

Following a series of breakthroughs in the field of Artificial Intelligence (AI), new technologies are emerging which are ushering a wave of innovations in all aspects of business and society, across industry sectors such as transportation, health or finance, also impacting the media industry, journalism and politics. In all these facets of economic and social life, AI is disrupting existing practices and brings significant socio-economic changes that necessitate a focus on issues of trust, ethics and accountability, besides the pursuit of technological excellence This human-centric and ethical brand of AI is particularly relevant to the media sector. Digital media permeates most aspects of human and social activity and is intertwined with information exchange and knowledge transfer. The media market is already benefiting from AI-based support across the value

**Newsletter #1** 

May 2021

chain: for media newsgathering, production, distribution, and delivery as well as audience analysis. This includes a range of tools and services for processes such as information analysis, content creation, media editing, content optimisation, audience preference analysis, and recommender systems. Furthermore, it has become apparent that society and politics are increasingly affected by AI developments. There is strong concern that the combination of the power held by the major, globally operating social media platforms and the large-scale automation capabilities associated with these platforms offered by

Al technology could prove detrimental to individuals, society and **democracy** while the recent advent of synthetic media technology is posing new risks to citizens' trust in online content. Motivated by the challenges, risks and opportunities that the wide use of Al brings to media, society and politics, the Al4Media H2020 project aspires to become a centre of excellence and a wide network of researchers across

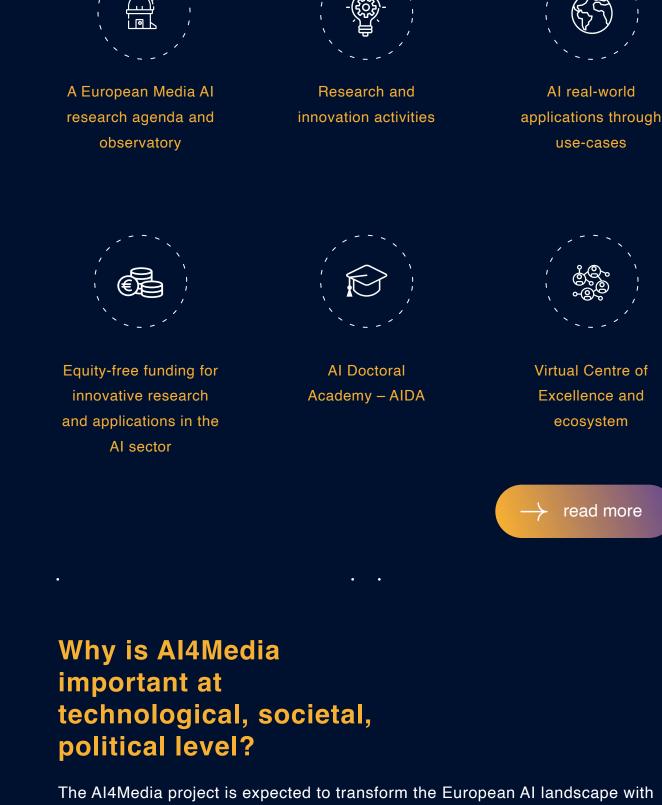
Europe and beyond, with a focus on delivering the next generation of core Al advances for the Media sector and reimagining Al as a crucial beneficial enabling technology in the service of Society and Media. European Media Internation Al Al Observatory **Doctoral Academy** Al4media Research & New learning Explainabili-Human-&

paradigms **Innovation** Content-Robustness ty-centred centred Al **Virtual Centre Activities** distributed of Excellence Privacy in Ai **Cascade Funding** AI4EU **Programme** Al for Al in Al for Al for Al for Social Use **Al for Social** Vision: News: Sciences Human Gam Content Media cases The Smart High qualiand Hues Co-Crea-Modera-& Disinfor-News ty video manities tion mation production **Assistant** Al4Media Methodology in a nutshell



methodology towards **European AI excellence** Motivated by the challenges, risks and opportunities that a wider use of Al brings to media and society, Al4Media will offer new Al technologies & tools, policy insights & recommendations, education & research funding opportunities, building upon six complementary pillars:

The Al4Media



regard to media & society and strengthen Europe's position on the global Al

read more

UC3

Al in Vision - High

**Quality Video** 

Continue reading to learn how we plan to achieve it.

