

# D11.5

## Intermediate report on dissemination and communication activities

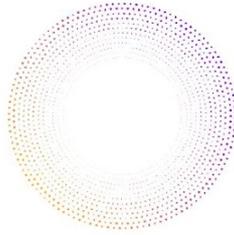
<b>Project Title</b>	AI4Media – A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
<b>Start of Project</b>	1 September 2020
<b>Duration</b>	48 months



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

[info@ai4media.eu](mailto:info@ai4media.eu)

[www.ai4media.eu](http://www.ai4media.eu)



<b>Deliverable title</b>	Intermediate report on dissemination and communication activities
<b>Deliverable number</b>	D11.5
<b>Deliverable version</b>	1.0
<b>Previous version(s)</b>	-
<b>Contractual date of delivery</b>	31 August 2023
<b>Actual date of delivery</b>	06 September 2023
<b>Deliverable filename</b>	AI4Media_D11.5_Intermediate report Diss and Comm activities_final
<b>Nature of deliverable</b>	Report
<b>Dissemination level</b>	Public
<b>Number of pages</b>	96
<b>Work Package</b>	WP11
<b>Task(s)</b>	T11.1; T11.2; T11.3; T11.4; T11.5
<b>Partner responsible</b>	LOBA
<b>Author(s)</b>	Candela Bravo (LOBA), Joana Martinheira (LOBA)
<b>Editor</b>	Alexandre Almeida (LOBA)
<b>EC Project Officer</b>	Evangelia Markidou

<b>Abstract</b>	This document summarises the communication and dissemination activities conducted in the context of the AI4Media project, in WP11 “Communication, dissemination, exploitation and sustainability”, from M19 (March 2022) to M36 (August 2023).
<b>Keywords</b>	Dissemination, Communication, Reach, Impact, Social Media, Website, Newsletters, Networking, Publications

## Copyright

© Copyright 2023 AI4Media Consortium

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the AI4Media Consortium. In addition to such written permission to copy, reproduce, or modify this document in whole or part, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

All rights reserved.





## Contributors

NAME	ORGANISATION
Candela Bravo	LOBA
Joana Martinheira	LOBA
Filareti Tsalakanidou	CERTH
Ioannis Kompatsiaris	CERTH

## Peer Reviews

NAME	ORGANISATION
Carmen Mac Williams	GAR
Stefanie Theiss	FhG-IDMT
Filareti Tsalakanidou	CERTH

## Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
0.1	10/07/2023	Alexandre Almeida	First revision
0.1	17/07/2023	Mariana Carola	Proof reading
0.2	24/07/2023	Carmen Mac Williams	Internal review
0.2	24/07/2023	Stefanie Theiss	Peer revision
0.3	23/08/2023	Joana Martinheira	Stats update
0.3	28/08/2023	Candela Bravo	Final revision
0.3	29/08/2023	Filareti Tsalakanidou	Request for additional content
0.4	31/08/2023	Candela Bravo	Additional content
0.4	05/09/2023	Filareti Tsalakanidou	Final revision
1.0	06/09/2023	Filareti Tsalakanidou	Final version ready for submission

The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf.



## Table of Abbreviations and Acronyms

Abbreviation	Meaning
<b>ACM ICMR</b>	Association for Computing Machinery - International Conference on Multimedia Retrieval
<b>AQuA</b>	All Questions Answered
<b>ADR</b>	AI, Data and Robotics
<b>ADRA</b>	AI, Data and Robotics Association
<b>ADRA-e</b>	ADRA ecosystem
<b>AI</b>	Artificial Intelligence
<b>AIDA</b>	International Artificial Intelligence Doctoral Academy
<b>AIoD</b>	AI on Demand platform
<b>AQuA</b>	All Questions Answered
<b>COPEAM</b>	Permanent Conference of Mediterranean Audiovisual Operators
<b>CPU</b>	Central Processing Unit
<b>CSA</b>	Coordination and Support Action
<b>DIH</b>	Digital Innovation Hub
<b>DoA</b>	Description of Action
<b>EC</b>	European Commission
<b>EBU</b>	European Broadcasting Union
<b>EU</b>	European Union
<b>GPU</b>	Graphics Processing Unit
<b>HPC</b>	High Performance Computing
<b>ICT</b>	Information Communication Technology
<b>KPI</b>	Key Performance Indicator
<b>LLM</b>	Large Language Models
<b>NoE</b>	Network of Excellence
<b>R&amp;D</b>	Research and Development
<b>SRA</b>	Strategic Research Agenda
<b>SRIDA</b>	Strategic Research Innovation and Deployment Agenda
<b>TDW</b>	Theme Development Workshop
<b>TGB</b>	Technical Governance Board
<b>VCE</b>	Virtual Center of Excellence
<b>URL</b>	Uniform Resource Locator
<b>WP</b>	Work Package

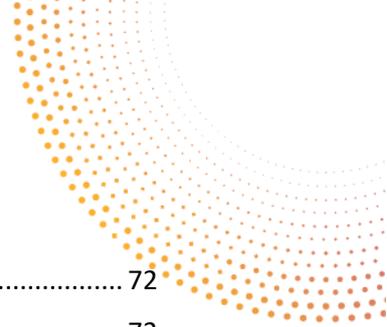




## Index of Contents

1	Executive Summary .....	9
2	Introduction .....	11
3	Update of the AI4Media dissemination & communication strategy .....	13
4	Communication and promotional material.....	16
5	Accessible knowledge - Results in brief .....	18
6	AI4Media website maintenance .....	20
6.1	Content management – News and Events.....	20
6.2	Development of new webpages .....	22
6.3	Website performance .....	28
6.4	Virtual Centre of Excellence .....	31
6.5	International AI Doctoral Academy (AIDA) website.....	33
7	Social Media .....	35
7.1	Social media performance .....	36
7.2	YouTube channel.....	37
8	Newsletters .....	40
8.1	Newsletter issue 3 – July 2022 .....	40
8.2	Newsletter issue 4 – June 2023.....	42
8.3	Newsletters performance .....	44
9	Mass mailing & media coverage .....	46
9.1	Mass mailing.....	46
9.2	Media coverage.....	47
10	Events.....	48
11	Scientific outputs.....	59
11.1	Scientific publications, dataset and software .....	59
12	AI4Media partners’ support in Dissemination and Communication .....	60
13	Liaison with other projects, networks and initiatives .....	65
13.1	Liaison with ICT-48 projects (and beyond).....	65
13.1.1	International AI Doctoral Academy (AIDA) .....	65
13.1.2	Theme Development workshops .....	65
13.1.3	Joint Strategic Research Agenda .....	68
13.1.4	Mapping the European AI landscape .....	69
13.1.5	Common visual identity.....	70
13.1.6	ICT-48 Community Workshops.....	70





13.1.7	AI Open Day 2023.....	72
13.1.8	Event on Generative Models.....	73
13.1.9	All Questions Answered (AQUA) session on “ChatGPT and Large Language Models”	74
13.1.10	Monthly calls for coordinating activities.....	75
13.2	Liaison with AI4Europe/AI-on-Demand platform .....	76
13.3	Liaison with EU projects on AI and disinformation .....	77
13.3.1	2nd ACM International Workshop on Multimedia AI against Disinformation (MAD’23)	77
13.3.2	Meet the Future of AI: Countering sophisticated & advanced disinformation ..	77
13.3.3	e-Symposium on Computational Politics 2023 (AI Mellontology Symposium series)	78
13.4	Liaison with Centers of Excellence in Exascale Computing.....	79
13.5	Liaison with ADRA and ADRA-e.....	79
13.6	Liaison with the European AI Alliance.....	80
13.7	Liaison with the Better Images of AI initiative .....	81
13.8	Liaison with COPEAM .....	82
13.9	Liaisons with other projects focusing on communication and collaboration .....	84
13.10	AI4Media associate members and extended network .....	84
14	Communication performance against the evaluation criteria .....	87
15	Conclusions .....	89
16	Annexes .....	90
16.1	Annex 1 – Press clipping.....	90
16.2	Annex 2 – Videos uploaded in AI4Media's YouTube channel .....	91





## Index of Figures

Figure 1: AI4Media stationery.....	16
Figure 2: AI4Media promotional material.....	16
Figure 3: Junior Fellows Exchange Program logo.....	17
Figure 4: AIDA leaflet .....	17
Figure 5: Example of News Article .....	20
Figure 6: Example of Event Article .....	21
Figure 7: Example of AI-Café announcement.....	22
Figure 8: Open Call #1 projects webpage.....	23
Figure 9: Dedicated page of Open Call #1 project "AIEDJ by Musicube".....	23
Figure 10: Open Datasets webpage .....	24
Figure 11: Software webpage .....	24
Figure 12: Roadmap on AI technologies for the Media Industry webpage .....	25
Figure 13: AI Media Observatory website.....	25
Figure 14: European AI Policy Regulatory Landscape Timeline .....	26
Figure 15: White Paper webpage "Aligning AI research with media industry needs".....	27
Figure 16: SRA on AI for the Media industry webpage.....	27
Figure 17: Videos webpage .....	28
Figure 18: Scientific publications webpage.....	28
Figure 19: Virtual Centre of Excellence preliminary wireframe.....	33
Figure 20: Screenshot of AIDA website homepage.....	34
Figure 21: Sample of posts in AI4Media's Twitter .....	36
Figure 22: Screenshot of AI4Media's YouTube channel.....	37
Figure 23: Screenshot of AI4Media Newsletter #3 .....	42
Figure 24: Screenshot of AI4Media Newsletter #4 .....	44
Figure 25: Photos of AI4Media partners in events (from right to left: Quo Vadis AI 2022, AI Mellontology Symposium 2022, AI Open Day 2023, CBMI 2022).....	56
Figure 26: Partners participation in events.....	57
Figure 27: Type of participation in events.....	57
Figure 28: Type of events that AI4Media participated in and (co)organised .....	58
Figure 29: Type of scientific publication .....	59
Figure 30: Examples of DW dissemination activities .....	62
Figure 31: Program of 1st cross-cutting Theme Development Workshop on "AI: Mitigating Bias & Disinformation" .....	66
Figure 32: 2nd cross-cutting Theme Development Workshop on "Trusted AI – The Future of Creating Ethical and Responsible AI Systems" .....	67
Figure 33: Workshop on Joint SRA, Brussels, July 2023 .....	69
Figure 34: Common identity for the Networks of Excellence (NoE) .....	70
Figure 35: Photos from the 3rd Community Workshop in Siena, Italy (photos available on the VISION website).....	72
Figure 36: Photos of AI4Media representatives in the AI Open Day 2023 .....	73
Figure 37: Dissemination materials for the AI Open Day 2023, featuring the AI4Media Coordinator .....	73
Figure 38: Event "Beyond ChatGPT: How can Europe get in front of the pack on Generative AI Models?", Brussels, May 2023.....	74



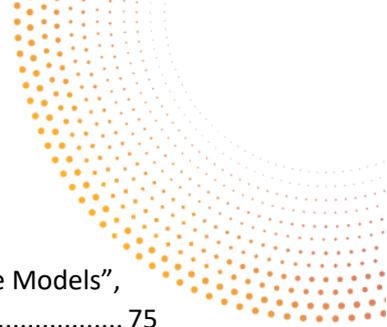


Figure 39: All Questions Answered (AQUA) panel on “ChatGPT and Large Language Models”, March 2023. ....	75
Figure 40: 2nd ACM International Workshop on Multimedia AI against Disinformation (MAD’23), Thessaloniki, 12 June 2023 .....	77
Figure 41: Event “Meet the Future of AI: Countering Sophisticated & Advanced Disinformation”, Brussels, 29 June 2023 (photos from vera.ai ). ....	78
Figure 42: Online event to discuss HPC needs with Centers of Excellence in Exascale Computing .....	79
Figure 43: Adra SRIDA deep-dive workshop, Brussels, 5 July 2023 .....	80
Figure 44: AI4Media blogpost on the European AI Alliance blog .....	81
Figure 45: Photo from the COPEAM workshop in Zagreb.....	83
Figure 46: Key potential and barriers resulting from discussions in the COPEAM workshop ....	83
Figure 47: AI4Media associate members.....	85
Figure 48: The AI4Media extended network .....	86
Figure 49: PR publication in i4.0today online magazine (LINK) .....	90
Figure 50: PR publication in Manufacturing technology Today (LINK) .....	91

## Index of Tables

Table 1: Website's analytics .....	29
Table 2: Top ten countries of AI4Media website visitors.....	29
Table 3: Top acquisition channels in AI4Media.....	30
Table 4: Website top-5 most visited pages .....	30
Table 5: Top-7 file downloads .....	30
Table 6: Social media networks analytics.....	37
Table 7: Statistics Newsletter #3.....	44
Table 8: Statistics Newsletter #4.....	45
Table 9: List of events (co)organised by AI4Media from Month 19 to Month 36 and number of participants reached .....	49
Table 10: List of events with AI4Media participation from Month 19 to Month 36 and number of participants reached .....	52
Table 11: Examples of communication and dissemination actions by partners.....	62
Table 12: AI4Media KPIs status according to DoA .....	87
Table 13: AI4Media KPIs status according to D11.1.....	87



# 1 Executive Summary

This document describes the communication and dissemination activities conducted in the context of the AI4Media project, in WP11 “*Communication, dissemination, exploitation and sustainability*”, from M19 (March 2022) to M36 (August 2023) of the project. The main objective of this document is to detail the main dissemination and communication activities of this period, in particular regarding the channels and tools used and respective performance, as well as, the activities conducted by the AI4Media consortium.

