

AI4Media Results in Brief: **AI4Media Online Survey on AI for the Media Industry**

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The full survey analysis is now available in the project website [here](#).

**From December 2021 to January 2022,
AI4Media run a public survey addressed to:**

- AI research community working on multimedia AI
- People working in the media and entertainment industry (i.e., news, film/TV/radio, gaming industry..)
- Other stakeholders such as media regulators and relevant NGOs, etc.



The objective of the survey was to collect:

- **Opinions** on the benefits, risks, technological trends and challenges of AI use in the media industry;
- **Experiences** on AI strategies and AI skills in media organisations;
- **Insights** on the most promising ways to facilitate AI adoption and knowledge transfer;
- **Perceptions** about ethical use of AI.



Main Survey Results in a Nutshell:



The survey gathered a total of **150 responses**

98 from the AI research community and 52 from the media industry or organisations related to the media.

AI Technology Trends

AI technologies with the **biggest potential** for application in media industry:

Automatic content
analysis & content
creation

Multi-lingual
NLP

Learning with
limited data

Explainable
AI and fair AI



These technologies aspire to solve the most pressing problems of the media industry:



The ever-growing
need for new content



The need to automatically
analyse content to
extract knowledge



The need for AI that
can be trusted



The lack of data to
train algorithms for
new tasks or domains



The language barrier

Benefits of AI

Most important benefits of the **use of AI** for the media industry:

- Automation & optimisation of routine tasks

- Increased productivity & operational efficiency

- Personalisation of content and services

- Enhancement of current services

Respondents were more sceptical about the potential of AI to directly increase creativity.

AI researchers were more eager to believe in AI's transformative role for the media than media professionals were.



Risks of AI



Main risks perceived by most respondents:

- Unethical use of AI with destructive impact on society
- AI models biased against groups of people
- AI as a black box providing little or no explanation on its decisions



Lower perceived risks by most respondents:

- Automation leading to loss of jobs
- Limiting human creativity



Top reasons of concern for media industry:

- High expectations & low return of investment
- Failure of AI in a critical mission
- Ethical risks

AI - Related Challenges

Main challenges for AI researchers:

- Lack of data to train their algorithms but also the reluctance of the media industry to share their data to help and accelerate AI research.
- The US-China big tech monopoly in AI software and data, facilitated by enormous funding and generally much less regulation.

Main challenges for media professionals for the wide adoption of AI by the industry:

- The integration of AI in business operations and processes.
- Understanding what AI can do to improve workflows in the media industry.
- The lack of relevant skills in media professionals.
- Big tech monopoly.

AI Strategies and Skills

42% of the media professionals

- Have an AI strategy in place in their organisation

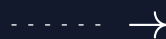


9%

Have a clear framework to manage AI-related risks (incl. ethical risks)

73% of the Public Service Media & entertainment industry

- Have invested in AI in the last year



13%

Have established specific KPIs to measure impact of AI in the organisation

Conclusions:

- AI software developers, data scientists, and experts on AI ethics/legal issues is the kind of skilled personnel that media organisations need in order to overcome the AI skills gap.
- The lack of ethical AI strategies poses a significant risk for media organisations and public trust in media.

Adoption of AI Solutions



Most popular **AI/Machine Learning** applications already used by media professionals:

- Image/video analysis (**44%** of responses)
- NLP (**44%** of responses)
- Audio analysis (**35%** of responses)
- User experience/audience analysis (**31%** of responses)

Most promising ways for the **development/adoption of AI tools** in the media industry:

- Open source development tools
- Co-development with research partners
- Ready to use components from AI repositories
- Clear preference of respondents towards open AI solutions and collaborations that will lead to the adoption of AI that they can trust.

Most promising approach to **strengthen the transfer** of AI knowledge and best practices from academia/research to the media industry:

- Collaboration between the research and media communities (including shared projects, internships etc.)

AI Ethics & AI Regulation

AI researchers and media professionals need:

→ More **guidance** by policy makers on implementation of AI ethics, highlighting topics such as:

- IP issues
- AI bias
- Automated AI content creation
- Data privacy (and balance between need for privacy and need for more data)
- Development of trustworthy and explainable AI

→ Stronger **regulation** for e.g. user profiling and monitoring, data privacy, synthetic content generation, AI bias, targeted advertisement, AI transparency, and disinformation.

→ Clear **information** on regulation frameworks and their impact.

Lack of ethical processes:

- Almost **39% of all survey respondents** declared either that their organisation doesn't have specific ethical measures in place or that they do not know if it has.
- Only **11% of AI researchers** and **4% of media professionals** has ever done some kind of impact assessment like DPIA, HRIA, or ALTAI.

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