Going beyond theory

Al real-world application in seven use cases

Al4Media has designed seven use cases that demonstrate the use of Al in the

media industry, including aspects of human-centric, ethical and trustworthy Al.

stage.

UC1

Al for Social Media

and Against

The Al4Media use cases (UC) are inspired by market needs, emerging opportunities, and a range of industry challenges, and they highlight how Al applies throughout the media and content value chain and how different types of media players aim to address user and business needs with novel Al solutions. The use cases deal with a broad range of media processes that will be optimised and enhanced by the application of state-of-the-art AI technologies. The industry partners will gather a set of user requirements for new AI functionalities with a view to upgrading available tools already used by the media sector with Al features developed within the project. The AI components developed by Al4Media's research partners will be connected with existing systems and applications used by the project's media partners and will be evaluated by endusers. Al4Media's use cases focus on the following topics.

UC2

Al for News - The

**Smart** 



and

Content Moderation

Fostering AI excellence in Europe –

Al education is crucial to support Al excellence for a European Al brand

AIDA is a joint initiative of the EU-funded Projects <u>AI4Media, VISION, HUMANE</u>

AI, ELISE and TAILOR with the purpose of supporting world-level AI education

and research through offering access to knowledge and expertise and attracting

and this is where AIDA – AI Doctoral Academy comes into play.

AIDA, the International AI Doctoral

**Academy** 

PhD talents in Europe.

ARTIFICIAL INTELLIGENCE



Morency (Language Technology Institute at Carnegie Mellon University)

Al4Media's research

publications

available in scientific

Classification

Histopathology

Get your Al-driven project

funded via Al4Media

Open Call #1

Check out AIDA's activities, courses, lectures and much more in the website

Access (OA) for scientific and peer-reviewed publications. During the last months, Al4Media partners have been very active in publishing and sharing their research progress in renowned Journals and Conferences, with several scientific papers already published. Among the latest scientific publications, we highlight:

Few-Shot Bayesian Optimization with Deep Kernel Surrogates

Assessing the "Classify and Count" Quantification Method

Heterogeneous Document Embeddings for Cross-Lingual Text

Evaluation and Comparison of CNN Visual Explanations for

Access these and other scientific publications in the AI4Media website

discover more

The Al4Media project fully embraces the Horizon 2020 requirement of Open

to two tracks and will address specific challenges for AI in the media sector. The research track, targeted at research stakeholders, will fund 5 projects focusing on the development and integration of new research in the AI and media domains. The application track, aimed at SMEs and other industry entities, will fund 5 projects that present innovative AI applications for the media sector that add value to the Al4Media research results or adopt Al solutions from other sectors into the media sector.

This is your opportunity to get your Al-driven project funded! Join us!