During this period, the AI4Media project has implemented a comprehensive dissemination strategy to promote its objectives, activities, research outcomes, and societal impact. Through a variety of channels and activities, AI4Media aims to reach a diverse set of stakeholders, including AI researchers, media companies, policymakers, and citizens, fostering collaboration and promoting responsible AI use in the media industry and society.

AI4Media utilizes a range of communication channels to disseminate its research findings and engage with stakeholders. The project maintains an informative website, attracting over 30,000 unique page views and visitors from more than 60 different countries. Regular newsletters, press releases, and accessible materials (factsheets, booklets, videos, etc.) keep stakeholders informed about project progress and events.

The project actively engages with its audience on social media platforms such as Facebook, Twitter, and LinkedIn. With more than 2,500 social media followers, AI4Media ensures its research reaches a broad audience, generating over 3 million cumulative audience impressions. The use of visually diverse and representative imagery aligns with the Better Images of AI<sup>1</sup> initiative, promoting a more accurate understanding of AI capabilities.

The AI4Media consortium actively collaborates with various AI and media organizations and AI related research projects and (co)organises and participates in high-level scientific conferences, workshops, symposiums, and webinars. Engaging with the AI research community and media industry, the project partners participate in major AI conferences, contributing to academic discourse but also to industry application, while expanding the geographic reach of the project through partnerships with the European AI & Robotics Networks of Excellence, the European AI Alliance, and the AI-on-Demand platform, among others.

Recognizing the importance of policymaking in shaping the future of AI, AI4Media actively engages with policymakers. Through several events and dedicated materials showcasing AI4Media findings, the project discusses policy implications and challenges towards fostering a trustworthy and inclusive AI landscape in Europe, aimed at contributing to evidence-based policymaking.

AI4Media also seeks to promote AI literacy and awareness among citizens. The AI Media Observatory<sup>2</sup> provides accessible information, demystifying AI technologies, and fostering critical thinking about AI-generated content. Moreover, engaging citizens through accessible

---

<sup>1</sup> <https://betterimagesofai.org/>

<sup>2</sup> <https://www.ai4media.eu/observatory/>



knowledge, videos and blog posts, AI4Media facilitates interactive discussions and encourages public participation in AI-related activities.

AI4Media's dissemination strategy spans a wide array of activities and communication channels to reach diverse stakeholders and promote the responsible use of AI in the media industry. By engaging with researchers, media companies, policymakers, and citizens, the project contributes to the advancement of AI knowledge, shapes policymaking, and encourages a trustworthy and inclusive AI ecosystem in Europe. Through collaborative efforts and innovative research, AI4Media is positioned to make a significant and lasting impact on the media industry and society as a whole.



## 2 Introduction

A robust dissemination strategy is integral to the AI4Media project's success. By engaging with various stakeholders, including AI researchers, media companies, policymakers, and citizens, the project seeks to promote knowledge exchange and create awareness about AI technologies in the media domain.

This deliverable provides an update to D11.3 - Initial report on dissemination and communication activities (submitted in M18), offering detailed information about the channels, materials and tools used to support an effective communication and dissemination of the AI4Media project in the period from M19 (March 2022) to M36 (August 2023). A last update of this document will be provided on M48 (D11.7 – Final report on communication & dissemination activities).

The document also presents the impact of dissemination and communication activities conducted during the period, through the results and analytics in the different channels used, i.e., website statistics (i.e., Google analytics), Social networks analytics, Newsletter statistics, participation in events, and publications.

This deliverable is structured as follows:

- **Section 3** “Update of the AI4Media dissemination & communication strategy” summarises the changes to our dissemination and communication strategy during the reporting period.
- **Section 4** “Communication and promotional material” outlines the communication toolkit available for promoting the project.
- **Section 5** “Accessible knowledge - Results in brief” presents the materials produced to increase the engagement towards the project results.
- **Section 6** “AI4Media website maintenance” presents the developments and performance of the project website.
- **Section 7** “Social Media” presents the progress and performance of the project’s social media channels.
- **Section 8** “Newsletters” presents the progress and performance of the newsletters produced and disseminated.
- **Section 9** “Mass mailing & media coverage” presents the progress and performance of the mass mailing and media coverage.
- **Section 10** “Events” outlines the participation of project partners in events as organisers, participants (i.e., speakers) or attendees.
- **Section 11** “Scientific publications” presents AI4Media scientific outputs, including scientific publications/papers, datasets and software.
- **Section 12** “AI4Media partners support in Dissemination and Communication” outlines some of the dissemination and communication activities undertaken by the project partners to support LOBA.
- **Section 13** “Liaison with other projects, networks and initiatives” describes the collaborations established with other European projects and initiatives relevant to AI and/or media.



- **Section 14** “Communication performance against the evaluation criteria” provides a comparison between the key performance indicators defined in the Description of Action and the current status, in order to assess the overall performance of the dissemination and communication activities.

Finally, **section 15** “Conclusions” concludes the deliverable.

In addition, the deliverable includes two Annexes:

- **Annex 1 – Press clipping**, provides a list of the AI4Media press releases sent to media during the period M19-M36.
- **Annex 2 – Videos uploaded in AI4Media's YouTube channel**, lists the videos available in the AI4Media YouTube channel.



### 3 Update of the AI4Media dissemination & communication strategy

The evolution of a dissemination and communication strategy is often driven by a shift in focus and purpose that goes in line with the progress of the project and its direction towards particular target groups. This transition goes from creating awareness to building a strong community that is engaged in the project and benefits from its activities and results.

Following the project's growth and evolution, its performance assessment and the valuable recommendations received in the second review report, the dissemination and communication strategy of AI4Media has been updated and enhanced, accordingly, during this reporting period.

In this sense, the dissemination and communication goals for this period were the following:

- To ensure that AI4Media's groundbreaking research and innovations reach the widest possible audience and have a meaningful impact.
- To foster connections and community building, increasing engagement and active participation.
- To establish a consolidated recognition within the AI and Media ecosystem.

In relation with the target groups, the project has increased the dissemination and communication actions addressing citizens and policy makers, while also maintaining and intensifying actions towards AI researchers, AI practitioners and Media industry professionals.

- **Citizens** play a pivotal role in shaping the media landscape as consumers and contributors, and at the same time they have a crucial role in the acceptance and adoption of AI solutions applied to the media industry, and can also contribute in aligning the advancements in AI and media technology with societal needs and values.
- Engaging **policy and decision makers** is crucial for ensuring that the project's findings and innovations are integrated into future regulations and policies.
- Sharing the ground breaking research and developments of **AI researchers** will contribute to advancing AI technologies and applications for the media industry.
- **AI practitioners** have an important role in bridging the gap between cutting-edge AI research and practical applications within the media industry.
- **Media industry professionals** play a key role in shaping the project's direction and ensuring that AI innovations are effectively integrated into the media sector.

In this context, the strategies and actions implemented during this period to better address and engage these groups are outlined below. Further information is provided in detail, throughout the document.

#### Implemented strategies and actions towards citizens and policy-makers:

- Accessible content: We have produced and shared content that is accessible and easily digestible, using plain language and multimedia formats to explain complex AI concepts, while creating awareness and building trust. During this period, we have produced factsheets, booklets and infographics presenting the main insights from project



deliverables and activities, and we also developed short videos introducing the potentials of AI application in Media and selected research outcomes.

- Humanised content: We have created materials and campaigns with a “human” element, which makes our project more relatable for our target audiences and creates an engaging environment. In this context, we have developed testimonials and interviews featuring “real” people such as researchers, entrepreneurs and innovators, which provided a more personal view of their interaction with the project.
- Interactive workshops: We have organised events, such as webinars, workshops and Q&A sessions, where citizens and policy makers can actively engage with project experts and ask questions about AI4Media’s activities and results.
- Stakeholders’ consultations: AI4Media collected the opinion of various stakeholders on the challenges and concerns of AI applications and tools in the media that will be used as basis for the development of policy recommendations.
- Liaison and Networking: AI4Media has actively participated in relevant policy forums and engaged in efforts to inform policy makers on the importance of responsible AI adoption in the media sector.

#### **Implemented strategies and actions towards AI Researchers and Practitioners**

- Research Publications: AI4Media has been actively publishing our findings in reputable AI journals and conferences to ensure that our work is accessible to the academic community.
- Collaborative Workshops: AI4Media organises workshops, conferences and symposiums, fostering collaboration and knowledge sharing with AI researchers from around the world.
- Open-Source Contributions: The project actively contributes software, datasets, publications and reports to open-source repositories, demonstrating our commitment to the advancement of the field.
- Use Case Showcases: AI4Media has developed detailed use case studies that highlight how our AI innovations can be applied to practical media industry challenges.
- Feedback Loops: The project has established channels for practitioners to provide feedback, aiming at bring the gap between research developments and real-world requirements from the media industry.

#### **Implemented strategies and actions towards Media Industry professionals:**

- Industry-Specific Reports: The project has produced reports and whitepapers that outline the potential impact of AI on the media industry, including opportunities and challenges.
- Media Workshops: AI4Media regularly organizes workshops and seminars tailored to the specific needs of media professionals, focusing on practical applications of AI.
- Partnerships: Leveraging from the media partners involved in the project, AI4Media is able to test/pilot AI solutions in real-world media production environments, demonstrating their efficacy.

Further to this, we utilize a multichannel approach to disseminate information, including our project website, social media platforms, email newsletters, and traditional media outlets. This ensures that our message reaches a wide and diverse audience.



We also implement robust monitoring and evaluation mechanisms to track the effectiveness of our communication efforts. Engagement metrics are regularly tracked such as website traffic, social media interactions, policy maker interactions, and citizen feedback to gauge the impact of our efforts.

During the last reporting period (M37-M48) the project will maintain its commitment to always enhance the dissemination and communication strategy, capitalising on the project's strengths, learning from past experiences, and improving the performance and impact.

By focusing on citizens and policy makers through tailored strategies, accessible content, and active engagement, we aim to foster a better understanding of AI in media and its potential for positive societal change. Together, we can shape a future where AI-driven media serves the interests of all stakeholders.

In this context, during the next period the project envisages to:

- Continue making AI4Media's findings and results more accessible via factsheets, booklets and short videos;
- Produce concise and well-researched policy briefs and recommendations that highlight the societal benefits and potential challenges of AI in media;
- Continue establishing collaborations with industry associations, DIHs and other organisations to amplify our policy recommendations and ensure they reach the right channels.
- Continue involving "real" people in our campaigns, providing relatable content that inspire and motivate others.
- Continue funnelling our content to the interests and needs of our target groups.
- Design and execute actions that bring added value to AI4Media's network of excellence and encourage others to join.
- Launch the Virtual Center of Excellence that brings together the members of the Network of Excellence on AI Media through a digital environment that allows networking, knowledge-sharing, resource-optimisation and collaboration, towards advancing the AI research and innovations for the Media industry.



## 4 Communication and promotional material

The communication toolkit, produced at early stages of the project, can be used by project partners to aid their dissemination activities and participation in events and meetings. This communication toolkit is composed of the following materials.

- **Project logo** in different versions and formats and brand manual.
- **Stationery** composed by word and power point templates and supporting materials for participating in events such as folders, letterhead paper, business cards; and an email signature for the identification of the project in communications (Figure 1).



Folder



Letterhead paper



Business cards

Figure 1: AI4Media stationery

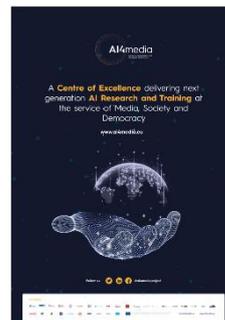
- **Promotional material** composed of brochure with information about the objectives, activities and expected results of the project; promotional video and power point presentation of the project for partners to use when participating in events; and poster, roll-up, sticker and pop-up stand to increase the project's visibility in events (Figure 2).



Brochure



Roll-up



Poster



Pop-up stand



Sticker

Figure 2: AI4Media promotional material

In addition, guidelines with printing specifications for the printshop are also available.

In terms of branding, during this period we designed an identity for the Junior Fellows Exchange Program to be used in its communication (Figure 3).



Figure 3: Junior Fellows Exchange Program logo

A leaflet for the AI Doctoral Academy (AIDA) was also designed as described in detail in Deliverable D9.3 “Report on European AI branding and excellence spreading” (Figure 4).



Figure 4: AIDA leaflet



## 5 Accessible knowledge - Results in brief

To communicate AI4Media outputs and results in a clear, accessible and engaging way, the project has been working on adapting the main outcomes (e.g., deliverables) into concise, visually attractive, user-friendly materials, which can take the form of factsheets, short videos, promotional banners, infographics, booklets, etc.

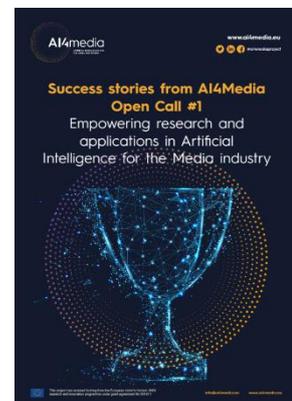
This “accessible knowledge” aims to contribute to the use and potential exploitation of project results and plays a role of utmost importance for ensuring our target groups’ access and use of the results stemming from the project.

The actionable knowledge is presented on the website on the “Results in Brief” web page ([HERE](#)) and relevant materials are promoted on social media. The accessible knowledge in “digital” format developed until now is the following (the short videos are outlined in section 7.2).

