



MEF
MOBILE ECOSYSTEM FORUM

AI Roundtable Meeting #2

June 22th, 2020

🌐 Background

- 🌐 May 07: Multiple topics discussed
- 🌐 June : webinar on AI Regulation (recording available)

🌐 Multiple topics identified

- 🌐 AI regulation - information, education, framework
- 🌐 AI bias
- 🌐 AI buyer guides

🌐 Today's goal

- 🌐 Align on the shape of the AI Actions at MEF



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MEF AI Roundtable

On Thursday 7th May, 10 members met for the first MEF AI roundtable. Serafino Abate, MEF Regulatory Advisory, and Rafa Peiron, Latam Board MEF Board Member, started the meeting with a discussion on the structure of AI regulation and the main implications and discussions continued on the progress from EU, USA and China in developing industrial policies.



Presentation & Recording



[Download the minutes >](#)



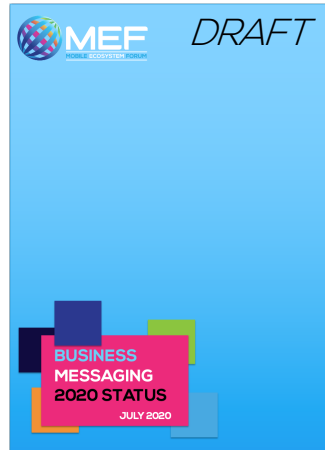
[More Useful Links & Resources >](#)

<https://mobileecosystemforum.com/member-resources/mef-ai-roundtable/>

Request for reviewers / reading final draft



Smartphone Survey Report - published in May 2020



Business Messaging Consumer Survey Report - TBC JULY 2020

TABLE OF CONTENTS/ CHAPTER

MARKET STATUS

A2P: REACH OF BUSINESS MESSAGING

A2P: SMS & OTT

P2A CONVERSATIONAL COMMERCE TODAY

P2A: USER ATTITUDES

P2A: USE CASES

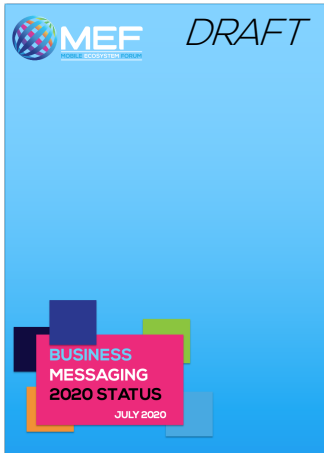
ACCEPTANCE OF CHATBOTS

CHATBOT DISCOVERY

MESSAGING FRAUD

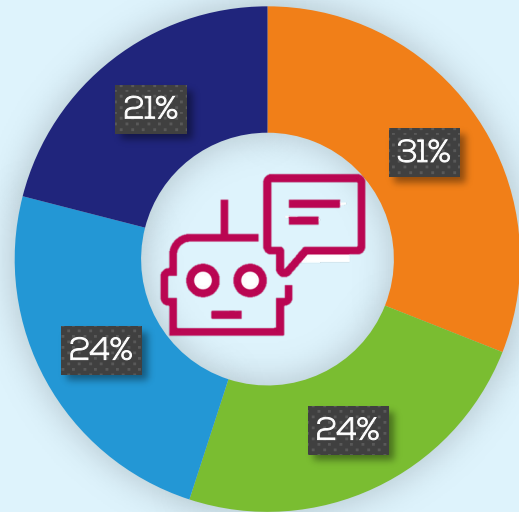
SPAM

Extracts



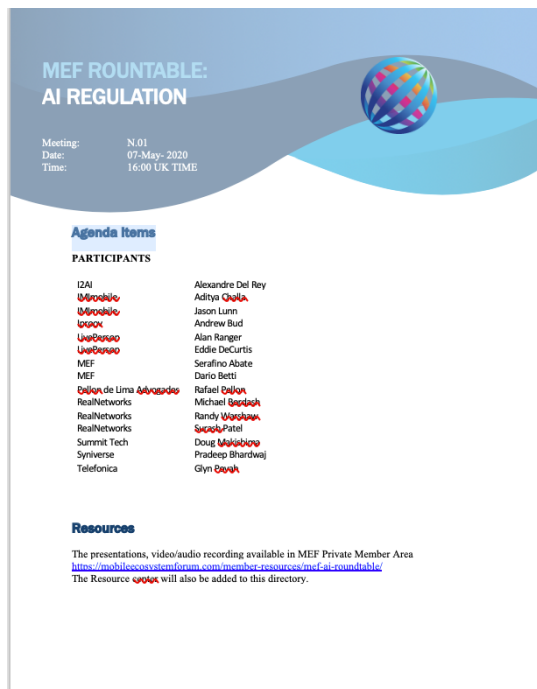
Business Messaging Report - TBC JULY 2020

Would you accept a machine to respond to your messages?



