

**“AI & THE NEWSROOM”**  
**Rai and CIRCOM - International Training Course**  
**Rome, 19<sup>th</sup> and 20<sup>th</sup> June 2025**

The workshop is addressed to journalists, editors, and managers of the news flow in the European Public Service Broadcaster and involves speakers from Rai and other PSM broadcasters as well as international experts.

**PROGRAMME**

**Thursday 19<sup>th</sup> June 2025, Rai Sport Center, Via delle Fornaci di Tor di quinto, Rome**

9:00 Arrival of the participants

9:15 - 9:30 Welcome address **Simona Martorelli**, Director of the International Relations and European Affairs, Rai

9:30 - 10:10 **Andrea Gerli**, journalist, responsible for the digital news in the Rai Department Editorial News Offer

*Title: How AI is changing the news and newsrooms*

Q&A Session

10:10 - 10:40 **Paola Marchesini**, Head of the Rai working group on the AI in the News Offer (TBC)

*Title: The Rai approach to using AI*

Q&A Session

10:40 - 11:10 **Antonio Arcidiacono**, Director of Technology & Innovation, EBU

*Title: Public Service Media data and the Big Tech*

Q&A Session

11:10 - 11:40 Coffee break

11:40 - 12:20 **Alberto Messina**, Ph.D. Principal Applied Sciences Media and AI and **Maurizio Montagnuolo**, Rai Center for Research, Technological Innovation and Experimentation, Rai

*Title: Rai research on new AI tools for programmes and newsroom*

Q&A Session

12:20 - 12:50 **Olle Zachrisson**, Senior News Editor AI, BBC (TBC)

*Title: BBC experimentation on AI*

Q&A Session

12:50 - 14:00 Lunch

14:40 - 15:20 **Gérald Holubowicz**, head of *Journalism design*, consultant and network manager, CIRCOM

*Title: Training newsroom to understand AI*

Q&A Session

15:20 - 16:00 **Ketty Bremme**, head of innovation and foresight, France Televisions

*Title: The France Televisions point of view on innovations and challenges in the newsroom*

Q&A Session

16:00 - 16:30 Break

16:30 – 17:15 **Jyri Kivimäki**, Executive Producer, AI and Editorial Solutions Yleisradio Oy, Finnish Broadcasting Company

*Title: The use of new AI tools in the newsroom*

Q&A Session

17:15- 17:45 **Yani Khezzar** head of news innovation, TF1 (TBC)

*Title: The experience of TF1 with AI in the newsroom*

Q&A Session

**Friday 20<sup>th</sup> June 2025, Rai Sport Center, Via delle Fornaci di Tor di quinto, Rome**

9:15 Arrival of the participants

9:30 - 10:15 **Ezra Eeman**, Strategy and Innovation Director, NPO (Online presentation)

*Title: AI and the changing media landscape*

Q&A Session

10:15 - 10:45 Coffee break

10:45 - 13:00 Round Table of the participants and the guest speakers

13:00 - 13:30 **Andrea Gerli** and **Gérald Holubowicz**: Conclusions

13:30 - 14:30 Lunch