- **AI for the Media Industry - A Strategic Research Agenda from the AI4Media consortium** ([LINK](#)) This document is a publishable version of the SRA on AI for the Media industry. In addition to this, a shorter version in the form of an executive summary was also produced ([LINK](#)).



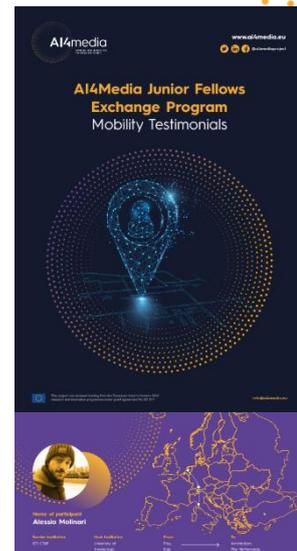
- **Success stories from AI4Media Open Call #1** ([LINK](#)) This booklet presents the success stories of the [AI4Media Open Call #1 projects](#), which engage research and industry actors that develop and integrate research in the field of AI and contribute to the enrichment of the pool of technological tools of the AI4Media platform. The booklet includes the testimonials of the 10 selected Open Call #1 projects.



- **Report on Policy for Content Moderation** ([LINK](#)) This factsheet is a summary of the Report on Policy for Content Moderation (deliverable [D6.2](#)) and presents an overview of the EU policy initiatives on content moderation as well as alternative approaches to content moderation by online platforms and civil society.



- **AI4Media Junior Fellows Exchange Program - Mobility Testimonials** ([LINK](#)) This booklet presents the testimonials of 20 Junior Fellows that took part in the program during 2021 and 2022, discussing the research projects they worked on, the experiences and knowledge they have gained, their assessment of the opportunities offered by the program, and their advice and recommendations to young AI researchers who are thinking about a potential exchange.



- **Key societal concerns of AI applications in Media** ([LINK](#)) This factsheet presents six societal concerns of AI applications that affect or impact the media industry and presents core points of consideration for the media industry, policy makers and AI researchers who engage with the media sector. The information derived from the research conducted for the initial white paper on the social economic and political impact of media AI technologies (deliverable [D2.2](#)).



- **AI4Media Online Survey on AI for the Media Industry** ([LINK](#)) This factsheet presents the main results from the [public survey](#) that AI4Media run from December 2021 to January 2022 with the objective to collect: i) Opinions on the benefits, risks, technological trends and challenges of AI use in the media industry; ii) Experiences on AI strategies and AI skills in media organisations; iii) Insights on the most promising ways to facilitate AI adoption and knowledge transfer; iv) Perceptions about ethical use of AI.





## 6 AI4Media website maintenance

The AI4Media website is one of the prime channels for communicating the project’s activities, and outcomes. Thus, the website has evolved and grown in line with the progress of the project, and in response to the project’s communication needs.

### 6.1 Content management – News and Events

The content on the website has been continuously updated with articles or news about the progress of the project and relevant events where AI4Media is involved in. This information is systematically communicated or promoted in a multichannel approach (social media, mass mailing, press releases) ensuring engagement with our content and traffic to the website to obtain further information.

The website has a total of [41 news articles](#), which comprise relevant project announcements and achievements, or results from a particular activity or task (Figure 5).

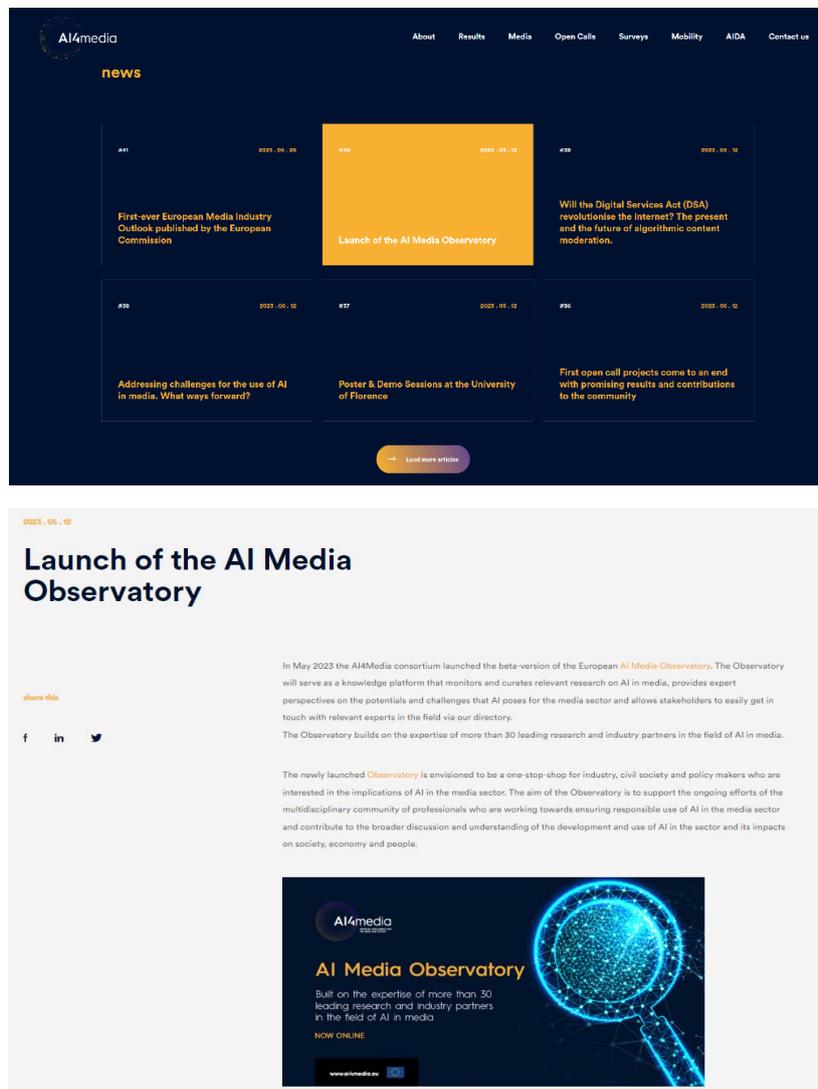


Figure 5: Example of News Article



The website also promotes the project participation in key strategic events in the AI, media and policy landscape - this section includes [42 events articles](#) (Figure 6).

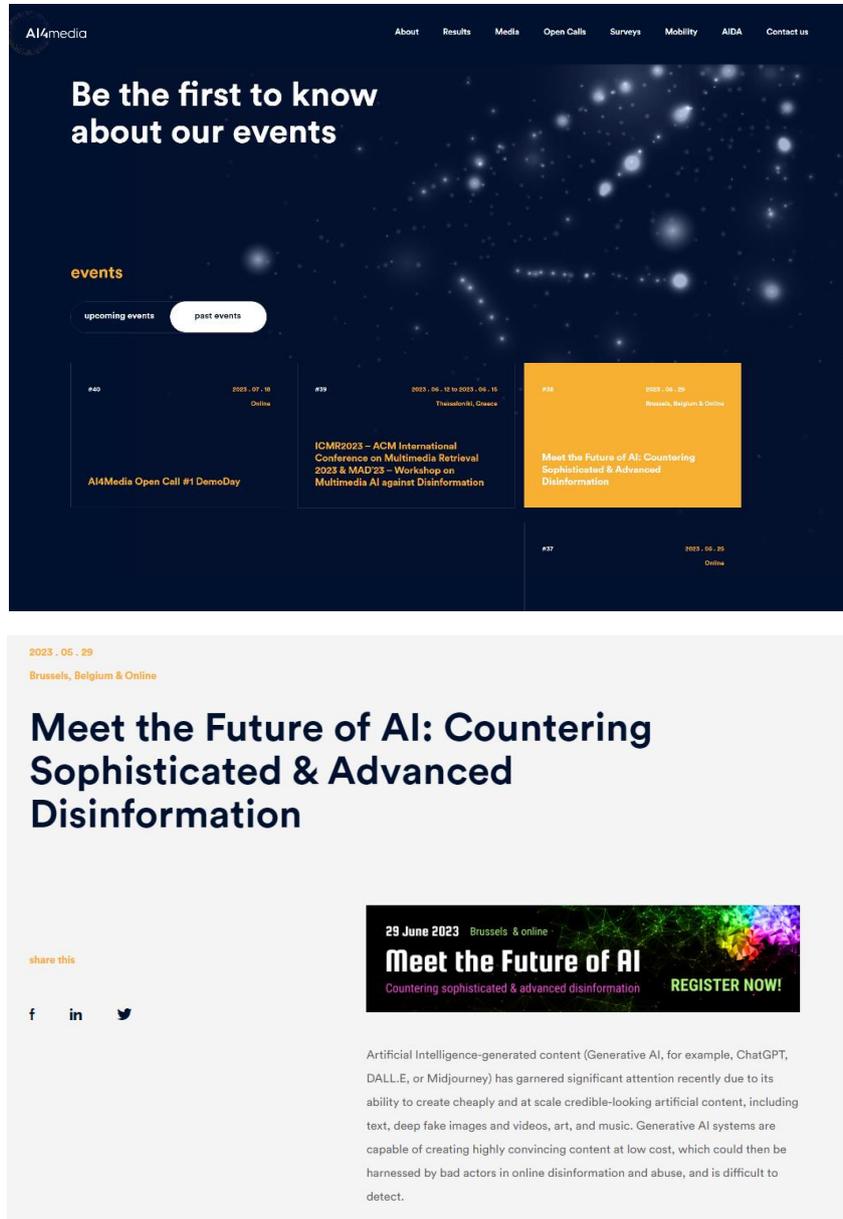


Figure 6: Example of Event Article

In addition to the events page, since February 2022, the website also promotes the [AI-Cafés](#), an activity managed under Work Package 7 by GAR (Figure 7). This consists in the continuation by AI4Media of the AI4EU Cafés facilitated by the former AI4EU project, now called AI-Cafés. There are a total of 31 AI-Cafés announcements on the website.

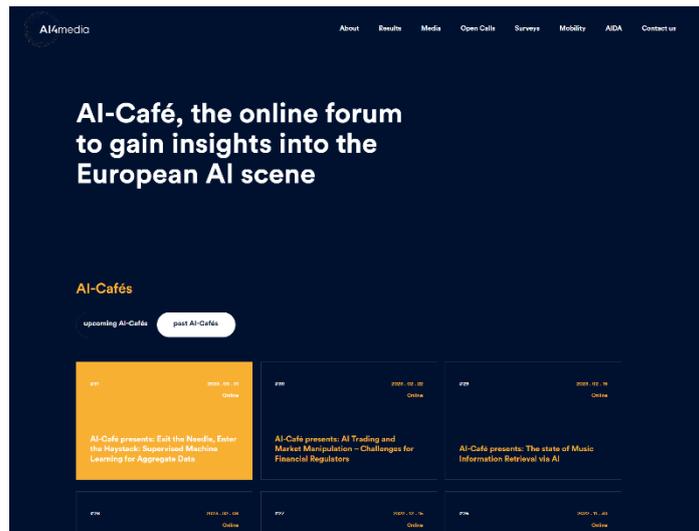


Figure 7: Example of AI-Café announcement

## 6.2 Development of new webpages

During this period, the following webpages have been created to meet the needs for communicating certain project activities and results:

**Open Calls:** Dedicated webpages were created to showcase the projects selected and funded under the Open Call #1 ([LINK](#)) and Open Call #2 ([LINK](#)) (see Figure 8 and Figure 9).



## Meet AI4Media's Open Call #1 winners!

The AI4Media - Open Call #1 aimed to engage entrepreneurs, companies (e.g., SMEs, mid-caps) and researchers that regularly develop and integrate applied research in the field of AI, to develop new research and applications for AI, and contribute to the enrichment of the pool of technological tools of the AI4Media platform. 7 specific challenges and 2 open challenges across the Research and Application tracks were addressed by the Open Call.

In total, 60 proposals from applicants in 22 countries were submitted to the open call



Figure 8: Open Call #1 projects webpage

Application Track Project

### AIEDJ

AI Empathic DJ App

musicube GmbH  
Germany

- Track & Challenge addressed
  - Application track - Navigating multi perspective in media heritage collections



Figure 9: Dedicated page of Open Call #1 project "AIEDJ by Musicube"

**Open Datasets** ([LINK](#)): The new webpage was developed to make publicly available the Open Datasets created within the project (Figure 10). The page currently presents 16 datasets. In September 2023, the page will be updated with new entries reported by the partners.



