

AI IN MEDIA
INSTITUTE

**Five-Year
Strategic Plan
(2026–2031)**

February 2026



Introduction

Artificial intelligence is no longer an emerging technology for the media and creative industries. It is an infrastructural shift reshaping how culture is made, distributed, valued, governed, and trusted.

The UK remains a global creative powerhouse, but it now faces a convergence of systemic risks: accelerating AI adoption without shared standards, unresolved questions around copyright, consent, and remuneration, widening skills gaps and workforce precarity, declining public trust in media authenticity, and fragmented engagement between policymakers, industry, and workers.

The AI in Media Institute (AIMI) exists to meet this moment.



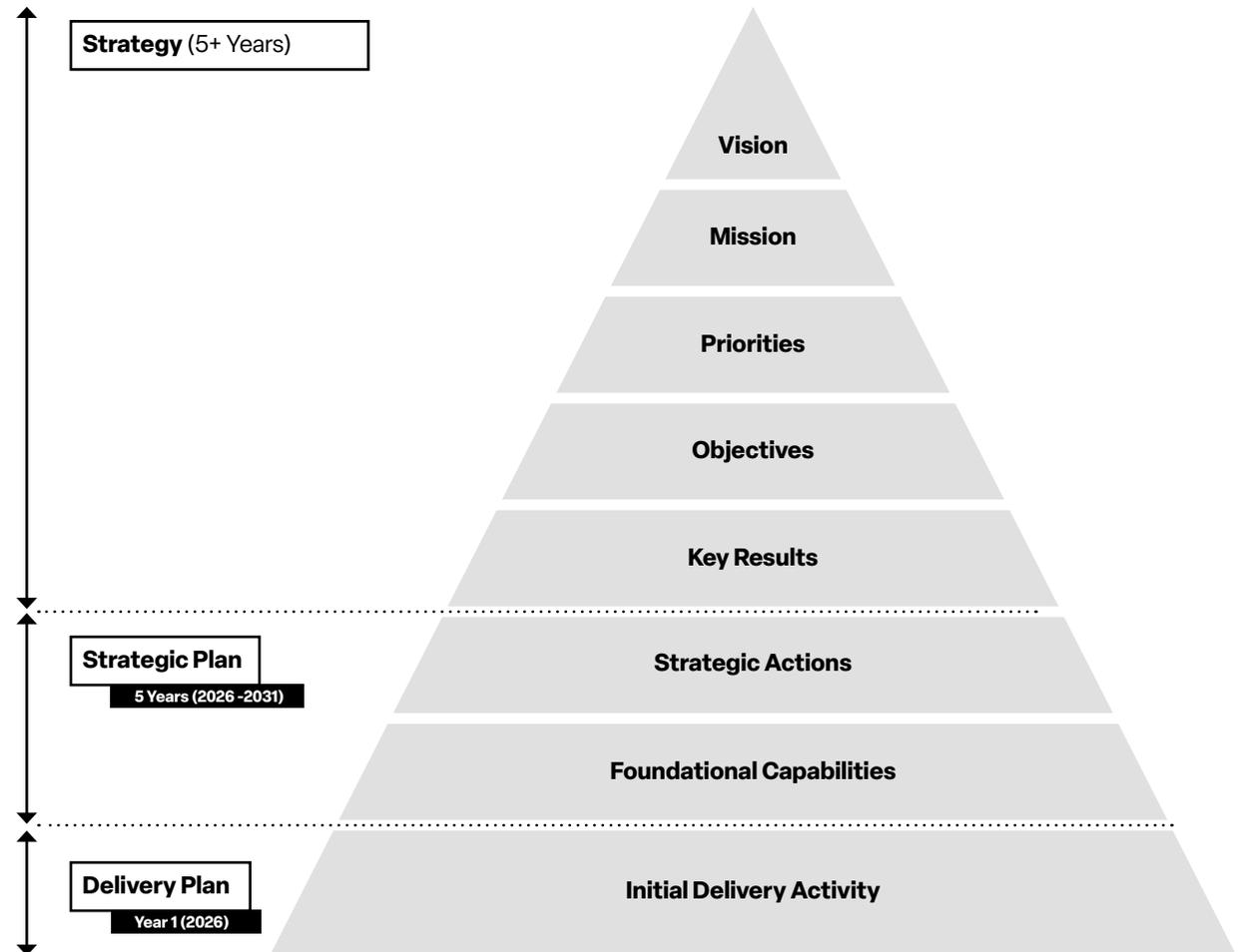
Strategic Architecture

This plan sets out how AIMI will operate as a neutral, sector-led institution supporting responsible AI adoption across the media and creative industries.

