

Resources & Further Reading

Key Sources and References obtained for the **Screenskills The AI Shift in HETV**”.

Source	Link Text	URL
Netflix AI Guidelines (General)	Netflix Partner Help Center: Generative AI	https://partnerhelp.netflixstudios.com/hc/en-us
Netflix AI Guidelines (Specific Doc)	Using Generative AI in Content Production	https://partnerhelp.netflixstudios.com/hc/en-us/articles/43393929218323-Using-Generative-AI-in-Content-Production
Channel 4 AI Principles (PDF)	Channel 4's AI Principles Document	https://assets-corporate.channel4.com/_flysystem/s3/documents/2025-05/Channel4AIPrinciples.pdf
Channel 4 AI Principles (News Report)	TVBEurope: Channel 4 sets out AI guidelines	https://www.tvbeurope.com/artificial-intelligence/channel-4-sets-out-ai-guidelines
BBC AI Guidelines	BE Broadcast: BBC sets ethical guidelines for generative AI	https://bebroadcast.co.uk/bbc-sets-ethical-guidelines-for-generative-ai/
U.S. Copyright Office AI Initiative	Copyright and Artificial Intelligence Initiative	https://www.copyright.gov/ai/
U.S. Copyright Office News	U.S. Copyright Office NewsNet	https://www.copyright.gov/newsnet/2025/1060.html
Ofcom AI Strategy	Ofcom's strategic approach to AI	https://www.ofcom.org.uk/about-ofcom/annual-reports-and-plans/ofcoms-strategic-approach-to-ai

SAG-AFTRA AI Resources	Artificial Intelligence Resources	https://www.sagaftra.org/contracts-industry-resources/member-resources/artificial-intelligence
WGA Contract	Writers Guild of America East: Artificial Intelligence	https://www.wgaeast.org/know-your-rights/artificial-intelligence/
UK ICO AI Guidance	ICO: Artificial intelligence and UK GDPR Guidance	https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/artificial-intelligence/
Associated Press (AP) Standards	The Definitive Source: Standards around generative AI	https://www.ap.org/the-definitive-source/behind-the-news/standards-around-generative-ai/