discover more

**Become** 

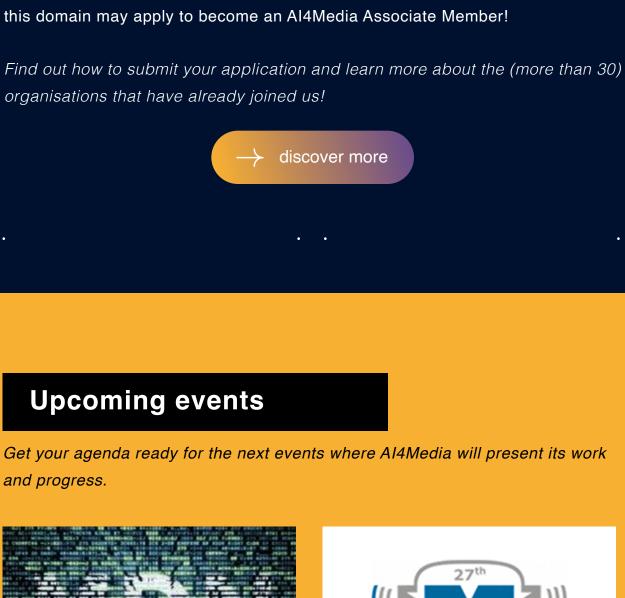
Al4Media's

**Associate** 

**Member** 

Al4Media will be launching its Open Call #1 in September 2021 and will be

funding 10 innovative projects with €50.000 each. Submissions will be open



22 June 2021 / Online

Showdown - VBS2021

21-24 September 2021 /

**CLEF 2021 Conference** 

11-17 October 2021 / Online

**CALL for PAPERS 27 July 2021** 

**Bucharest, Romania** 

and Labs of the

**KNOW MORE** 

**Evaluation Forum** 

2nd International

**Their Limits** 

**KNOW MORE** 

**Workshop on Video** 

**Retrieval Methods and** 

**Video Browser** 

**KNOW MORE** 

Al4Media is building an Al network of organisations from academia and industry

Any organisation, EU funded project/initiative, public organisation, or individual, from academia or industry, with background experience or interest in the field of

sectors, and motivation to contribute to research and technological advances in

Artificial Intelligence with particular application in the multimedia and media

that embraces a vibrant ecosystem focused on AI for media and society, and

enables a quick market uptake of technologies and research/business

collaboration opportunities.

25-27 May 2021 / Online

**Metadata Developer** 

**Network Workshop** 

28-30 June 2021 / Online

**Based Multimedia** 

**KNOW MORE** 

CBMI 2021 - Content-

**Indexing Conference** 

2nd International

Workshop

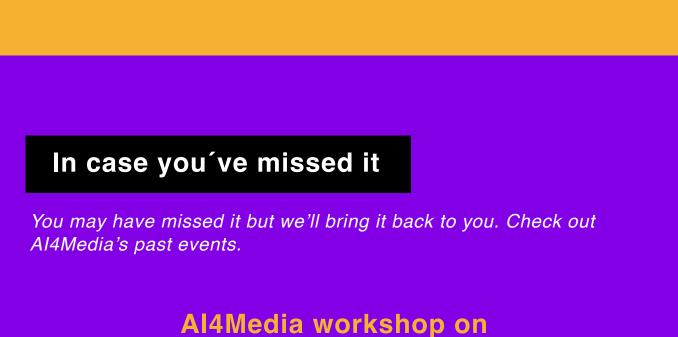
Limits

Al4media

on Video Retrieval Methods and Their

2021

**KNOW MORE** 



"New Learning Paradigms &

**Distributed AI**"

4 May 2021 . Online

**KNOW MORE** 

Towards a Global Taxonomy of

Interpretable Al

29 April 2021 . Online

**KNOW MORE** 

**Building Interpretable AI for Digital** 

**Pathology** 

27 April 2021 . Online

19-21 March 2021 . Online **KNOW MORE** Al4Media on "Predicting Media Memorability" at MediaEval 2021 11, 14-15 December 2020 . Online **KNOW MORE** Al4Media Workshop on GANs for **Media Content Generation** 

1 October 2020 . Online **KNOW MORE** Follow us @ai4mediaproject in 😉 KU LEUVEN CITIP UNIVERSITÀ DI TRENTO **₩** Queen Mary CENTRE FOR IT & IP LAW Hes-so WALAIS UM Fraunhofer University of Amsterdam UNIVERSITÉ ..... 31A Côte d'Azur CÔTE D'AZUR Consiglio Nazionale delle Ricerche asioja 🔧

IBM **Dw** LOBA° 1> interdigital. modl.ai ımagga

22 April 2021 . Online **KNOW MORE** Al4Media endorsed the Codeagainst-hate hackathon 2021

**KNOW MORE** Al4Media's presence at "European Vision for AI 2021"

This project has received funding from the European Union's Horizon 2020

research and innovation programme under grant agreement No 951911

info@ai4media.eu

www.ai4media.eu