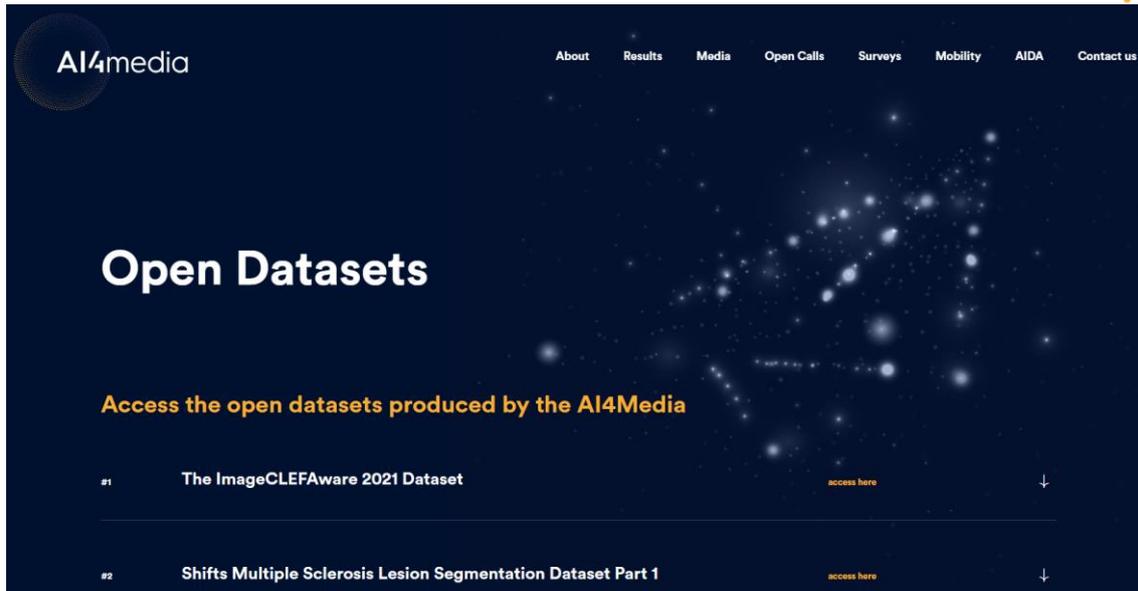


Figure 10: Open Datasets webpage

**Open Software (LINK):** The new webpage was developed to make publicly available selected software developed by AI4Media partners (Figure 11). The page is structured on 4 categories with the following number of software available: Machine Learning Tools (22 software); Trust Enhancing AI (8 Software); AI for multimedia content analysis & content production (10 Software); AI for society (3 software). In September 2023, the page will be updated with new entries reported by the partners.

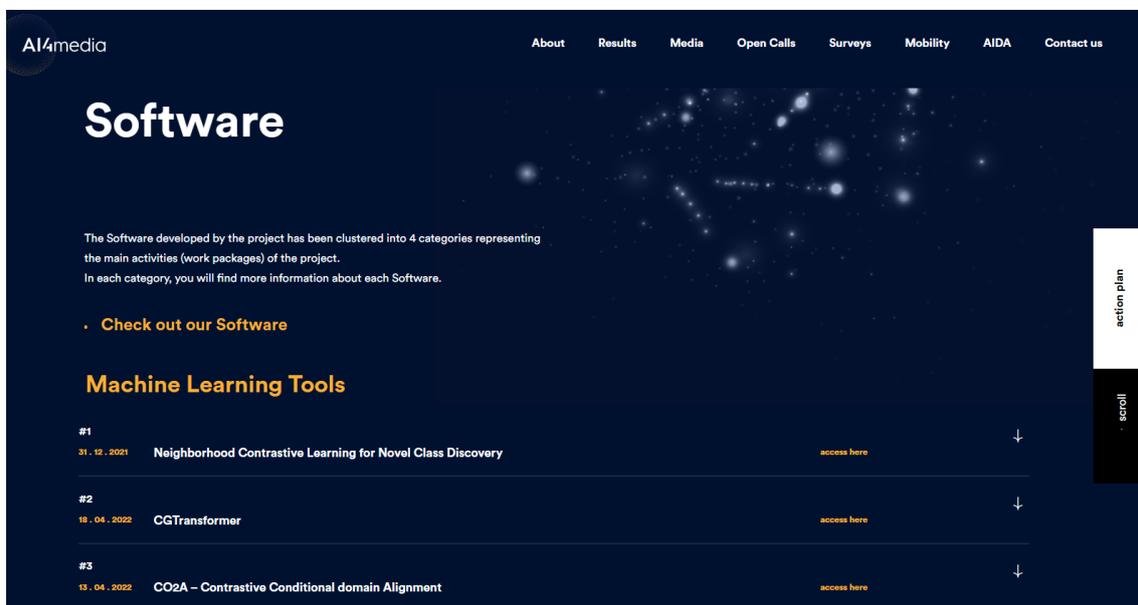


Figure 11: Software webpage

**Roadmap on AI technologies and applications for Media web-page (LINK):** This is a web version of the AI4Media Roadmap on AI technologies and applications for the media industry (deliverable [D2.3](#)) developed under Work Package 2, aimed to allow readers to easily go through



the content of the report, including more than 30 white papers, and only read/download the sections that are of interest to them (Figure 12).

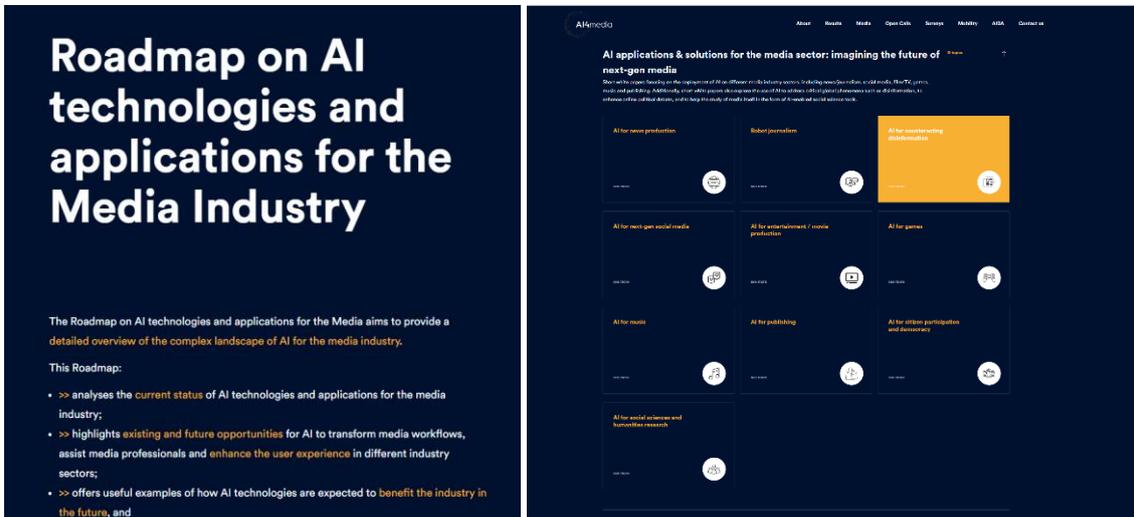


Figure 12: Roadmap on AI technologies for the Media Industry webpage

**Observatory** (LINK): A mini-website was developed for the European AI Media Observatory managed under Work Package 2, which aims to be a knowledge platform that monitors and curates relevant research on AI in media, provides expert perspectives on the potentials and challenges that AI poses for the media sector and allows stakeholders to easily get in touch with relevant experts in the field via our directory (Figure 13).

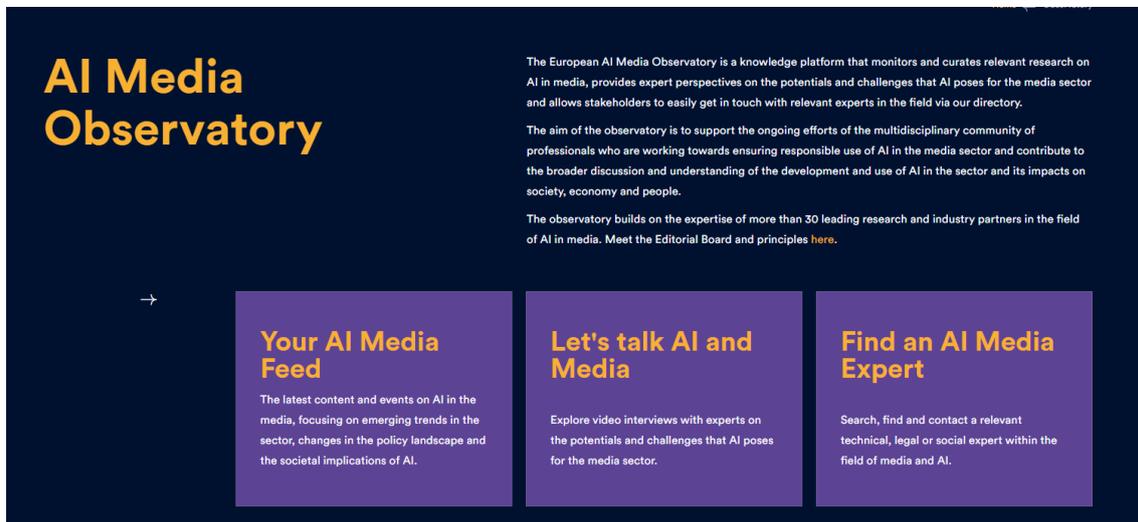


Figure 13: AI Media Observatory website

**European AI Policy Regulatory Landscape** (LINK): This web page includes an interactive timeline allowing an overview of the EU policy on AI, provides useful information on the forthcoming EC

legislative proposal on AI regulation, existing and upcoming policy frameworks, and an analysis of the ensuing principles and requirements (Figure 14).



Figure 14: European AI Policy Regulatory Landscape Timeline

**White Papers “Aligning AI research with media industry needs”** ([LINK](#)): This webpage presents the White Papers developed in AI4Media under Work Package 8, which aim to guide the network’s research activities during and after the project, as well as steer the European research agenda toward directions that align with the needs of the market and the particular strengths of the EU’s AI ecosystem (Figure 15).



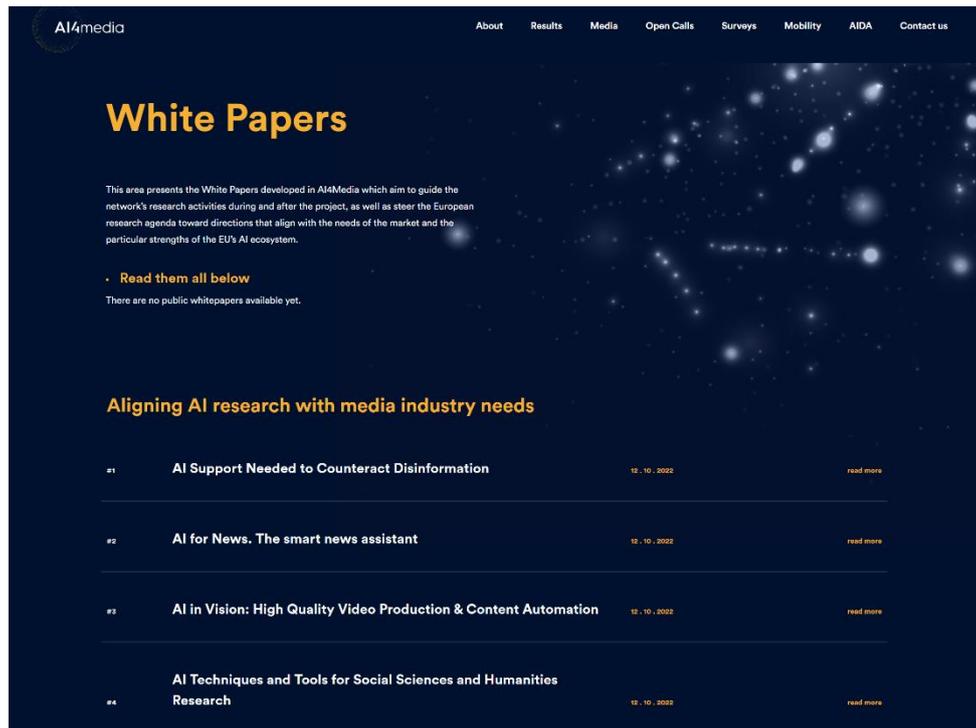


Figure 15: White Paper webpage "Aligning AI research with media industry needs"

**Strategic Research Agenda (SRA) on AI for the Media industry** ([LINK](#)): This webpage gives an overview of the scope and objectives of the SRA developed by AI4Media and provides access to the full document (Figure 16).



Figure 16: SRA on AI for the Media industry webpage

**Videos webpage** ([LINK](#)): A dedicated webpage was created to showcase relevant videos produced by AI4Media (Figure 17).



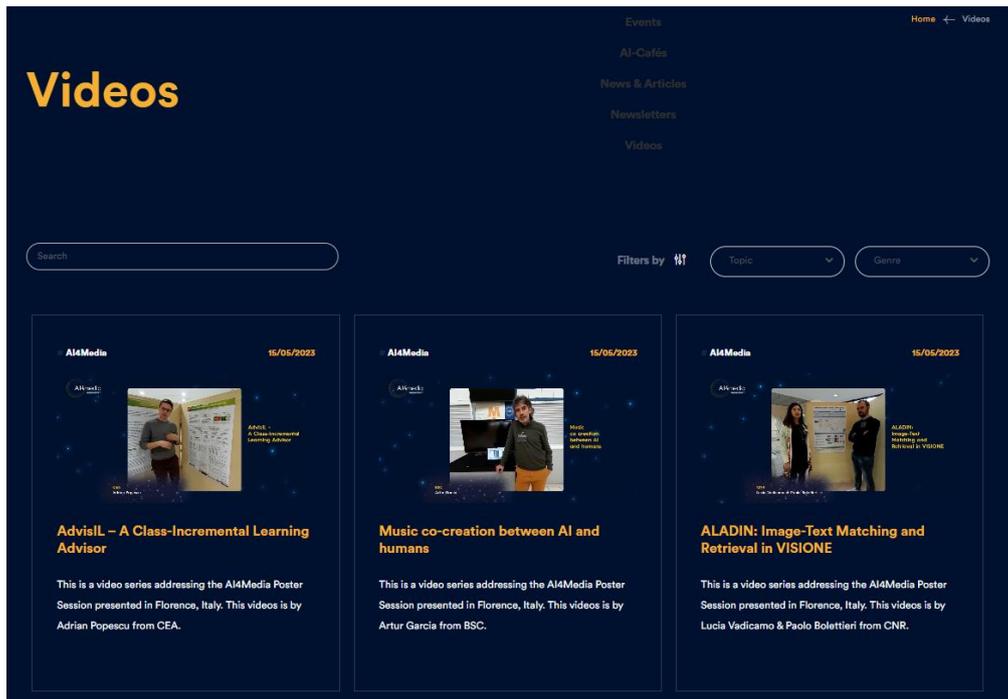


Figure 17: Videos webpage

**Scientific publications** ([LINK](#)): In the webpage listing the scientific publications of the project, the search system was improved and filters were added which allow to easily find and access the information (Figure 18).

