

CTV AUSTRALIA INTERIM AI POLICY v1

Use of Artificial Intelligence in Community Television Content

As Adopted by C31 Melbourne, C44 Adelaide and CTV+

15th April 2026

Community television (CTV) has a long history as an open-access platform for creativity, experimentation and emerging storytellers. C31 Melbourne (C31), C44 Adelaide (C44) and CTV+ support producers exploring new ideas and technologies that enable diverse community stories to be brought to screen.

Given the rapid development of artificial intelligence (AI) technologies and the evolving expectations of audiences, this policy should be considered an interim framework. C31, C44 and CTV+ reserve the right to revise or substantially update this policy as industry standards, technology and community expectations develop.

AI, including generative AI tools, presents opportunities to assist production processes and support creators working within the practical constraints of CTV. At the same time, the use of generative AI raises important considerations relating to authenticity, transparency and audience trust.

CTV audiences expect programming to reflect genuine community voices, lived experiences and human creativity. For this reason, C31, C44 and CTV+ recognise AI primarily as a technical tool to assist production, rather than a substitute for human storytelling or creative authorship.

CTV also plays an important role in supporting pathways into the screen industry. C31, C44 and CTV+ remain committed to creating opportunities for participation, training and creative development for emerging producers, presenters, technicians and storytellers.

While new technologies will continue to shape the media landscape, CTV prioritises the development of human creativity, skills and collaboration. Our approach to AI reflects this commitment: technology may assist production, but it should not replace the creative roles, learning opportunities and career pathways that community broadcasting helps sustain.

While informed by broader industry developments, this policy reflects the distinct role of community television, including its focus on participation, training and the inherent social good of humans creating and sharing community minded content.

Purpose of this Policy

This policy establishes additional programming standards specific to the use of AI in CTV content. It reflects sector-wide consultation and is intended to uphold the values of community participation, human creativity, and authenticity in programming.

It is not limited to interpreting existing frameworks but sets clear expectations regarding acceptable and unacceptable uses of AI in programs submitted for broadcast or distribution.

This policy reflects a deliberate and cautious position regarding the increasing use of generative AI in screen content. It applies equally to all producers and program formats. It is intended to provide a clear and consistent framework for the use of AI in CTV, ensuring that programs prioritise human creativity, participation, and authenticity. The policy reflects the collective standards of the CTV sector and is not directed at any individual producer or program.

Default Position

The default position of C31, C44 and CTV+ is that generative AI must not be used to create program content.

Programs in which generative AI is used to produce core narrative elements, performances, or visual sequences will generally not be suitable for broadcast or distribution. This applies consistently across all programs and submissions and is intended to ensure that CTV content reflects human creativity, participation, and lived experience. These standards are applied regardless of format, subject matter, or individual producer.

Editorial Test for AI Use

In assessing the use of generative AI, the broadcaster will apply the following test:

- Does the AI create or replace a human creative, performative or editorial role that would ordinarily be undertaken by a producer, presenter, performer or contributor?
- Does the AI generate scenes, events, environments or representations that a viewer may reasonably interpret as real, performed or captured?

If the answer to either of the above is yes, the use of AI will not be considered consistent with CTV's editorial standards, unless approved under Section 7 (Responsible Exploration of Emerging Technologies).

Guiding Principles

AI may support aspects of the production process, but it should not become the mechanism through which a program's story, characters, performances or events are created.

1. AI as a Production Support Tool

AI may be used to assist elements of the production process where technical, financial or resource limitations exist. This may include tasks such as generating title sequences, music beds, graphic elements, subtitles, translations or other supporting production assets.

However, the core narrative, visual and editorial content of a program should be created by human producers, presenters and contributors. AI must not be used to create a program's story, characters, performances or events.

2. Authentic Community Storytelling

CTV exists to showcase real communities, real voices and authentic storytelling.

Authenticity in CTV is grounded in human participation, lived experience and creative authorship. While production techniques may include reconstruction, stylisation and editing, programs should not rely on generative AI to create representations of events, places or performances that would ordinarily be captured, performed or constructed by people.

Music

CTV supports the use and promotion of human-created music, including work by independent and Australian artists, as a core part of its commitment to community participation and creative industries.

AI-generated music is not considered equivalent to human-created music and should not be used as a substitute for engaging composers, musicians or rights holders.

Where used, AI-generated music must be limited to minor, non-featured applications and should not form a significant part of a program's creative or editorial identity.

Programs that rely on AI-generated music may be considered inconsistent with the principles of Authentic Community Storytelling.

3. Transparency with Audiences

Where generative AI is used to create any content within a program, producers must disclose the nature and extent of its use to the broadcaster at the time of submission.

This includes any use of AI-generated audio, video, imagery, text or music, regardless of scale.

This requirement does not apply to minor production support uses that do not generate content, such as formatting tools, transcription assistance, spellchecking or other administrative processes.

C31, C44 and CTV+ may require the inclusion of on-air advisories or contextual information where the use of generative AI is deemed relevant to audience understanding or expectations.

