



Channel 4's AI Principles

Channel 4's AI Mission Statement

At Channel 4, we believe AI is here to support human creativity, not replace it. So we're not handing the keys to the machines.

We want to use AI in ways that serve our people, our work and the purpose that drives us.

We want to use AI to remove inefficiencies, free up time, and protect the space where real creative thinking happens.

We want to use AI to reduce friction and speed up the tasks we all find mundane, because we see it as a tool to support our greatest assets – our people and our creativity.

Channel 4 has always led from the front, innovating with purpose; in times of great change, we won't lose who we are and what makes us Altogether Different.

Our Core Beliefs

Creativity Comes First

AI enhances and supports – it doesn't replace human judgement. We only use AI if it serves the idea, the story or the team, not just for the sake of it.

Championing Transparency

AI is only useful if we all understand why we're using it, what it's doing and how it's showing up. We'll share usage clearly and purposefully, avoiding any jargon, focusing on trusted ethical software that uses licensed data.

Inclusive Storytelling

Inclusion is central to how we tell stories, who we platform, and what we stand for. We will not use AI where it has discriminatory effects, so we won't ignore the risks of bias or the real-world impact on marginalised communities or creator IP.

Everyday Integrity

Trust and truthfulness matter. We want to combat misinformation, so we will actively avoid using AI systems that could lead to the spread of misinformation or disinformation.



How we are using AI today

1. Empowering our colleagues with Microsoft's Copilot AI Assistant, to help with everyday tasks like meeting minutes, document summaries and presentation support, creating space for the work that really matters
2. Testing the effectiveness of an AI tool from Prime Focus, our broadcast distribution partner, to auto-review footage and flag potential compliance issues across some acquired shows
3. Streamlining Sales operations by using AI to automate manual booking processes, saving time, eliminating errors and enabling commercial teams to spend more time with our Customers
4. Developing a proprietary AI chatbot trained on Channel 4's People policies to answer employee queries faster
5. Working with Adobe AI to help create and scale the number of marketing assets produced – freeing up time to develop standout ideas and campaigns for our viewers
6. Trialling, transparently, the use of AI in our programming to disguise anonymous interviews, reconstruct events and at the centre of new programme formats like The Honesty Box

Detailed principles and guidelines

Guided by our core beliefs, we have developed a detailed set of AI principles and guidelines that outline what we expect at Channel 4. These principles and guidelines are regularly reviewed, evolved and upheld via the supervision of the Channel 4 AI Steering Group. We invite you to read them, embrace them and share them:

1. We will be transparent: We will keep people informed of how we use AI and we will always feel comfortable explaining our use of AI to others.
2. We will ensure integrity and be accountable: We will take responsibility for our use of AI – having oversight of what we do. All tools we use will meet minimum standards of quality and we will have an appropriate level of understanding of the provenance and accuracy of the output. We will have appropriate governance in place for auditability, traceability of data and verification of systems, and we'll always take data protection principles and commercial confidentiality into account.
3. We will be fair and non-discriminatory: The use of AI should be fair. We will not use AI where it has discriminatory effects. We will reflect on the impact of our use on individuals affected as well as wider society. We will use AI in the context of our role as a Public Service Broadcaster. We will respect the intellectual property rights of third parties and any impact AI will have on the creative industry
4. Our systems will be robust and secure: Data will be held securely. AI systems must function in a robust, secure and safe way, with potential risks continually managed and assessed.
5. We will ensure that our use of AI is sustainable: We are committed to utilising AI technologies that prioritise sustainability. This involves minimising the environmental impact of AI systems by working where we can with partners that deliver energy-efficient infrastructure and renewable energy sources in line with Channel 4's sustainability targets. We will consider the broader societal implications of AI, including its effects on employment and the economy, ensuring that our AI initiatives contribute positively to society.



What we will not support

We will not pursue any AI application which contravenes or may contravene any law or regulation, the public order and good morals, which includes, amongst others:

1. **Misinformation:** We will actively avoid using AI systems that could lead to the spread of untrustworthy information, misinformation or disinformation. Such uses could undermine the authenticity and credibility of our content, harming the trust between audiences, creators and Channel 4.
2. **Algorithmic Bias:** We will not work with AI algorithms that perpetuate existing biases, that limit the visibility of underrepresented voices or that lead to unequal representation and discrimination in content recommendations and production decisions.
3. **Creative Displacement:** We must make conscious decisions about the impact of our use of AI and the possible displacement of roles for our creative partners within our industry. Any use of AI will consider how we facilitate creative expression whilst considering the rights of creators, artists, talent, contributors and our partners.
4. **Journalistic Integrity:** We will not use AI to replace human judgement, critical thinking, and a deep understanding of complex issues that are required to uphold Channel 4's commitment to independent and quality journalism, in conjunction with Channel 4's producer guidelines and The Ofcom Broadcasting Code
5. **Human Oversight:** Our use of AI will be subject to appropriate human oversight and control. We will not use AI alone in situations that require nuanced judgment and decision-making such as those related to content moderation or ethical dilemmas. These decisions should be made by humans with appropriate expertise and oversight.
6. **Supporting the rights of creators:** We will not knowingly use AI systems that do not the respect the intellectual rights of original creators. Channel 4 should play an active role in fostering a sustainable and thriving creative ecosystem.

This is guidance that will be revised and adapted as our knowledge and experience develops.