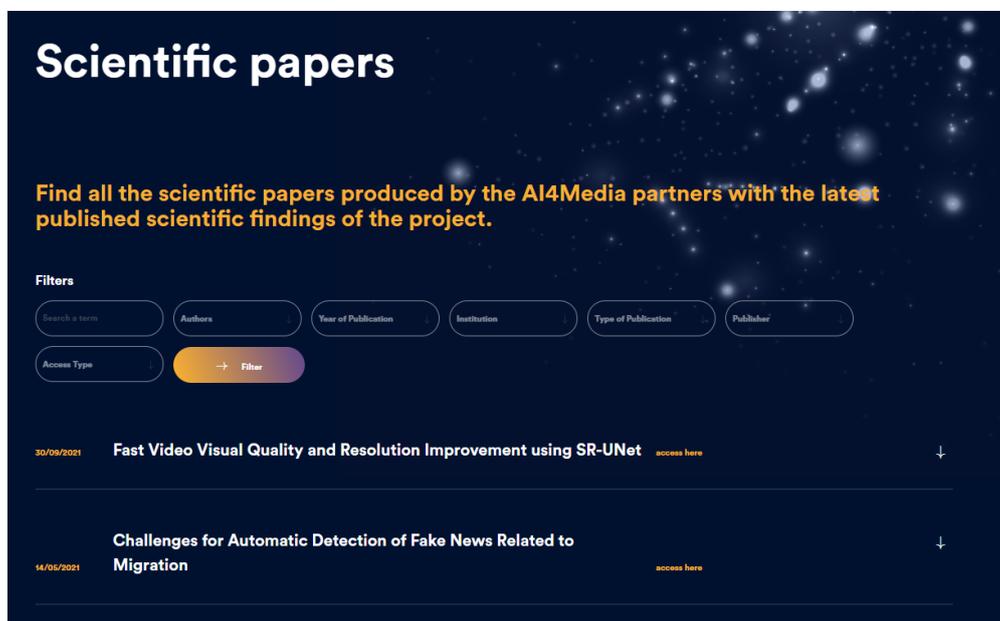
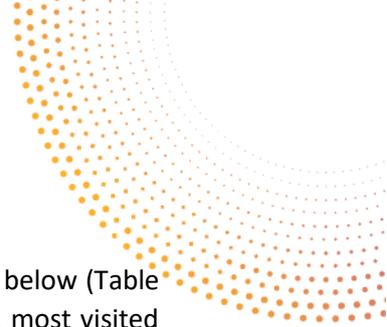


Figure 18: Scientific publications webpage

### 6.3 Website performance

As mentioned above, every communication action of the project such as social media activity, press releases, mass mailing, newsletter, etc., it was ensured to direct traffic to the website.





Website statistics for the period 1<sup>st</sup> March 2022 to 31<sup>st</sup> August 2023 are provided below (Table 1) including website analytics, top countries of visitors, top acquisition channels, most visited web pages. The statistics show a good reach and engagement to AI4Media content, with the main performance statistics having doubled in comparison with the previous period. These results were to be expected since with the progress of the project comes more content to share, which has been communicated and disseminated in a multichannel approach aimed at directing traffic to the website.

Table 1: Website's analytics

KPIs	Statistics	
	M4-M18	M19-M36
Number of users	13.121	20.497
Sessions	23.147	36.693
Page views	41.090	69.583
Average session duration	1m15s	1m07s
File download	2.209	4.573
Total interactions with the website	123.974	205.924

### Top 10 countries where visitors come from

The following table (Table 2) shows the comparison of visitors from the previous period to this, where we see the top countries are the same but the order has slightly changed based on number of users.

Table 2: Top ten countries of AI4Media website visitors

	Period	
	M4-M18	M19-M36
1	Italy – 1.556 users	United States – 2.539 users
2	United States – 1.492 users	Greece – 1.845 users
3	Greece – 1.093 users	Italy – 1.455 users
4	Spain – 880 users	Germany – 1.327 users
5	Germany – 800 users	Spain – 1.077 users
6	France – 798 users	Romania – 1.003 users
7	Portugal – 667 users	Portugal – 957 users
8	United Kingdom – 564 users	France – 955 users
9	Netherlands – 563 users	United Kingdom – 896 users
10	Romania – 528 users	Netherlands – 839 users

### Top acquisition channels

Acquisition analytics show data about how users arrive on a website. The traffic sources can be i) Direct: any traffic where the referrer or source is unknown, ii) Organic search: traffic from search engine results that is not the result of paid advertising, iii) Organic social: Traffic from a social network, such as Facebook, LinkedIn, Twitter, iv) Referral: traffic that occurs when a user finds the website through a site other than a major search engine, v) Email: Traffic from email



marketing that has been properly tagged with an email parameter, vi) Other: If traffic does not fit into another source or has been tagged as “Other” via a URL parameter, it will be bucketed into “Other” traffic. The following table (Table 3) shows the top acquisition channels in AI4Media.

*Table 3: Top acquisition channels in AI4Media*

Channel	Triggered sessions	Engagement rate
Direct	14.749	41,24%
Organic search	11.184	61,81%
Organic Social	4.178	38,68%
Referral	4.165	60,86%
Unassigned	578	3,98%
Paid Social	335	6,27%
Other	42	-

### Most visited pages

The following table (Table 4) shows the most visited webpages of the AI4Media website. The Open Call page was the most visited one, followed by the project overview.

*Table 4: Website top-5 most visited pages*

Website Page	Page views
Open call 2	10.193
Project overview	8.218
Consortium	1.214
Associate members	1.001
Use cases	945

### File downloads

The following table (Table 5) shows the most downloaded files from the AI4Media website. The Open Call #2 documentation package page was the most downloaded file, followed by the Roadmap and the white papers focusing on use cases.

*Table 5: Top-7 file downloads*

File type	Downloads
Open call 2 documentation	2.121
Roadmap AI for media	412
White papers “Align AI research with media industry needs”	284
Public deliverables	224
Results in brief	122
Newsletters	102
Associate members application form	55





## 6.4 Virtual Centre of Excellence

During this period AI4Media has been working on establishing the main characteristics, specification and features of the **Virtual Centre of Excellence (CoE)**. The Virtual CoE aims to be a virtual environment that brings together the members of the Network of Excellence on AI Media, other experts and resources, to collaborate and excel towards advancing the AI research and innovations for the Media industry.

AI4Media's Virtual CoE will be recognised for its specialised knowledge and expertise in the field of AI for Media. This digital environment will allow collaboration across different locations with members and contributors from different countries, through digital tools and interfaces.

It will serve as a central hub for utilizing and optimising resources, such as open scientific outputs, data, reports and best practices, etc., while also promoting knowledge sharing and cross-pollination of ideas among members, through the organisation of webinars, virtual meetings, and knowledge-sharing sessions to disseminate information.

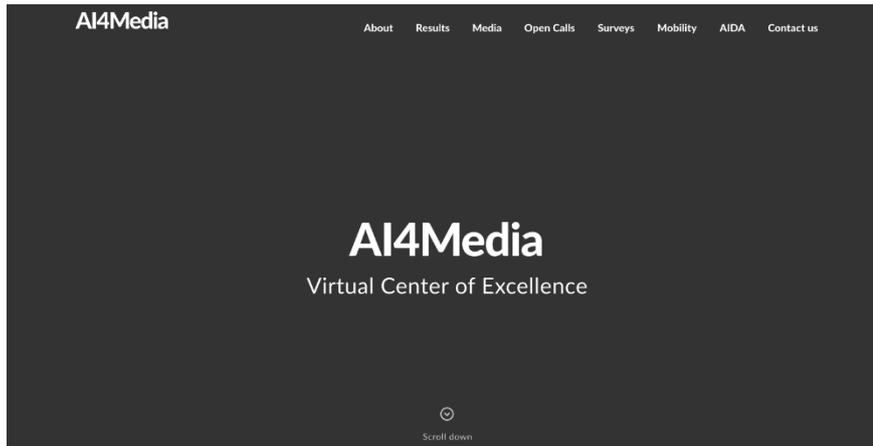
The Virtual CoE could be tasked to solve a problem or challenge within their field of expertise, leveraging from the collective expertise of their members. Opportunities to collaborate in new projects on cutting-edge research and innovation that advance AI in Media and drive progress in the media industry, will be supported and encouraged.

Through the connection with AIDA – AI Doctoral Academy, the Virtual CoE will also give access to courses, training programs and educational resources to help develop the skills and capabilities of individuals and organisations in AI Media.

Due to the multidisciplinary nature of the members of AI4Media's Network of Excellence which comprises expertise in AI and Media but also AI regulation and policies, the Virtual CoE can also act as advisors to organisations, decision makers or government bodies offering guidance on best practices and strategies.

Ultimately, AI4Media Virtual CoE will foster a sense of community among members, creating opportunities for networking, knowledge-sharing, resource-optimisation and collaboration. A preliminary wireframe of the AI4Media Virtual CoE is visualised below (Figure 19). The Virtual CoE will be launched during Q4 of 2023.





## The go-to place for AI Researchers & Media professionals to:

- ✓ Be informed or educated
- ✓ Invest or secure funding
- ✓ Learn AI application for Media
- ✓ Grow their networks
- ✓ Share & exchange expertise

Our Mission: Strengthen the AI excellence in Europe at the service of Media, ensuring an ethical & trustworthy AI!

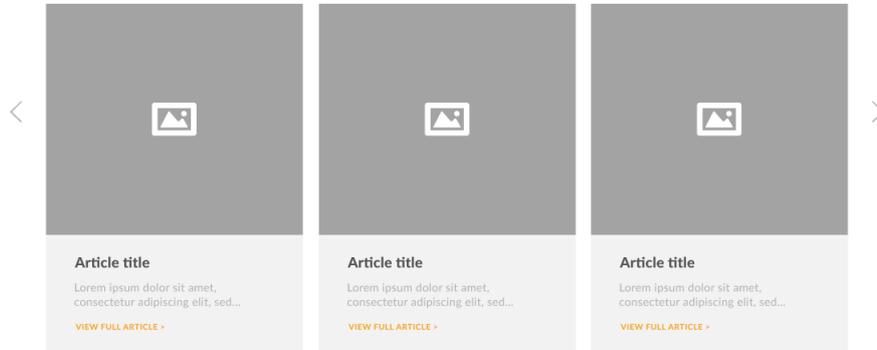
[KNOW MORE >](#)

 <h3>Media AI Observatory</h3> <p>Find the latest on:</p> <ul style="list-style-type: none"> <li>• AI Trends for Media</li> <li>• Media AI Research Agenda</li> <li>• Policy Developments</li> <li>• Policy Recommendations</li> </ul>	 <h3>AI doctoral academy</h3> <p>Access to:</p> <ul style="list-style-type: none"> <li>• AI Curriculum &amp; Courses</li> <li>• Resources</li> <li>• Knowledge</li> <li>• Expertise</li> </ul>
 <h3>Our Network</h3> <p>Join the network to:</p> <ul style="list-style-type: none"> <li>• Collaborate in R&amp;I for Media</li> <li>• Joint papers   Peer reviews</li> <li>• Participate in Events   Mobility</li> <li>• Share know-how &amp; expertise</li> </ul>	 <h3>Resources Library</h3> <p>Access to:</p> <ul style="list-style-type: none"> <li>• Open Datasets, software...</li> <li>• AI solutions from use cases</li> <li>• Market uptake opportunities</li> <li>• Investment and funding</li> </ul>



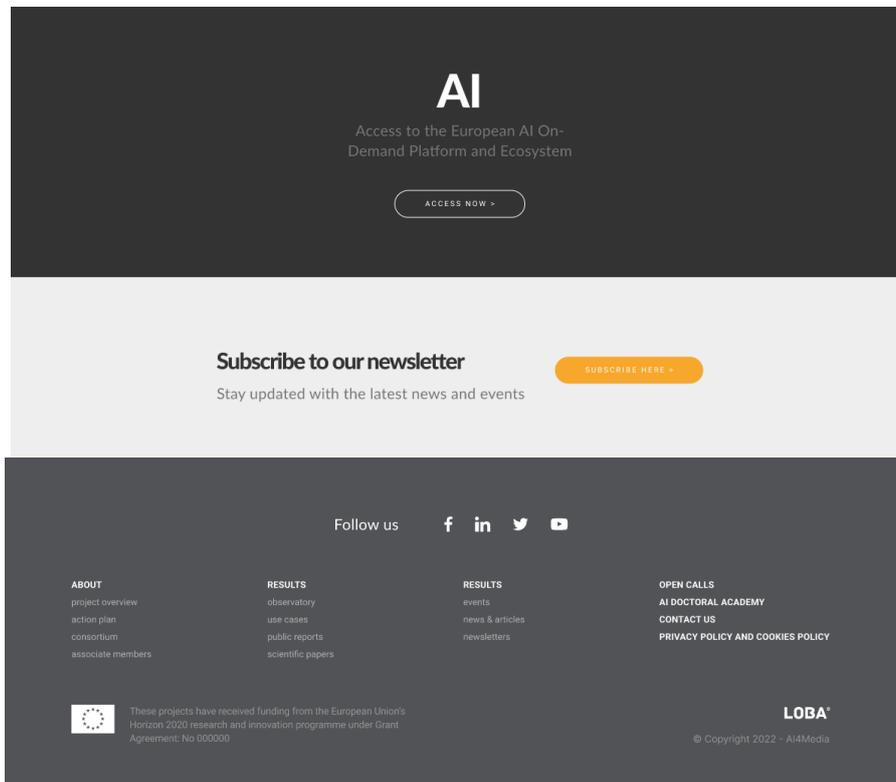
## Recent news

Stay updated about AI research and training at the service of media, society and democracy



Three article cards are displayed horizontally. Each card has a placeholder image icon, an 'Article title', a short text snippet, and a 'VIEW FULL ARTICLE >' link. Navigation arrows are visible on the left and right sides.

