

# **Artificial Intelligence (AI) Standards**

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# Why AI Standards ?

Facilitate responsible AI development and widespread adoption and use of AI technologies

- Establish common vocabulary, best practices and guidelines for governance, risk management across stakeholders and regions
- Promote beneficial applications and help mitigate societal concerns such as bias, explainability, transparency, accountability, privacy, security and safety in AI systems
- Inform emerging legal and regulatory considerations

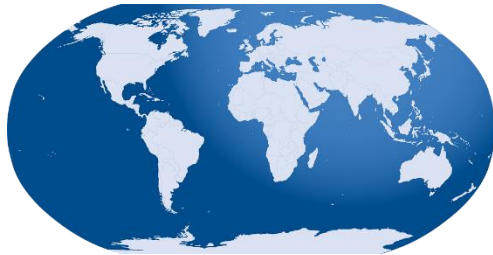
Voluntary adoption fosters market competitiveness and rapid pace of innovation

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# What's at Stake?

- AI's potential contribution to the global economy, estimated at \$15.3 trillion by 2030 (PwC), is considered by many as the second industrial revolution.
- Rapid technology evolution: AI fueling innovation in AI, societal concerns increasing with applications of generative AI
- Legal complexities : Fast emerging regulations and frameworks in regions and countries, sometimes conceived too broadly, could hinder innovation and slow down global adoption
- Increasing need for harmonizing stakeholders' interests, governance of AI, *alignment AI* and for maintaining consumer confidence
- Competition among countries to lead in AI technologies and shape the emerging AI economy
- Unique national/ regional AI standards could lead to fragmentation and increase compliance costs

# Global AI Standards Landscape



ISO/IEC JTC1/SC 42

Horizontal ICT AI Standards



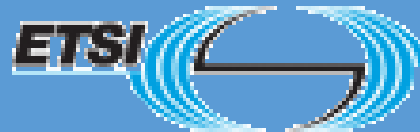
Significant initiative on Ethics



Focus on telecom networks & some applications



Comprehensive national AI standards, participation in ISO/IEC, ITU



EU AI Act driving EU-specific standards, collaborating with ISO/IEC

# US and ISO/IEC JTC 1/SC 42

- US is focused on developing international AI standards
- US stakeholders led the formation of international AI Standards committee ISO/IEC JTC 1 SC 42; US holds chair and committee management positions
- US companies, institutions and govt. agencies (including NIST, NSA, FDA, DoD) are participating actively in SC 42

## Promoting U.S. Leadership in International Standards

- Allocate increased R&D funding for critical and emerging technologies
- Encourage the USG to broadly promote the voluntary, private sector led standards development model domestically and in dialogues and agreements with other countries
- Encourage greater participation by federal agency staff in mission-relevant international standards development activities