- Yes, but only for routine services (e.g. balance check, order status)
- Yes, for all queries, including complex questions (e.g. customer complaints or instructions)
- No, I want to know that there is a human answering my questions
- I am not sure

From the study: users reject talking to machine, but are happy with the benefits of the specific use cases that they can power



**MEF ROUNDTABLE:
AI REGULATION**

Meeting: N.01
Date: 07-May-2020
Time: 16:00 UK TIME

Agenda Items

PARTICIPANTS

I2AI	Alexandre Del Rey
Microbio	Aditya Challa
Microbio	Jason Lunn
Logic	Andrew Bud
UABENSAO	Alain Ranger
UABENSAO	Eddie DeCurtis
MEF	Serafino Abate
MEF	Dario Betti
Dalton de Lima Advogados	Rafael Dalton
RealNetworks	Michael Basipash
RealNetworks	Randy Wapchock
RealNetworks	Sergio Patel
Summit Tech	Doug Makibwa
Syniverse	Pradeep Bhardwaj
Telefonica	Glyn Evans

Resources

The presentations, video/audio recording available in MEF Private Member Area <https://mobileecosystemforum.com/member-resources/mef-ai-roundtable/>
The Resource **spoke** will also be added to this directory.

- Discussing next actions
- Prioritising work packages
- Recruiting volunteers for support of work packages
- Set up milestones dates

Updated Actions

Action	Owner	Deadline	Status
Plan follow up AI Roundtable	Dario Betti	22/06/20	Ewa will send an invitation close to the date, currently date chosen is the 22 nd of June, at 4 PM UK time Additional date to be confirmed in next meeting
AI Resource Library @ MEF	Dario Betti	22/06/20	Sam is creating the page with material available. Page and email to share material will be available during the next AI Roundtable call
AI Report / Open Consultation Radar	Serafino Abate	10/09/20	Ideas to be shaped: an open list of consultation open for comment on AI, where MEF Members and MEF could take part.
AI RISC (Regulatory Information Service Centre)	Rafa Pelon	10/09/20	Multiple ideas: a best practice document / a key question to ask to your AI supplier document /
Webinar on AI Regulation	Andrew, Rafa, Serafino, Alexander	10/06/20	AI regulation open debate to inform and expand the reach of our discussion to other members and non-members
AI Report / Best Practice / Code of Conduct	Surash Patel	10/09/20	Multiple ideas: a best practice document / a key question to ask to your AI supplier document /

Next steps:

- Existing ideas to be developed/ prioritised / confirmed/
- Volunteers
- Milestones



Artificial Intelligence

Resources & Links

WhitePapers/Reports

- [Explaining decisions made with AI - ICO](#)
- [AI Watch Defining Artificial Intelligence – European Commission](#)
- [Global ICT Regulatory Outlook 2020](#)
- [The Future 100: 2020](#)
- [PwC's Responsible AI](#)
- [Carat's ten trends for 2020: The year of all-conquering ecosystems](#)
- [Opinion of the Data Ethics Commission](#)
- [The Shoulders of Giants – Ben Evans](#)

Useful Links

- [A case for banning facial recognition – NYT](#)
- [Equal AI.org](#)
- [AI Regulation](#)
- [COVID-19: 5 new human truths that experiences need to address](#)
- [An AI can simulate an economy millions of times to create fairer tax policy](#)
- [We Are a New Board Overseeing Facebook. Here's What We'll Decide](#)
- [Our weird behavior during the pandemic is messing with AI models](#)
- [Facebook and the Folly of Self-Regulation](#)
- [Artificial Intelligence has a gender problem — why it matters for everyone](#)



Is the lack of clear regulation hindering AI-powered technological progress?

By MEF | May 28, 2020 | Mobile Content

No Comments

4

Share

MEF regulatory advisor Serafino Abate shares conclusions from recent discussion held by Members at a workshop on the possibilities and challenges of artificial intelligence and its regulation.

In recent months, we have heard many calls for regulators, legislators and policy makers to get their act together and come up with innovation friendly, clear rules for AI technology and its applications. Companies such as Google and Microsoft, through their CEOs, have voiced their desire to see some clarity around the way AI technology can be put to use. There is a shared sense that without clear rules, AI technology will be under used, and will not fulfill its potential.

Which, contrary to the mainstream media focus on scaremongering campaigns, is considerable, and represent a once in a generation opportunity to take an innovation leap forward. The current debate around AI regulation seem to have so far produced a lot of noise but little clarity, if we set aside the focus of late on privacy and personal data. What is it exactly that needs regulating? And who should be doing the regulating itself?