SEE MORE ARTICLES >



This section features a dark background with the text 'AI' in large white letters, followed by 'Access to the European AI On-Demand Platform and Ecosystem' and an 'ACCESS NOW >' button. Below this is a light grey section with 'Subscribe to our newsletter' and 'Stay updated with the latest news and events' next to a 'SUBSCRIBE HERE >' button. The bottom part is a dark grey footer with 'Follow us' and social media icons, a navigation menu with categories like 'ABOUT', 'RESULTS', and 'OPEN CALLS', and a footer with the European Union logo and 'LOBA' branding.

Figure 19: Virtual Centre of Excellence preliminary wireframe

### 6.5 International AI Doctoral Academy (AIDA) website

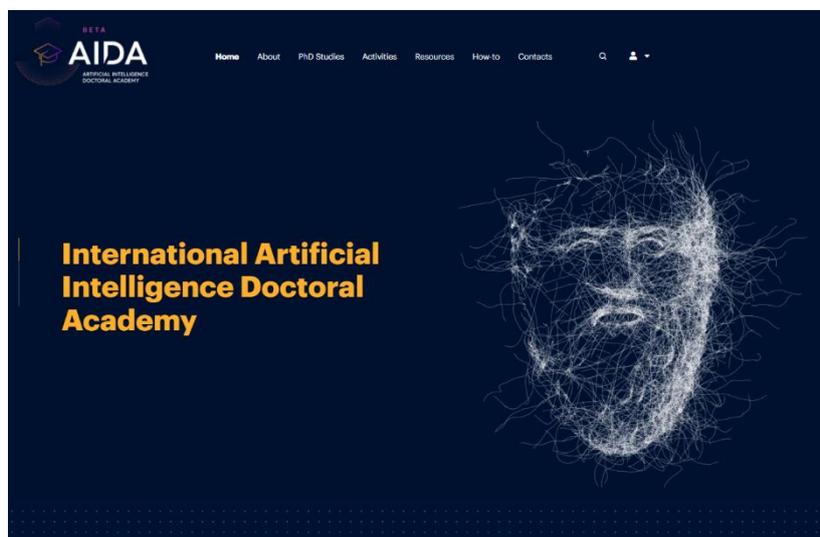
AI4Media has been responsible for maintaining and updating the [AIDA](#) website. In response to the comments received during the 2nd review meeting, the AIDA website was improved to make clearer what is AIDA, what it offers and for whom and how one can benefit from it, and to ease



navigation and user experience (Figure 20). Therefore, the following adjustments and alterations were implemented:

- Improved homepage with clear information about what is AIDA and who can benefit from it;
- Revised layouts and content in all pages;
- Revised user journey (for lecturers and students), identifying and fixing any bottlenecks;
- Improved resources area with search and filters with defined taxonomy;
- Change of AI curriculum based on new structure and content defined by the respective AIDA committee.

More information about the AIDA website is reported in deliverable D9.3.



*Figure 20: Screenshot of AIDA website homepage*

## 7 Social Media

The social networks of AI4Media are [Facebook](#), [LinkedIn](#), [Twitter](#) and a [YouTube](#) channel.

Each month, a social media plan is designed by the social media manager, comprising weekly posts for each social media channel. At least two publications are created per week in each channel, which entails creating images and contents for each publication. Additional posts are also added to the social media plan whenever there is new information (events, activities, announcements) about the project that should be communicated to our followers.

At the same time, the community manager gives attention to the engagement and reach on social media channels, continuously retweeting/sharing and interacting with other accounts, especially from EC channels and other relevant AI/media projects and initiatives (e.g., AI-on-Demand, VISION CSA, etc.).

To boost specific content, the campaign manager launches paid campaigns such as followers', campaign, engagement campaigns towards enhancing subscriptions, click campaigns towards access to specific content, and promotional campaigns to increase reach and visibility.

The content published in AI4Media social media channels is customised to address the following target groups: AI researchers, Media industry, Policy Makers, General Public.

During this period, the focus of the content published in social media combines awareness about what AI4Media is and what the project has to offer and information about specific activities, events and results. Thus, the campaigns that have been regularly published in social media comprised the following topics:

- To inform about AI4Media objectives and main activities;
- To increase public awareness about outcomes from use cases through a series of “AI Applications in Media” videos; and how AI can be applied in the Media industry;
- To engage the AI and Media community to participate in the #Open Calls & promote the projects funded by the Open Calls and their achievements;
- To inform about AI Regulation & Policy recommendations;
- To share experiences from the AI4Media Junior Fellows Exchange program and encourage participation in this program;
- To inform about events organised by AI4Media or with AI4Media’s participation and about the #AICafé lectures;
- To disseminate research and scientific outcomes, including #Paperoftheweek & #Postersessions;
- To support the communication of activities and events from project partners, other ICT-48 projects and other AI/media projects and initiatives;
- To disseminate public results in accessible formats (factsheets, infographics, booklet);
- To distribute our Newsletters and encourage subscribing to the project’s mailing list.

Some examples of relevant posts can be seen in Figure 21 below.



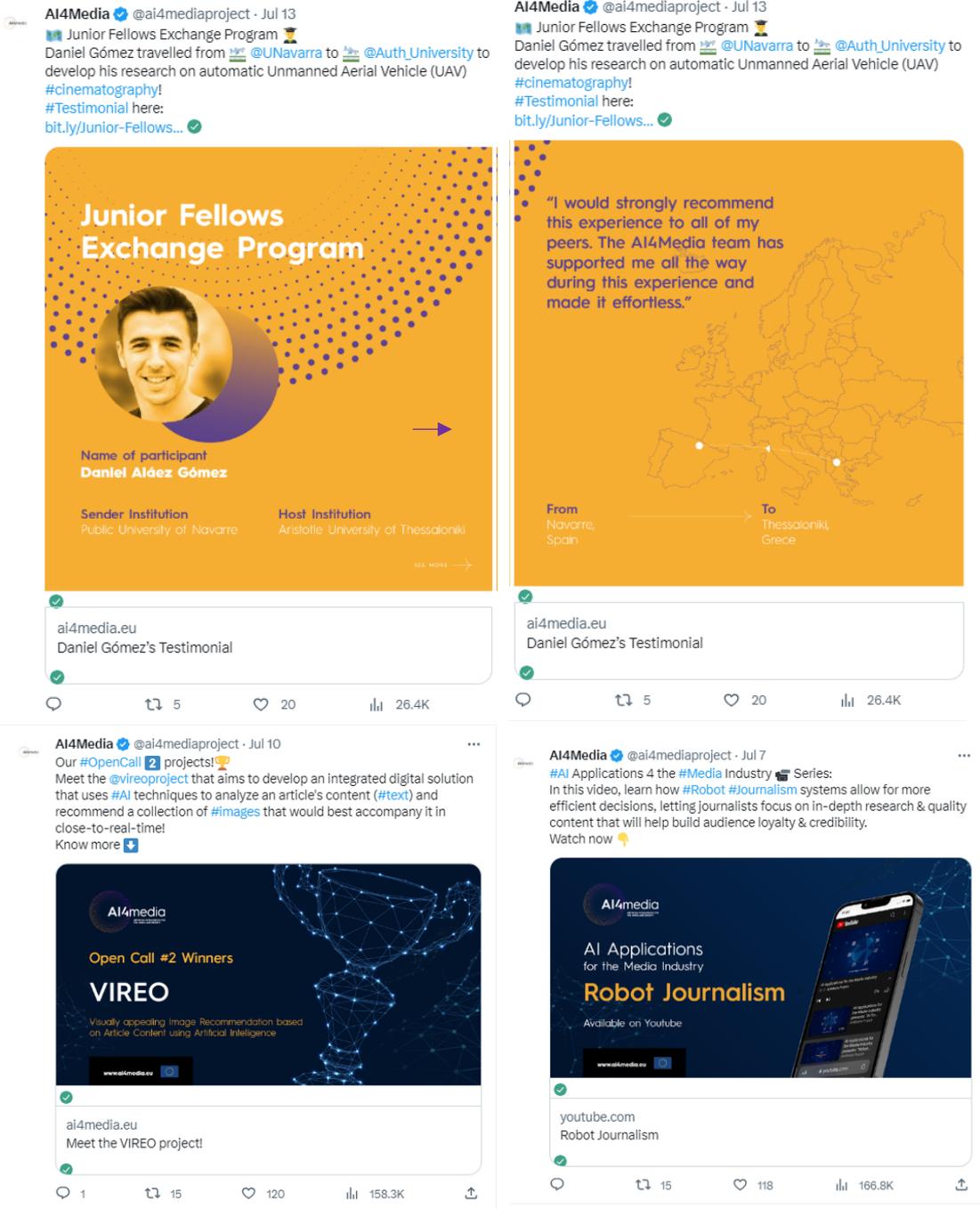


Figure 21: Sample of posts in AI4Media's Twitter

## 7.1 Social media performance

The analytics of AI4Media social media in Twitter, Facebook and LinkedIn show a constant increase of the followers, while the increase of the number in reach and impressions means that the information shared in our social media channels is reaching a significant number of people.



Thus, the campaigning actions and results described in the previous sections are also reflected in these analytics.

Since the creation of the project’s social media networks in M3, AI4Media has published an average of 15 posts per month, specifically **651** posts in Twitter, **512** posts in Facebook and **570** posts in LinkedIn. Relevant analytics in terms of followers, likes, engagement, impressions, etc. are summarised in the Table 6.

Table 6: Social media networks analytics

	M3-M18			M19-M36		
	Twitter	Facebook	LinkedIn	Twitter	Facebook	LinkedIn
Posts	304	231	229	347	281	341
Paid campaigns	36	32	-	35	31	-
Followers (total)	690	661	332	<b>1.119</b>	<b>847</b>	<b>664</b>
Likes	5.985	32,570	594	7,159	8,186	1,360
Shares	898	158	188	608	207	277
Reach	619,088	184,733	20,924	380,865	449,649	36,243
Engagement	70.512	33,051	785	8,587	45,661	2,008
Impressions	1.653.300	NA	22.494	3.739.198	NA	32.785
Clicks to website	3.404	1.070	1.054	5,558	5,357	1,538

## 7.2 YouTube channel

The [AI4Media YouTube channel](#) was created on Month 1 (September 2020) and has been used mainly as a repository to host the videos promoting the project and the recordings of AI4Media online workshops. From the previous period (reported under Deliverable D11.3) till now, the AI4Media YouTube channel has gone from 9 to 58 videos (49 more videos compared with the previous period), a total of 3,386 views, and 48 subscribers (Figure 22).

