

AI and culture : policy perspectives from the FWB

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AI and culture from a policy perspective

- October 2023 : working group of the « Conseil supérieur de la culture » (CSC)
- January 2024 : Interparliamentary (with Wallonia and Brussels-Capital) conference organised by the Parliament of the FWB. Session "The creative and cultural industries faced with AI and its impact on the daily lives of European citizens"
- February 2024 : cultural commission of the Parliament of the FWB : Audition of SABAM, SACD and PROSPERE

AI and culture from a policy perspective

First observation

AI is deeply changing the cultural sector in all areas of its value chain (creation, production, dissemination and distribution, mediation, consumption). Workers in the cultural sector are both keen to integrate these new tools into their activities and their artistic research, but are also very concerned about, and in some cases already affected by, the negative effects that are emerging.

AI and culture from a policy perspective

Issues for the next government

1) How does AI affect creation and what measures should be taken?

- Distinction between synthetic creation and human creation (form a policy point of view)
- Transparency issues

2) Should we regulate the impact of AI in the field of cultural production?

- Negative aspects (e.g. dubbing in the film industry), but also positive ones
→ Training issues

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Issues for the next government

3) What role can AI play in cultural mediation?

- Reliability and quality issues

4) How can we ensure the visibility of FWB cultural contents in recommendation algorithms?

- Issue of collecting and managing quality data about cultural content

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Issues for the next government

5) Should the legal regime for intellectual property law be changed?

- What status for AI products?
- TDM (Text and Data Mining) exemptions

6) How can we ensure the reliability of information to the public?

- Fakes news issues

AI and cultural heritage

- 1. Image analysis and restoration**
- 2. Object recognition and classification**
- 3. Translation and transcription**
- 4. Automatic text analysis**
- 5. Virtual Reality (VR) and Augmented Reality (AR)**
- 6. Recommender systems for personalized experiences**
- 7. Cultural content analysis and interpretation**
- 8. Heritage digitization and preservation**

Source : "Artificial Intelligence for Digital Heritage Innovation: Setting up a R&D Agenda for Europe"

AI and museums in FWB

Survey conducted in February 2024 (62 respondents)

Are you currently using AI in your museum?

- Never or Rarely : 66% (Never : 40%)
- Occasionally or often : 34%

AI : For which uses ?

- Translation (25%) Writing texts (20%) Image creation (16%) Promotional content (18%)

Why don't you use AI ?

- I don't have the human/technical/time resources to use it (30%) I don't know (24%) I'd like to, but I haven't got time (22%)

AI and museums in FWB

Survey conducted in February 2024 (62 respondents)

Would you like to increase the use of AI in your institution in the future?

- Maybe (68%) Yes (24%) No (8%)

In which areas would you like to use it?

- Promotional content (15%) Translation (16%) Educational activities (14%) Image creation (14%)
Virtual reality (12%)