4. Editorial Responsibility

Program producers remain responsible for the accuracy, fairness and integrity of their content, regardless of whether AI tools are used in the production process. All AI-generated material must be reviewed and approved by human creators prior to submission and broadcast.

5. Editorial Discretion

C31, C44 and CTV+ retain editorial discretion to determine whether the use of AI aligns with the values of *Authentic Community Storytelling*. Decisions regarding suitability for broadcast or digital distribution are applied consistently to all programs and are guided by published policies, internal editorial frameworks, and the sector-wide purpose of CTV.

In assessing the use of AI, the broadcaster will consider the nature, purpose and impact of the material rather than the proportion of AI used. The proportion of AI used in a program is not determinative; assessment is based on the nature and role of the AI within the content.

Any use of generative AI to create scenes, events or representations that a viewer may reasonably interpret as real or documentary in nature will be considered unsuitable, unless approved under Section 7.

Editorial Decision-Making

Decisions regarding the suitability of programs are made by station management, programming teams and relevant programming committees, and are approved in accordance with organisational governance structures.

These decisions are guided by published policies, internal editorial frameworks and the strategic direction of the broadcaster.

Determinations regarding program suitability are final and are not subject to external review. Appropriate grievance and complaint procedures are available to those who wish to access them.

The 'social good' intended by a program does not alter the application of this AI policy and the application of this policy should not be taken as a value judgement by C31, C44 & CTV+ as to the worthiness of the 'social good' being pursued.

6. Respect for Creators' Rights

Producers must ensure that AI tools and datasets are used lawfully and ethically, and that copyright, intellectual property rights and the rights of creators and contributors are always respected.

7. Responsible Exploration of Emerging Technologies

This provision is intended to allow limited editorial or artistic exploration of emerging technologies and should not be interpreted as a general pathway for AI-generated programming.

CTV has historically been a space for experimentation and emerging creative practice. From time to time, projects that explore the use of generative AI as part of their concept may be considered on a case-by-case basis.

Where such projects are approved, C31 & C44 may apply additional conditions. These may include the use of viewer advisories, limitations on scheduling or distribution, or restrictions on availability through CTV+ or peak broadcast timeslots.

This may include projects where the use of generative AI is itself the subject of the work. For example, programs that critically examine, discuss, review or comment on AI technologies, or artistic projects explicitly presented as experimental works exploring the capabilities or implications of generative tools.

Such projects must be clearly positioned as experimental, analytical or artistic works, and should not be presented in a manner that could reasonably be mistaken for conventional documentary, factual or performance-based programming.

The classification of a program as an experimental, artistic or analytical work exploring generative AI will be determined at the discretion of the broadcaster.

Producers should not assume that the framing or marketing of a project as an “art project” or “experimental work” will make the program suitable for broadcast or distribution via C31, C44 or CTV+. Projects seeking consideration under this provision should engage with the broadcaster during development.

The use of AI as a cost-saving or production-enabling measure does not in itself make a program suitable for broadcast or distribution.

Limitations on Experimental Works

Approval of such projects will be rare and:

- will not be broadcast in prime-time programming timeslots terrestrially
- will not be distributed via CTV+
- must be clearly labelled as experimental or analytical content

C31, C44 and CTV+ reserve the right to alter these *Limitations on Experimental Works* of this provision in highly exceptional circumstances.

8. Platform Rights

Producers should not assume that future developments in AI policy and/or cultural norms will broaden acceptance of AI-generated content. Program development decisions ultimately remain the responsibility of the producer within the confines of applicable C31, C44 and CTV+ policies and governance structures.

Prohibited Uses of AI

The following uses of generative AI are not permitted within programs broadcast on C31, C44 or distributed via CTV+ unless explicitly approved in advance by the broadcaster:

- The creation, manipulation or use of synthetic audio, video or imagery that represents, replicates or could reasonably be understood to depict an identifiable individual without their explicit knowledge and consent. This includes, but is not limited to, the simulation of a person’s likeness, voice, speech, actions or performance (commonly referred to as “deepfake” or synthetic media content), whether the individual is a public figure or a private person.

Limited exceptions may be considered where there is clear artistic, cultural or educational merit, and where the use of such technology has been disclosed and approved by C31, C44 and CTV+ prior to production. Approval for such projects will be rare and subject to additional editorial conditions.

Implementation

This policy forms part of a broader review of C31 & C44's Programming Policy framework. Once finalised, the AI policy and the updated Programming Policy will operate in conjunction with each other to guide program submission standards, editorial assessment and platform suitability.

As AI technologies continue to evolve and further industry guidance becomes available, this policy will be reviewed periodically to ensure it continues to support the creation of innovative programming while protecting the *Authentic Community Storytelling* that underpins CTV. C31, C44 and CTV+ reserve the right to amend, expand or replace this policy as required.

This policy applies to all new program submissions from the date of formal adoption by the C31 and C44 boards. Programs currently in production may be reviewed on a case-by-case basis, with reasonable opportunity provided for modification where appropriate.

This version of the CTV Australia Interim AI Policy was formally approved and adopted by both the C31 Melbourne and C44 Adelaide boards on the 15th of April 2026.

A review date of no more than one year from the above date has been set to revisit this policy and amend where necessary.