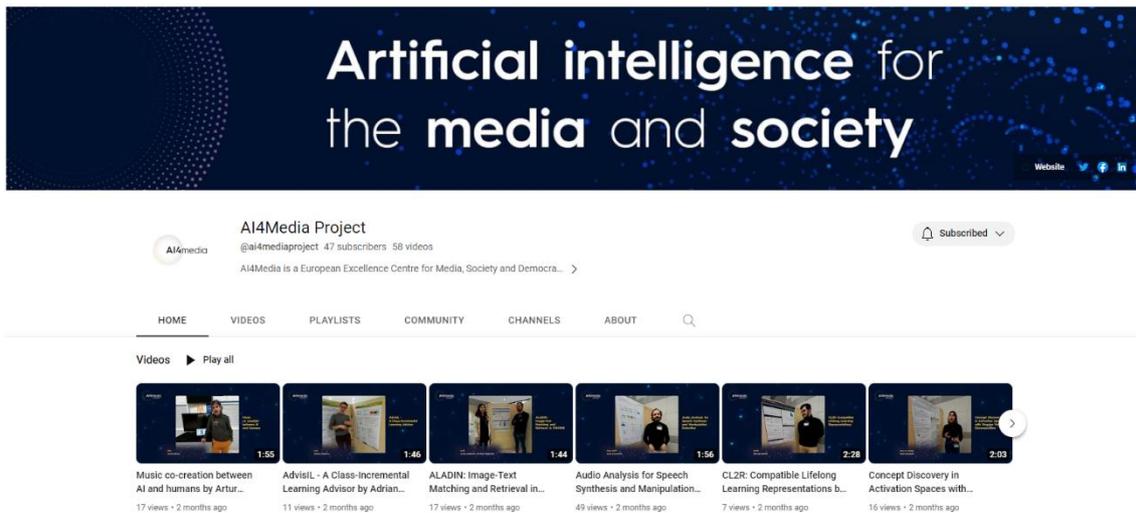


Figure 22: Screenshot of AI4Media's YouTube channel



The new video content comprises:

- **Video series on “AI applications & solutions for the media industry”** – This [playlist](#) is comprises 7 videos which aim to inform the general public about the potential of AI in seven areas relevant to the media industry, with practical examples and without complex theories or explanations. The topics of the videos are:
  - 1 AI for news production
  - 2 Robot Journalism
  - 3 AI for next gen social media
  - 4 AI for entertainment - movie production
  - 5 AI for games
  - 6 AI for music
  - 7 AI for publishing
- **AI4Media Open Call 1 projects** – This [playlist](#) comprises 7 videos that introduce 7 of the 10 projects funded under AI4Media Open Call #1, presenting testimonials from the leaders of these projects. The videos feature the following projects:
  - 1 CIMA project by AdVerief.ai
  - 2 edgeAI4UAV project by IHU
  - 3 InPreVI project by JOT Internet Media
  - 4 RobaCOFI project by Institut Josef Stefan
  - 5 SMAITE project by University of Manchester
  - 6 TRACES project by GATE Institute, Sofia University
  - 7 VRES project by Varia UG
- **AI4Media 1<sup>st</sup> Junior Fellow Day 2022** – This [playlist](#) comprises 9 videos with the recordings of the presentations of the Junior Fellows that participated in the 1<sup>st</sup> Junior Fellows Day 2022 organised in November 2022. They were produced with the objective to inform about the research outcomes of the AI4Media Junior Fellows Exchange Program. They feature the following research topics and fellows:
  1. “ML-assisted OR algorithms for multimedia network” by Ana Maria Drăgulinescu (UPB)
  2. “DeepFake detection with capsule networks and temporal approaches” by Cristian Stanciu (UPB)
  3. “NLP applied to articles on Covid-19 vaccination in European Newspapers” by David Alonso del Barrio (Universidad Politécnica de Madrid)
  4. “MINTIME: Overcoming limits of video deepfake detection in the wild” by Davide Coccomini (CNR)
  5. “A qualitative investigation of optical flow algorithms for video denoising” by Hannes Fassold (JR)
  6. “Estimating class prevalences in ordinal classification” by Mirko Bunse (TU Dortmund University)
  7. “Dataset shift in binary quantification” by Pablo Gonzalez (University of Oviedo)
  8. "Deep learning for multiple trajectory prediction of 360° head movements” by Quentin Guimard (UCA)
  9. "Video classification using a self-supervised feature extractor” by Sogol Haghighat (FhG-IAIS).



- **AI4Media Poster session** – This [playlist](#) is composed of 24 videos produced with the objective to inform about the AI4Media research activities and outcomes. The videos were recorded during the poster session organised in the 7<sup>th</sup> AI4Media plenary meeting in Florence on January 31<sup>st</sup>, 2023 and feature members of the consortium discussing their work. The videos feature the following research topics and researchers:
  1. XAI-SUM: Explaining Video Summarization Based on the Focus of Attention by Vasileios Maezaris, CERTH
  2. Unsupervised Domain Adaptation for Video Violence Detection in the Wild by Luca Ciampi, CNR
  3. Truly Media Presentation by Danae Tsaouraki, ATC/DW
  4. Tracing reuse in a large-scale AV archive using Partial Audio Matching by Philo van Kemenade, NISV
  5. Statistical characterization of local news by Victor Bros, Idiap Research Institute
  6. SRAUnet for super resolution and restoration of analog videos by Lorenzo Berlincioni, UNIFI
  7. SMACE: A New Method for the Interpretability of Composite Decision Systems by Gianluigi Lopardo, UCA
  8. Public opinion monitoring through collective semantic analysis of tweets by Ioannis Pitas, AUTH
  9. Open-ended Evolution for Minecraft Building Generation by Matthew Barthet, UM
  10. modl.ai Platform and Exploratory Bot Presentation by Christoffer Holmgård, MODL
  11. Model Compression through Knowledge Distillation by Akis Papadopoulos, CERTH
  12. Joint-Based Action Progress Prediction by Davide Pucci, UNIFI
  13. ImageCLEF2023 Benchmarking Campaign by Ana-Maria Drăgulinescu, UPB
  14. Frame analysis of No-vax news in Europe with GPT-3 by Davide Alonso, Idiap Research Institute
  15. Ephemerality metrics for estimating healthiness of online discussions by Dmitry Gnatyshak, BSC
  16. Deepfake Detector Attack and Defense Analysis by Kieran Fraser, IBM/ CERTH
  17. Deep Piano Synthesizer by Rémi Mignot, IRCAM
  18. Concept Discovery in Activation Spaces with Singular Value Description by Mara Graziani, HES-SO
  19. CL2R: Compatible Lifelong Learning Representations by Niccolò Biondi, UNIFI
  20. Audio Analysis for Speech Synthesis and Manipulation Detection by Luca Cuccovillo, FhG-IDMT
  21. ALADIN: Image-Text Matching and Retrieval in VISIONE by Lucia Vadicamo & Paolo Bolettieri, CNR
  22. AdvisIL - A Class-Incremental Learning Advisor by Adrian Popescu, CEA
  23. Super-resolution benchmarking and detection by Adrián Tormos, BSC
  24. Music co-creation between AI and humans by Artur Garcia, BSC

The full list of video content available in our YouTube channel and respective visualizations is available in **Annex 2 – Videos uploaded in AI4Media's YouTube channel**.





## 8 Newsletters

During this period (from Month 19 to Month 36) two newsletters (issue #3 and #4) were produced, distributed to the project’s mailing lists and promoted in AI4Media’s channels. After the promotion of the Newsletter, each newsletter article was also promoted individually in social media.

### 8.1 Newsletter issue 3 – July 2022

The third newsletter was launched in July 2022 and can be accessed [HERE](#) (Figure 23). The main objective of this newsletter was to inform about the progress and latest achievements of the project, engage towards relevant research papers and open datasets, and inform on the upcoming and past events. In summary, the newsletter comprised the following articles:

- Featuring article “Successfully deploying state-of-the-art AI technologies in real-life media industry scenarios” written by Danae Tsabouraki (ATC)
- “Discover the AI4Media Roadmap on AI technologies and applications for the Media Industry!” written by Filareti Tsalakanidou (CERTH)
- “New white paper maps the societal potentials and challenges of AI for media” written by Anna Schjøtt Hansen (UVA)
- “Kick-off for the first 10 projects funded by the AI4Media Open Calls” written by Samuel Almeida & Catarina Reis (F6S)
- Latest findings & results on:
  - Explainability, Robustness and Privacy in AI:
    - “The AI4Media Evaluation-as-a-Service Platform” written by Bogdan Ionescu (UPB)
    - “Legal and ethical framework of trusted AI” written by Noémie Krack (KUL)
  - Content-centered AI:
    - One step ahead in multimedia analysis and summarization written by Ioannis Mademlis (AUTH)
  - Human- and Society-centred AI:
    - AI-based tools to address societal problems written by Patrick Aichroth & Thomas Köllmer (FhG-IDMT)
- “Why and how to use the European AI-on-Demand platform” written by Andreas Steenpass (FhG-IAIS)
- “How being part of AIDA advances your academic/professional career on AI” written by Vasileios Mygdalis (AUTH)
- “30 research exchanges already implemented through the Junior Fellows Program” written by Daniel Gatica-Perez (IDIAP) & Filareti Tsalakanidou (CERTH)
- “Great scientific outputs just one click away” – featuring relevant AI4Media publications, open datasets and software
- “Our Associate Members - how to join the network” – Call to action about becoming an AI4Media Associate member
- Best Ph.D. Thesis Award! - Mara Graziani (HES-SO)
- Upcoming events:



- ImageCLEF 2022 – Benchmark on visual information retrieval (05-08 Sept 2022 | Bologna, Italy)
- Conference CBMI2022 (14-16 Sept 2022 | Graz, Austria)
- AI Mellontology (futurology) Symposium 2022 (23 Sept 2022 | Thessaloniki, Greece)
- In case you've missed it:
  - AI4Media's stakeholder consultation – Policy recommendations in AI and Media (29 June | Online)
  - 1st ACM International Workshop on Multimedia AI against Disinformation - MAD '22 (27 June 2022 | Newark, NJ, United States)
  - DH Benelux conference (01-03 June 2022 | Online/Luxembourg)
  - AI4Media's session at 2022 PSIS workshop "Putting Science into Standards" (09 June 2022 | Online)
  - 1st Cross-cutting TDW: AI: Mitigating Bias & Disinformation (18 May 2022 | Online)
  - DeepFake Detection Webinar (16 December 2021 | Online)
  - The ImageCLEFaware Task 2022 & The ImageCLEFfusion Task 2022 (15 Nov-06 May 2022 | Online)
  - AI4Media Workshop on the European AI-on-Demand Platform (11 November 2021 | Online)





Figure 23: Screenshot of AI4Media Newsletter #3

## 8.2 Newsletter issue 4 – June 2023

The fourth newsletter was launched in June 2023 and can be accessed [HERE](#) (Figure 24). The main objective of this newsletter was to inform about the latest achievements/progress of the project, such as the release of the AI4Media Strategic Agenda and the launch of the AI Media Observatory, among other announcements. In summary, the newsletter comprised the following articles:

- Featuring article: “AI for the Media Industry: A Strategic Research Agenda from the AI4Media consortium” written by Filareti Tsalakanidou and Yiannis Kompatsiaris (CERTH)
- “Launch of the AI Media Observatory” written by Anna Schjøtt Hansen (UvA)
- “New AI4Media white papers released: industry needs for AI uptake in the media” written by Danae Tsaouraki (ATC)

- “First open call projects come to an end with promising results and contributions to the community” written by Samuel Almeida & Catarina Reis (F6S)
- “The AI4Media Junior Fellows’ collection of testimonials has been released” written by Filareti Tsalakanidou (CERTH), Daniel Gatica-Perez (IDIAP), Yiannis Kompatsiaris (CERTH)
- “Poster & Demo Sessions” written by Candela Bravo & Joana Martinheira (LOBA)
- Check out our latest findings & results:
  - “Addressing challenges for the use of AI in media. What ways forward?” written by Lidia Dutkiewicz, (KUL)
  - “Will the Digital Services Act (DSA) revolutionise the internet? The present and the future of algorithmic content moderation” written by Lidia Dutkiewicz, (KUL)
- “Great scientific outputs just one click away” – featuring relevant publications, open datasets and software.
- “Our Associate Members - how to join the community” – Call to action about becoming an AI4Media Associate member.
- Upcoming events:
  - Third ICT-48 Community Workshop 2023 (7 June 2022 | Siena, Italy)
  - ACM International Conference on Multimedia Retrieval in 2023 (ACM ICMR 2023) (12-15 June 2023 | Thessaloniki, Greece)
  - 2nd ACM International Workshop on Multimedia AI against Disinformation (MAD’23) (12 June 2023 | Thessaloniki, Greece)
  - Meet the Future of AI: Countering Sophisticated & Advanced Disinformation (29 June 2023 | Brussels, Belgium)
  - 3rd International Workshop on Learning to Quantify (LQ 2023) (18 September 2023 | Torino, Italy)
  - 20th International Conference on Content-based Multimedia Indexing sponsored by AI4Media (20-22 September 2023 | Orleans, France)
- In case you’ve missed it:
  - AI4Media supporting the Workshop MAD’22 (27-30 June 2022 | Newark, USA)
  - AI4Media supporting the ImageCLEF 2022 – Benchmark on visual information retrieval (5-8 September 2022 | Bologna, Italy)
  - AI4Media supporting the Conference CBMI2022 (14-16 September 2022 | Graz, Austria)
  - AI Mellontology (futurology) Symposium 2022 (23 September 2022 | Thessaloniki, Greece)
  - AI4Media info-webinar on the Open Call #2 (20 October 2022 | Online)
  - AI4Media 2nd info-webinar on the Open Call #2 (15 November 2022 | Online)
  - 1st Nice Workshop on Interpretability (17-18 November 2022 | Nice, France)
  - AI4Media 1st Junior Fellow Day 2022 (28 November 2022 | Online)
  - e-Symposium on Computational Politics 2023 (1 March 2023 | Online)
  - CLAIRE AQuA: ChatGPT and Large Language Models (8 March 2023 | Online)
  - AI for Audiovisual Archives Current Challenges and Future Paths (23-24 March 2023 | Online)





Figure 24: Screenshot of AI4Media Newsletter #4

### 8.3 Newsletters performance

The newsletters are available in a dedicated web page on the project website ([HERE](#)). The newsletter web page had during this period 395 views and 268 users. The results from the distribution of the newsletters among AI4Media's mailing list subscribers (marketing campaign) and the publication in social media are presented in the tables below (Table 7, Table 8).