It distinguishes between foundational activity required to establish AIMI's credibility and capacity, and a focused set of strategic actions designed to deliver long-term system-level impact.

The strategy will be reviewed annually to remain aligned with technological and regulatory change.

--v1.0



Our Strategy

This Five-Year Strategic Plan sets out how AIMI will deliver its priorities and objectives, translating our vision and mission into a clear programme of action.

Supporting responsible AI across media and creative industries

Vision →

A digital creative and media economy where AI strengthens creativity, trust, livelihoods, and cultural value.

Mission →

To convene industry, creators, technologists, and policymakers to develop practical standards, skills, and governance frameworks for responsible AI across media and the creative industries.

AIMI Exists To →

Translate AI governance into practical guidance.

Support implementation across media and creative sectors.

Ensure creative and public-interest voices shape AI systems.

Strategic Priorities

These priorities describe the system-level outcomes AIMI exists to achieve across the UK media and creative industries.

1

Shared foundations for responsible AI in media

A common language and baseline practices for provenance, attribution, governance, and accountability across AI-enabled creative work.

2

A resilient, fair, and represented digital creative workforce

Clear pathways for skills development, role evolution, new job formation, and sustainable creative careers, with structured worker voice embedded across AI-enabled media.

3

Restored trust in media and cultural production

Greater transparency, disclosure, and ethical practice to strengthen public, audience, and regulatory confidence.

4

Coherent, evidence-led policy and industry alignment

Improved coordination between government, regulators, industry, creators, and the workforce on AI in media and the creative industries.

5

A sustainable, independent sector institution

An organisation capable of long-term stewardship, neutrality, and public value creation.

6

Responsible creative AI innovation and entrepreneurship

An innovation environment aligned with creative rights, workforce sustainability, and cultural value.

Strategic Programmes

(2026–2031)

The strategic programmes below describe how AIMI will intervene to deliver its priorities over the five-year period.

Area	Strategic programme
Standards & Governance	Establish the Responsible Media AI Framework as a UK reference framework, providing a structured way to assess, compare, and align existing standards, governance models, and regulatory requirements across media and creative sectors.
Workforce, Skills & Representation	Deliver the Future of the Digital Creative Workforce Programme, combining longitudinal research on jobs and skills with structured worker representation, emerging role definition, and professional pathways for AI-enabled media careers.
Creative Rights & Provenance	Facilitate the testing, alignment, and implementation of existing creative rights and provenance approaches, including metadata and attribution models, through industry sandboxes and structured collaboration across creative supply chains.
Sector Implementation	Produce sector-specific implementation guides translating AIMI frameworks and aligned standards into practical guidance for journalism, advertising, music, film, and games.
Policy Engagement	Build an evidence-led policy engagement function providing structured input to UK AI policy and sustained engagement with DSIT, DCMS, IPO, Ofcom, and Parliament.

Recognition & Trust Signals	Pilot professional and organisational recognition aligned to AIMI frameworks, supporting credibility, adoption.
Education & Learning	Develop a scalable education and learning ecosystem delivering executive briefings, practitioner courses, and recorded learning aligned with AIMI frameworks, workforce needs, and sector implementation.
Convening & Dialogue	Establish AIMI as the convening hub for cross-sector dialogue through an annual flagship summit, closed-door roundtables, and international exchange.
Research & Insight	Build a trusted research and insight capability producing baseline and thematic research to inform standards alignment, policy development, and industry decision-making.
Partnerships	Develop strategic partnerships with universities, standards bodies, unions, platforms, and cultural institutions while preserving AIMI's independence and neutrality.
Equity & Cultural Impact	Embed equity, inclusion, and cultural impact considerations across all AIMI work, addressing bias, representation, and cultural harm in AI systems.
Innovation & Start-ups	Deliver the Innovation and Start-up Enablement Programme, creating structured interfaces between creative AI start-ups, industry adopters, policymakers, researchers, and workforce representatives to support responsible innovation.
Institutional Sustainability	Secure AIMI's long-term sustainability through diversified income, patronage and endowment pathways, and strong governance, systems, and organisational resilience.

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