Ofcom's Strategic Approach to AI

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Our pro - innovation approach to regulating AI

Making communications work for everyone is our central mission and guides our approach to AI. To that end, we consistently apply our core regulatory principles to AI:

When we regulate	How we regulate	How we support regulation
We operate with bias against intervention	We always seek the least intrusive means to achieve objectives	We remain at the forefront of technological understanding
However, we will intervene to achieve outcomes that markets alone cannot	Our regulation is evidence-based, proportionate, consistent, accountable and transparent	We consult widely and engage relevant expertise
	We seek to provide clarity to avoid regulatory uncertainty	

Throughout, we remain committed to safety, security and mitigating the risks that AI might create or amplify

How we're enabling safe and secure AI adoption

Pilot data lake

Building a data pilot lake making spectrum and OS data more accessible and usable for our sectors.



Innovation support

Engaging with innovators to gain a clearer view of where regulatory uncertainty might hinder AI adoption, so we can respond accordingly.



Deepfake Defences

Helping organisations safeguard against deepfakes by setting out technology-led mitigation techniques.



Trust in AI chatbots

Examining trust in AI chatbots to understand how people perceive and engage with AI, and where harms may develop as result.



AI in telecoms

Assessing the impact of AI on telecoms customer experience and assessing whether current consumer protections are sufficient.



AI in broadcasting

Exploring AI deployment within the broadcasting sector to better understand the opportunities and risks of AI in content creation.



AI and cybersecurity

Understanding AI use in telecommunications networks cybersecurity and whether current regulation may present unintended barriers to adoption.



AI in networks

Exploring how AI is being applied, or could be applied, by telecoms providers to support network management & optimisation.



Our internal use of AI

We are experimenting with how AI might support our research and policymaking functions in ethical and accountable ways. This includes:

Running pilots exploring whether AI can support policy development

Exploring how we could use AI to enhance our research

Developing our own AI tools to help streamline our consultation process and track standards developments

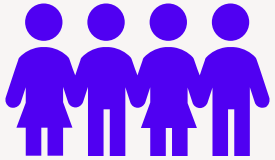
Making our internal operational processes more efficient

How we're staying on the front foot in a rapidly evolving landscape

As AI continues to transform our sectors, we're ensuring we have the understanding, expertise and capabilities to respond to technological, market and legislative changes:



Conducting our own hands-on and technical research



Engaging with UK and international stakeholders



Monitoring developments and horizon scanning

We will continue our work to enable safe and secure AI adoption

More information on our current and future AI work can be found on our website:

