guardrails, Organizational Readiness, Human Machine Interaction, AI & Data Infrastructure

4

- Enable Transparency and Explainability for AI generated content across each stage of the M&E value chain
- Explainable, Interpretable AI applications for traceability
- Furnish Compliance Readiness and Auditability, Explainability, Decision Auditability, Interpretability, Traceability
- Embed and leverage Explainable AI capabilities within AI platform/tools used (e.g., in GCP, AWS)
- Manage artistic freedom and creativity vs. AI based creative augmentation
- Define guidelines to mitigate impact on jobs, society

3

- Ensure fairness, diversity, and non-discrimination in AI-generated content across all content types and representations.
- Mitigation & Ongoing Monitoring for Fairness & Ethics
- Address Ethics & values for use of AI (Organizational, Geography, Industry contexts)
- Address intended and unintended discriminations such as - bias, misogyny, explicit & harmful content, and all human & machine oversight issues across data used and generated content.
- Enable credits and compensation to original owners of the content & data used - source of truth, as well as AI generators
- A Human Centered perspective, with an eye on AI's impact on M&E Industry, jobs & society



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A deep dive into several important areas (Fairness, Transparency, Copyright)



Deep dive on Fairness & Transparency: A topline summary

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Key Scenarios

- *Script analysis & story generation*
- *Automated editing, voice simulation, cloning, dubbing*
- *Character generation based on real and virtual actors – Image, videos, 3D, VFX, simulation*
- *Facial recognition, deep fakes*
- *Predictive analytics & AI in talent scouting, casting, content planning, box office performance etc.*
- *Content Personalization & Recommendation algorithms*
- *AI generated music, lyrics, score*



Key Concerns & Questions

- *Permission to use content, data, and NILV (Name, Image, Likeness, Voice) assets of original creators, actors etc.*
- *Intentional and unintentional bias, mis-representation, fake content in Data and Algorithms*
- *To ensure diversity and representation in casting, AI generated characters & storyline*
- *Stereotyping and Cultural Sensitivity*
- *Labor and Economic Equity*
- *Consent, Privacy, and Intellectual Property ownership concerns*



Approaches to mitigate

- *Usage of diverse and representative datasets (natural engineering to address diversity issues)*
- *Transparency and Accountability*
- *Explainable AI for traceability*
- *Inclusive Design and Content creation*
- *Ethical Standards and Regulation*
- *Algorithm & Data Auditing*
- *Education and awareness*



Deep dive on Copyright: A topline summary

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Key Scenarios

- *Script analysis & story generation*
- *Automated editing, voice simulation, cloning, dubbing*
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- *Content Personalization & Recommendation algorithms*
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Key Concerns & Questions

- *Copyright, ownership, IP of the AI generated content, along with need to identify and address potential violations in AI scenarios*
- *Rights of the AI generated content/actors/talent vs. original human actors/talent (living, dead, virtual)*
- *Ownership, IP of the unique AI models, fine-tuning & creative prompts used for AI content generation*
- *Copyright sharing, credits to the owners of the data and content used for training, generating and monetizing AI content*



Approaches to mitigate

- *Watermarking, finger-pring, content provenance approaches for credit attribution to original owners and creators*
- *Geo, Industry, Organizational regulations and policies for IP and Copyright management in AI context - e.g. EU AI act*
- *Business models to address copyright scenarios for the AI driven Media world – e.g. Pay from deployers of big AI models for usage of the Media orgs' data*



AI Governance | Key Functions

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Responsible AI - Coverage

- Assessment Framework
- Foundational Policies
- AI Policies
- Policies to guardrail conversion and implementation

Architecture and Technology

- AI Engineering – Build vs Buy
- Reference Architectures
- Playgrounds, sandbox and environments setup
- AI Infrastructure and Sustainability

Change Management

- Change Strategy and Plan
- AI Change Agents identification
- Capabilities and Skills Uplift plan – AI Literacy

Governance Organization

- Leadership oversight and commitment
- Stakeholders Involvement
- Governance Roles and Responsibilities
- Governance Processes
- Knowledge Management
- AI Lifecycle
- AI Observability

AI Strategy

- AI Vision
- Use case selection, prioritization and onboarding
- AI Value Measurement
- Partner Management
- IP Management

Risk Management

- Legal Compliance
- Regulatory Compliance
- Risk Management

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AI Governance – Key activities



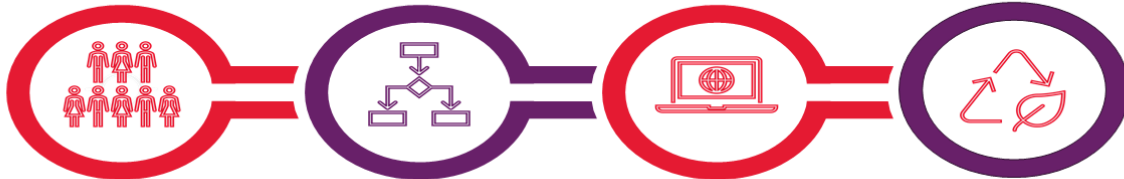
Set up

Setting up an AI Governance structure involves establishing clear policies and frameworks to ensure the ethical and responsible use of AI technologies. This includes defining roles and responsibilities, implementing oversight mechanisms, and ensuring compliance with relevant regulations and standards. Ideally, this governance would be aligned across international media sectors and standards.