Some of these issues were raised by MEF members during a recent internal workshop on AI regulation. There was clear agreement that, given the broad, trans-national and trans-sectoral nature of the challenge, industry associations that have the capability to explain the technology, like the MEF, should be an active part of the debate.

Indeed, participants felt that one of the first task at hand is to bridge the current gap in understanding between those tasked with making the rules, and those that work with AI technology. This could be done through different types of engagement between regulators and their industry stakeholders, including through a co-formation process for the regulation itself.

Whichever the form chosen, it must be transparent, meaningful and goal-oriented. It must also be open and inclusive – and ensure proper gender, age and racial representation. We want rules that represent our modern, diverse and vibrant societies.*



Serafino Abate



Regulatory
Advisor, MEF



290 unique viewers

TOP Countries

- United Kingdom
- Brazil
- Sweden
- Spain
- United States
- Algeria
- United Arab Emirates
- Belgium
- Netherlands
- Argentina

<https://mobileecosystemforum.com/2020/05/28/is-the-lack-of-clear-regulation-hindering-ai-powered-technological-progress/>



This event has passed.

AI Regulation: understanding the real challenges, understanding the real opportunities



[Register here](#)

AI will be the equivalent of a new Industrial Revolution, all companies will deploy artificial intelligence in their functions.

- Are enterprises really ready to understand how to compete and grow with AI?
- Do enterprises understand the impact of using AI in their day to day business?
- What are the regulators preparing in USA, EU, China and developing economies?

Speakers



Andrew Bud
CEO
iProof



Rafael Pelton
Partner
Pelton de Lima Advogados



Serafino Abate
Regulatory Advisor
MEF



Alexandre Del Rey
CEO & Founder
International Association of Artificial Intelligence

- Well received live webinar
- Recording and blog to go live this week



The conversation circled around the perceived difficulty to regulate something still so fluid as AI, that can be used for a multitude of goals and is massively favorable to our flawed species when used correctly. Most of the initiatives addressing such a challenge try to map the uses of it to discover if not when something were wrong. Our speakers shared cases, mostly on problems with facial recognition and its biases, the lack of minimal guidelines for experimenting with the power of AI and the fact that, by the end of the day, we're all on the same path for the testing of new applications, not mattering if someone is being in developed or under developed regions of the globe.

Even such strive for the deployment of AI applications, what should be then its red lines, the hard limits that we, as a society, should have imposed to avoid the real dystopian feelings that somehow arise on the back of our necks? All speakers agreed that military, health, finance and public security should all have limited uses of AI on its industries, given the potential to critically harm our social fabric.

Does this mean that regulation should approach those industries on vertical guidelines? Not so much. Speakers agreed that vertical regulation is indeed necessary, defining basic guidelines such as the right to transparency of financial or credit decisions taken by an algorithm, with human review when needed, or the prohibition to employ automatic targeting on military applications, given how flawed and prone to error object recognition would be on stressful battle conditions. Killer robots is a loud no for now.

In health applications, the biggest issues are the critical data being amassed by private companies and how that will be used later on, a paradox mentioned by scholars on the challenge of balancing large amounts of data to provide good services versus the lack of decay of digital data, which can prove harmful in the long term. With the amount of health data collected by each and everyone of us with our daily devices this is concerning, at best, and the best regulation around it for now seems to be EU's GDPR, which is far from being the global standard nowadays. Professor Harari sums up its risks on the first 2 minutes of this recent interview. Last but not least, public security and facial recognition is a headline with the recent news that the subcommittee of the tech industry will stop allowing its AI tools to be used by public security forces in the US in the wake of the ultimate protests against racism and other bias. There are other ways of employing AI on public security in chilling ways, though, as this piece from the NYT uncovers.

Rafael Pelton



Policy & Initiatives,
LatAm, MEF Board
Member

By the end of the webinar, it was becoming clear that we might also need horizontal regulation for the protection of basic human rights, before it all becomes too dystopian. It is time.



FASTCOMPANY


IBM, Microsoft, and Amazon's face recognition bans don't go far enough

Kate Kaye 6/13/2020



Advocates against flawed facial recognition systems have [pushed for limits or bans](#) on the [use of these controversial technologies](#) by law enforcement for at least four years. Now, amid a global reckoning around racial injustice spurred by the killing of George Floyd by Minneapolis police, IBM, Amazon, and Microsoft declared decisions to end or pause sales of their facial recognition products to law enforcement.

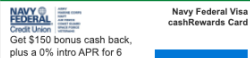
Save Your Money if the Bubble Bursts



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NAVY FEDERAL CREDIT UNION
Navy Federal Visa cashRewards Card
Get \$150 bonus cash back, plus a 0% intro APR for 6 months

The companies' choice to step away from facial recognition received muted praise from some high-profile activists who've fought against facial recognition use for law enforcement and private surveillance. But other advocates for ethical and equitable tech approaches are skeptical of what they say looks more like pandering than meaningful action.

