

# TRUSTED AI

by **APA**

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# Digital economy: Playing field for media companies

Digitale Transformation   Tech-Giganten   Desinformation   Steigende Komplexität  
Artificial Intelligence   Strukturprobleme   Digitale Fitness   Sinkendes Vertrauen  
Automatisierung   War on Information   Polarisierung   Digital Skills   Algorithmen  
New Work   Hate Speech   Geändertes Mediennutzungsverhalten   Disruptive Techn  
FakeNews / Deep Fakes   Datensicherheit   Digital Humanism   Fragmentierung  
Resilienz   Teuerung   ChatGPT   Agilität   Multiple Krisen   Geopolitische La

# Trusted AI – APA-Strategy

Vision Statement



We want to ... provide orientation, products and tools,  
**so that our customers** can understand, classify and  
use AI truthfully, generate advantages and **are  
economically successful.**



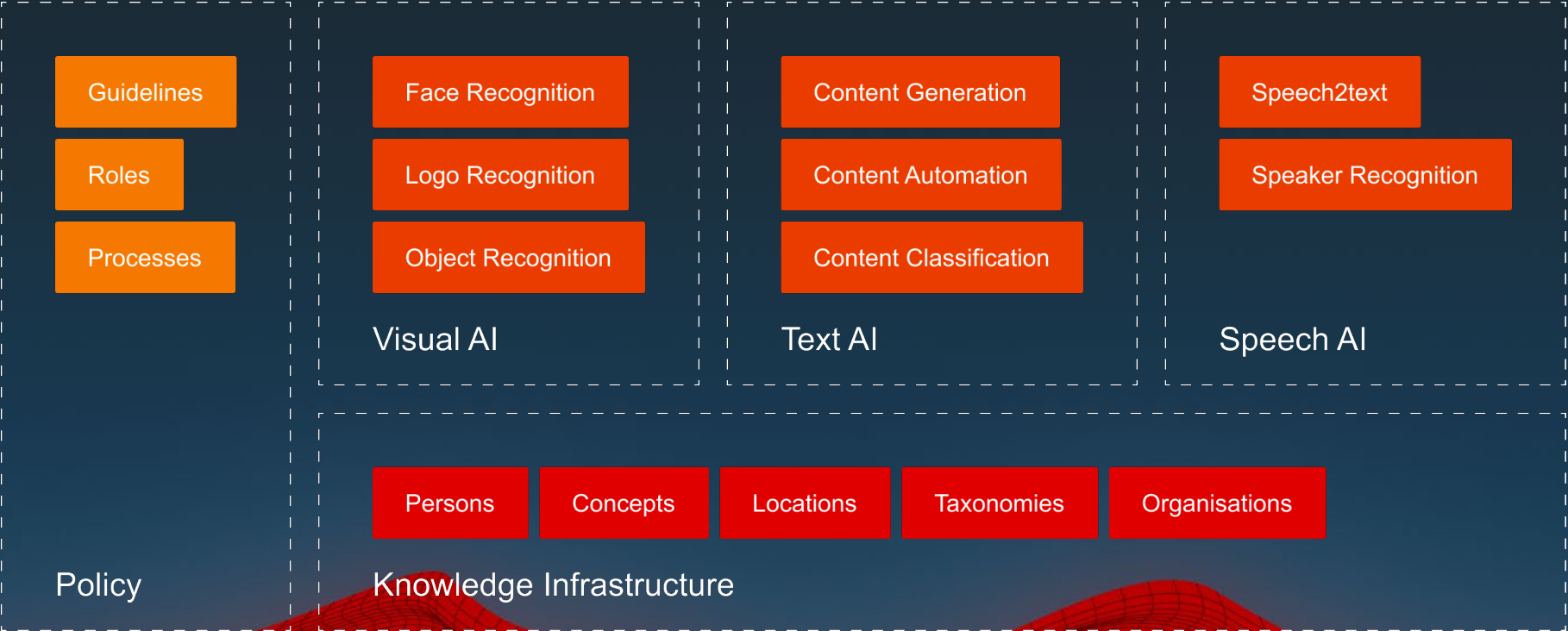
# Trusted AI – APA-Strategy

What does Trusted AI incorporate?

- **Guidelines** and quality rules
- **Verified** and **validated** data
- Mandatory **labeling** of AI content, transparency
- Selection of **basic technologies**
- **Product security**
- **Traceability**
- **Technology agnosticism**
- **Safe space** for information processing

# Trusted AI – APA-Strategy

## Service Portfolio



# Trusted AI – Service Portfolio

Policy: Task Force AI

- Further development of **AI strategy**
- AI product **portfolio**
- **Training**
- Stakeholder **surveys**



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