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From ARD's point of view, the development of artificial intelligence (AI) and applications based on it also entails positive potential for public broadcasting and the fulfilment of its public service remit. We see possibilities for optimization in areas such as content production, improved use of our archives, distribution and also target-group-specific addressing of users. In the area of content, AI-assisted content production, but also AI-based autonomous content production seems feasible.

From our point of view, it is crucial that assisted and especially autonomous content production and its distribution correspond to the fulfilment of the public service remit. In general, therefore, content generated with the help of AI is and remains legal content (as it is under the editorial responsibility of the respective media organization) and, in case of public service content, positively reflects and promotes the specific socio-political mission of public broadcasting.

Where the AI acts independently, for example when controlling interaction via commentary and chat functions, but also in programming, it must be ensured that AI does not create or promote harmful trends (e.g. discrimination, disinformation, illegal content and content harmful to minors, i.e. communication processes that run counter to the free, democratic, pluralistic social order). Should AI be classified as "risky" in this respect, there should always be the possibility of adequate human oversight and intervention to avert dangers and damage. It should also be considered that providers should make it transparent to users whether and how they use AI in the area of content creation and distribution. This could possibly be designed as a voluntary commitment.

The above needs to be distinguished from situations, in which ARD (or other "traditional media") is exposed to the use of AI by third parties. This can lead to a so-called gatekeeping problem, if, for example, the operator of the AI uses it in order to offer content, make

it accessible, market it, etc. and uses AI to foster, promote and defend his business model. There are a number of platforms that are relevant for the fulfilment of the public service broadcasting remit, which in itself is basically technology and platform neutral. If access problems arise on these platforms, such as discrimination in access to the platform or discrimination against third-party content (findability) or changes to third-party content, questions of ensuring pluralism and diversity arise. In the end, this refers to democratic and political problems and thus also to problems in the exercise of fundamental rights (freedom of information and opinion, freedom of the media).

From this perspective, it can be said that high-risk situations in the sense of the questions posed by the European Commission could also arise in connection with AI and the platform industry. Therefore, the area of the use of AI through platforms that (also) offer access to opinion-forming content must be closely monitored.