Enforce

Enforcing AI policies across the media industries involves establishing a robust governance framework that ensures compliance with ethical standards and regulatory requirements. This includes regular audits, continuous monitoring, and training programs to ensure that all employees in every area of the ecosystem (software, hardware, production) can understand and adhere to the established AI policies.

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Define

Policy definitions in AI Governance involve creating clear guidelines and standards to ensure the ethical and responsible use of AI technologies. These policies cover various aspects such as data privacy, bias mitigation, accountability, and compliance with legal and regulatory requirements.

Monitor

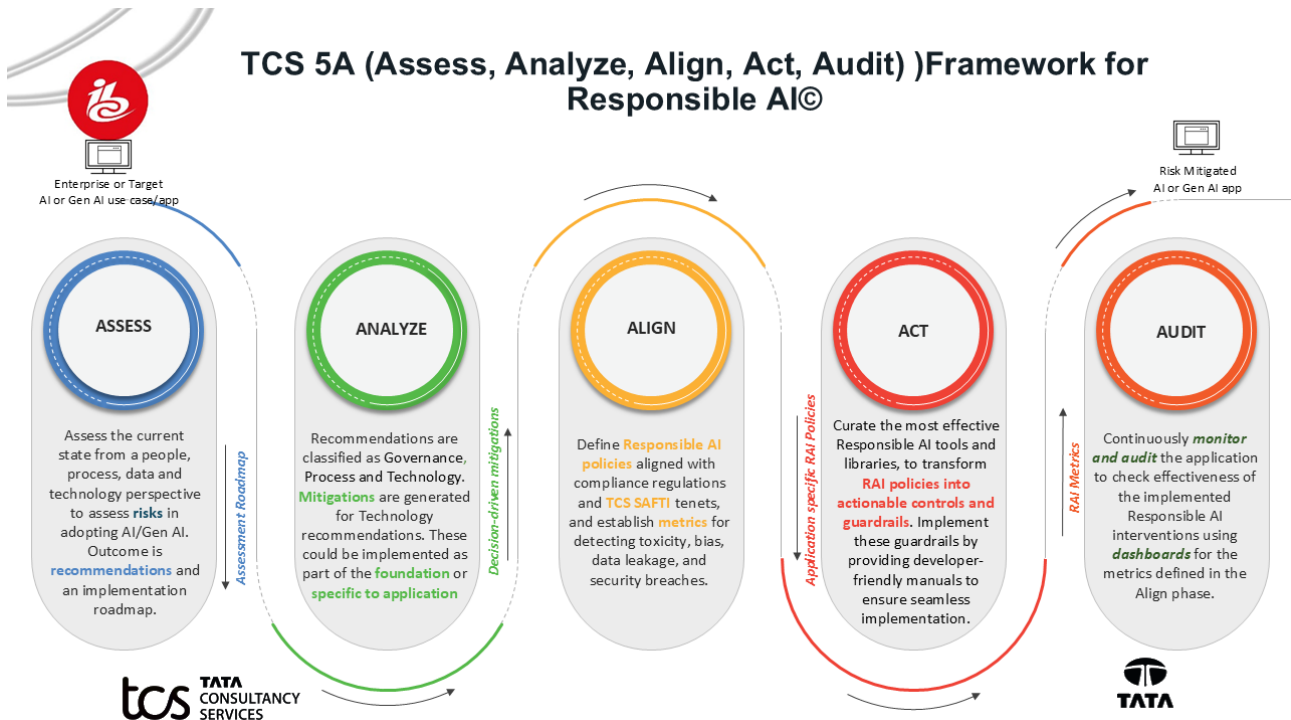
Ongoing monitoring of AI systems involves continuously tracking their performance, fairness, and compliance to ensure they operate within acceptable risk tolerances. This process includes real-time data quality checks, bias detection, and regular updates based on stakeholder feedback and evolving regulations.

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Participants and Contributors

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Tata Consultancy Services Limited

Lead Authors

Lekshmy Sasidharan, Consulting Partner for Media and Entertainment, TCS CMI CTO

Samson Daniel, Media & Entertainment Strategy Analyst, TCS CMI CTO

Roopa Maliakal, Responsible AI Lead, TCS AI Unit

Key Contributors

Tridib Banik, Chief Architect, TCS CMI CTO

Anuhya Venkata Tummala, AI Developer, TCS CMI CTO



IBC Accelerator Project Team

Key Contributors

Roberto Iacoviello, RAI

Felipe Correia, Globo

Jouni Frilander, YLE

Renato Lopes, Globo

Muki Kulhan, IBC

Paola Sunna, EBU

Tim Deussen, Studio Deussen

Andreas Urbanski, Animatix

John Canning, HP/AMD





A Framework for Generative AI

Champions:



Participants:



studio deussen