The parade of announcements from giant tech companies is an attempt "to virtue signal as a

- Is the response by big tech adequate
- Is this a PR stance?
- What should be the debate/discussion?

- Existing consultation to respond as MEF
 - European Union AI Strategy
 - Call for inputs
- USA? – Dario to check
- ICO (UK) – Dario to check
- Brazil existing discussion (Rafa)
- Further investigation in international consultation (Serafino)



● Work from Liveperson to measure male/white bias

- A series of interviews to check what has been done to address the bias
- Webinar / blog to highlight the issue

Surash suggestion to be discussed/developed:

- Minimum requirements for your AI supplier to behave correctly (a checklist)
- How to act as an “ethical buyer”
- What should you contract include
- Specific inclusion / chapter (e.g. face recognition)



- Rafa's idea
- An existing MEF service

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Join the leaders in mobile entertainment
As the leading global advocate for the mobile entertainment industry MEF is playing a pivotal role in driving the industry's evolution and commercial potential.

MEF Initiatives

Take the initiative: Join the industry leaders to shape and influence the future of the mobile entertainment industry. Betting on mobile dataragen bola increasingly prioritizing technology accessed from smart phones such.

Initiative Update
Enablers Initiative
Business Confidence Index (BCI)
Content Sales Reporting
M-Commerce
MEF EMEA Working Group
MEF Asia Working Group
MEF LATAM Policy & Initiatives Committee

View full list of MEF initiatives

Policy and Regulation Update
Asia Regulatory Tour
Consultations and Responses
Industry Liaison Panel
MEF Regulatory Information Service Centre (RISC)
Mobile Sweepstakes and promotions
MEF's briefing on the impact of Unfair Commercial Trading
OFCOM Scope Review
PRS presentation Industry Liaison deck
MEF's Initial Response to Scope Review

MEF News & Blogs

December 16: MEF Unveils 2011 Plans for Middle East Region
December 13: Industry Leaders from North America and LatAm Address Critical Business Issues and Opportunities for Market of Nearly 1 Billion Consumers at MEF Americas 2010
December 2: MEF Elects 2011 North America Board of Directors
December 1: MEF North America Launches M-Commerce Initiative Focused on Security and Privacy of Mobile Payments

More news

MEF in the News
Top Ten 2011 Mobile Media Trends for 2011 (January 2011)
MEF Connects Qatar (December 2010)
Apple embedded Sim is 'a wake up call' (December 2010)
MEF Americas 2010: Mobile Content & Commerce (October 2010)
Time To Wake Up: To the M-commerce Opportunity (October 2010)
MEF M-Commerce Guide (July 2010)

More MEF in the News

Member News
Silverstreet breaks SMS volume record
Uploaded by Silverstreet Active Media, 29/12/2010
SDL Expands Multichannel Mobile Marketing Solutions with Netbiscuits

MEF Upcoming Events

The Mobile Entertainment Forum will be providing creative input and thought leadership at the following forthcoming events

MEF Events Calendar
Click for spreadsheet summary
Jan 22-26: Midem 2011 [Cannes]
Jan 25-26: 6th Annual Prepaid Mobile Summit 2011 [Bangkok]
Jan 26: MEF Cocktail Reception [Bangkok]
Feb 12-13: Qtel Innovation Exchange [Barcelona]
Feb 14: MEF EMEA AGM & Board Elections @ MWC [Barcelona]
Feb 14: MEF Connects @ MWC [Barcelona]
Mar 1: Westminster eForum Keynote Seminar [London]
Mar 14-17: The 4th Mobile Commerce Summit Asia [Kuala Lumpur]
Mar 24: Mobile Apps 2011 [Beijing]
Apr 4-5: The 2nd Greater Mekong Mobile Payments & Banking Summit 2011 [Hanoi]
Jun 21-24: CommunicAsia 2011 [Singapore]
Jul 11-30: datar situs judi bola [Indonesia]

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Confirmation of actions

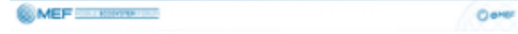
- Repository
- Blog
- Webinar 2
- Consultation Radar
- Human bias
- AI Guide
- AI RISC
- AI Regulation internal Framework / debate



JUN 16:00 - 17:00 ↻
22 MEF AI Roundtable



JUL 16:00 - 17:00 ↻
20 AI ROUNDTABLE



SEPT 16:00 - 17:00 ↻
AI WEBINAR. ??

<https://mobileecosystemforum.com/events/>



Thank you