#### Newsletter Issue #3

Table 7: Statistics Newsletter #3

<b>Marketing campaign</b>	Delivered to 223 recipients	71 Opened
<b>Other mailing lists (VISION, ICT-48, AIDA)</b>	Distributed to more than 1000 recipients	Opens unknown
<b>Social Media</b>		
Twitter ( <a href="#">LINK</a> )	7086 impressions	82 engagements
Facebook ( <a href="#">LINK</a> )	62 impressions	
LinkedIn ( <a href="#">LINK</a> )	88 impressions	



## Newsletter Issue #4

*Table 8: Statistics Newsletter #4*

<b>Marketing campaign</b>	Delivered to 271 recipients	88 Opened
<b>Other mailing lists (VISION, ICT-48, AIDA)</b>	Distributed to more than 1000 recipients	Opens unknown
<b>Social Media</b>		
Twitter ( <a href="#">LINK</a> )	139 impressions	
Facebook ( <a href="#">LINK</a> )	52 impressions	
LinkedIn ( <a href="#">LINK</a> )	88 impressions	





## 9 Mass mailing & media coverage

### 9.1 Mass mailing

During this period, 29 mass e-mailings were carried out with the purpose of informing AI4Media’s community about specific activities or events of the project.

The list of mass e-mails and the number of contacts is presented below. These results are extracted from the mass mail distribution system managed by AI4Media of 438 contacts, which include AI4media partners, Associate Members and subscribers. In addition to this, the emails were also distributed through other available lists, such as the AIDA mailing list managed by AUTH (comprising more than 1,000 contacts), VISION & ICT-48 projects list, and distribution by AI4media partners through their own networks.

- Mailing “*AI4Media: Save the Date! 2nd cross-cutting Theme Development Workshop on “Trusted AI - The Future of Creating Ethical and Responsible AI systems”*” sent on 12 July 2023 to 295 contacts, 62 opened.
- Mailing “*AI4Media – Open Call #1 DemoDay | 18 July 2023 - 10h-11h45 CEST*” sent on 05 July 2023 to 300 contacts, 82 opened.
- Mailing “*The latest on AI research and applications for Media! Brought to you by the AI4Media project*” sent on 07 June 2023 to 144 contacts, 40 opened.
- Mailing “*AI4Media info: 1st European Media Industry Outlook report published by the European Commission*” sent on 22 May 2023 to 298 contacts, 125 opened.
- Mailing “*AI4Media: Online event on Generative AI @ the European Parliament | 25 May 2023 from 14h-16h cest*” sent to 298 contacts, 134 opened.
- Mailing “*AI4Media: Meet the Future of AI - Countering sophisticated & advanced disinformation | Hybrid event, 29 June 2023, Brussels*” sent on 19 May 2023 to 298 contacts, 144 opened.
- Mailing “*AI4Media: Call for Papers - 3rd International Workshop on Learning to Quantify (LQ 2023)*”, sent on 04 May 2023 to 283 contacts, 123 opened.
- Mailing “*AI4Media: ISTI-CNR book on “Learning to Quantify” (Springer) just published - Free download!*” sent on 28 March 2023 to 182 contacts, 125 opened.
- Mailing “*AI4Media: 7 White Papers on aligning AI research with media industry needs now publicly available!*” sent on 24 March 2023 to 280 contacts, 127 opened.
- Mailing “*AI4Media releases the Strategic Research Agenda on AI for the Media Industry!*” sent on 22 March 2023 to 280 contacts, 138 opened.
- Mailing “*All Questions Answered (AQuA) session on “ChatGPT and Large Language Models | March 8 - 16h-17h cet*” sent on 06 March 2023 to 272 contacts, 131 opened.
- Mailing “*AI4Media: Invitation to AIDA AI EDUCATION ONLINE EVENT on 9 March 2023, 10:00-13:00 CET*” sent on 1 March 2023 to 195 contacts, 103 opened.
- Mailing “*Call for papers: ACM TOMM Special Issue on Realistic Synthetic Data: Generation, Learning, Evaluation | endorsed by AI4Media*” sent on 23 January 2023 to 185 contacts, 83 opened.
- Mailing “*20th International Conference on Content-based Multimedia Indexing sponsored by AI4Media*” sent on 13 January 2023 to 187 contacts, 94 opened.
- Mailing “*AI4Media - Happy Holiday & Happy New Year!*” sent on 22 December 2022 to 188 contacts, 77 opened.



- Mailing *“CALL FOR PAPERS - ACM International Conference on Multimedia Retrieval 2023 @ Thessaloniki, Greece”* sent on 19 December 2022 to 261 contacts, 121 opened.
- Mailing *“1st AI4Media Junior Fellow Day - 28 November 2022, 13:15-17:30 CET (online event)”* sent on 22 November 2022 to 246 contacts, 125 opened.
- Mailing *“ACM International Conference on Multimedia Retrieval 2023 (ICMR 2023) □ Call for Workshop Proposals”* sent on 07 November 2022 to 240 contacts, 112 opened.
- Mailing *“Invitation | Expression of interest for evaluators: AI4Media Open Call #2 | Deadline: 11 November 2022”* sent on 26 October 2022 to 232 contacts, 124 opened.
- Mailing *“Apply now to the AI4Media – Open Call #2 for up to €50.000 in funding”* sent on 05 October 2022 to 232 contacts, 110 opened.
- Mailing *“The AI-Cafés are back! Check out the topics of the upcoming cafés for October 2022”* sent on 26 September 2022 to 230 contacts, 111 opened.
- Mailing *“Hybrid “AI Mellontology (futurology) Symposium 2022” on 23 September 2022 in Thessaloniki, Greece”* sent on 01 September 2022 to 225 contacts, 118 opened.
- Mailing *“The latest on AI research and applications for Media! brought to you by the AI4Media project”* sent on 08 July 2022 to 321 contacts, 84 opened.
- Mailing *“Towards Policy recommendations in the field of AI and media” - AI4Media stakeholders’ consultation - 29 June 2022”* sent on 08 June 2022 to 197, 105 opened.
- Mailing *“AI4Media’s session at 2022 PSIS workshop “Putting Science into Standards” | June 9th”* sent on 16 May 2022 to 129 contacts 59 opened.
- Mailing *“Discover the AI4Media Roadmap on AI technologies and applications for the Media Industry!”* sent on 10 May 2022 to 196 contacts, 100 opened.
- Mailing *“AI4Media AI-Café on “How can HPC technologies help AI?”* sent on 14 March 2022 to 183 contacts, 70 opened.
- Mailing *“AI4Media - Online survey on AI technologies for Image and Video Organisation”* sent on 09 March 2022 to 181 contacts, 103 opened.
- Mailing *“AI4Media AI-Café on “Who pays the bill when an AI-system causes damage?” by Dr. Jan De Bruyne”* sent on 07 March 2022 to 180 contacts, 68 opened.

## 9.2 Media coverage

During this period, AI4Media has sent 3 press releases to European and International media outlets. Below we present the dates, titles, and number of contacts they were sent to.

- *AI4Media Unveils “AI Applications and Solutions for the Media Industry” Video Series: Transforming the Future of Media with Artificial Intelligence – 20 July 2022*
  - Delivered to 6.427 contacts
  - 1802 opens
- *“Funding opportunity for delivering AI solutions for the Media sector” – 13 October 2022*
  - Delivered to 6.427 contacts
  - 1802 opens
- *“Online survey aimed at understanding how #AI research can satisfy today’s Media needs” – 10 March 2022*
  - Delivered to 681 contacts
  - 203 opens

Samples of the press clipping is available in **Annex 1 – Press clipping**.





## 10 Events

The organisation and participation in events (Conferences, Workshops, Seminars, etc.) play a pivotal role for the effective dissemination of AI4Media's progress and results towards contributing to advance AI application in the media industry and foster collaborations to address future challenges.

The organisation of and participation in events act as catalysts, empowering collaboration, visibility, knowledge exchange, and real-world impact. By embracing this approach, AI4Media aims to ensure leaving a legacy of progress in AI applied to Media and positive advances for the benefit of society. In particular, events allowed the project to:

**Bridge the knowledge gap**, bringing together researchers, institutions, and experts from diverse fields to share their findings, exchange ideas, and engage in discussions, thus contributing to knowledge growing, convergence of ideas and bridging the gap between scientific/research findings and practical applications.

**Fostering collaboration and networking**. Such events provide an invaluable opportunity for all the researchers and participants to connect with peers, potential partners, and industry representatives, fostering a collaborative ecosystem and progress beyond the scope of the project.

**Amplifying visibility and reach**. The dissemination of progress and results in a public forum, enables to gain enhanced visibility and recognition. The coverage and attention generated by these events reach wider audiences, including policymakers, industry stakeholders, and the public.

**Driving policy and decision-making**. By presenting our findings at conferences and workshops, researchers can directly engage policymakers and decision-makers, potentially resulting in far-reaching implications contributing to informed and evidence-based decision-making processes.

**Enhancing dissemination reach**. Scientific publications and deliverables are valuable, but the participation in events provides a more dynamic and engaging means of dissemination. Live presentations, interactive sessions, and multimedia components can make complex concepts more accessible and resonate with a broader audience. This dynamic approach ensures that the project's achievements reach stakeholders beyond traditional academic circles.

**Inspiring future generations of young researchers**. When sharing the research findings and achievements of the project through events, researchers can inspire the next generation of scientists, innovators, and problem-solvers, about the positive impact that AI research can have on society and motivate young minds to pursue careers in AI.

During this period, Month 19 to Month 36, AI4Media has been represented in **67 events**, where partners have organised **31 events** (Table 9) and participated in **34 events** (Table 10), reaching more than **11,300** participants, who were potentially informed about the project activities and findings (Figure 25).

The communication and promotion of each event follows the before, during and after communication approach with specific actions for each stage, as already described in detail in the previous deliverable D11.3.





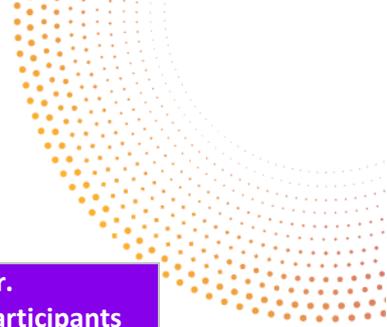
Table 9: List of events (co)organised by AI4Media from Month 19 to Month 36 and number of participants reached

#	Event title   Date   Location   URL   Partner/s organisers	Nr. participants
1	<b>AI4Media Open Call #1 DemoDay "Empowering research and applications in Artificial Intelligence for the Media Industry"</b> [18-07/2023 – Online] <a href="#">LINK</a> Organised by partner/s: F6S	25
2	<b>Meet the Future of AI: Countering Sophisticated &amp; Advanced Disinformation</b> [29/06/2023 – Brussels, BE] <a href="#">LINK</a> Organised by: AI4Media, Vera.ai, AI4Trust, TITAN Partner/s involved: CERTH, VRT, KUL, ATC	>200
3	<b>International Conference on Multimedia Retrieval 2023 (ICMR 2023)</b> [12-15/06/2023 – Thessaloniki, GR] <a href="#">LINK</a> Organised by partner/s: CERTH, UNITN	150
4	<b>2nd ACM International Workshop on Multimedia AI against Disinformation (MAD 2023)</b> [12/06/2023 – Thessaloniki, GR] <a href="#">LINK</a> Organised by partner/s: FhG, CERTH, UPB, CEA	40
5	<b>Privacy and Fairness in AI for Health Workshop</b> [27/03/2023 – London, UK] <a href="#">LINK</a> Organised by partner/s: IDIAP	60
6	<b>Workshop "AI for Audiovisual Archives: Current Challenges and Future Paths"</b> [23-24/03/2023 – Zagreb, HR] <a href="#">LINK</a> Organised by partner/s: NISV, UvA	15
7	<b>Video Browser Showdown Competition</b> [09/01/2023 – Bergen, NO] <a href="#">LINK</a> Organised by partner/s: JR	100
8	<b>AI4Media 1st Junior Fellow Day 2022</b> [28/11/2022 – Online] <a href="#">LINK</a> Organised by partner/s: IDIAP	70
9	<b>1st Nice Workshop on Interpretability</b> [17-18/11/2022 – Nice, FR] <a href="#">LINK</a> Organised by partner/s: UCA	100
10	<b>AI4Media 2nd info-webinar on the Open Call #2</b> [15/11/2022 – Online]	25



#	Event title   Date   Location   URL   Partner/s organisers	Nr. participants
	<a href="#">LINK</a> Organised by partner/s: F6S	
11	<b>International Conference on Multimodal Interfaces (ICMI)</b> [07-11/11/2022 - Bengaluru, IN] <a href="#">LINK</a> Organised by partner/s: UNITN	150
12	<b>AI4Media 1<sup>st</sup> info-webinar on the Open Call #2</b> [20/10/2022 – Online] <a href="#">LINK</a> Organised by partner/s: F6S	30
13	<b>2<sup>nd</sup> ICT-48 Community Workshop 2022: Towards a Shared European AI Map and Strategic Research Agenda</b> [19/10/2022 – Brussels, BE] <a href="#">LINK</a> Organised by: VISION, AI4Media, ELISE, TAILOR, HumaneAI NET Partner/s involved: CERTH, UNITN, UNIFI, CNR, ATC, LOBA	30
14	<b>2<sup>nd</sup> International Workshop on Interactive Multimedia Retrieval</b> [14/10/2022 – Lisbon, PT] <a href="#">LINK</a> Organised by partner/s: JRS	Not Available
15	<b>Memory Networks (Tutorial in the 30<sup>th</sup> ACM International Conference on Multimedia)</b> [14/10/2022 – Lisbon, PT] <a href="#">LINK</a> Organised by partner/s: UNIFI	Not Available
16	<b>MCFR'22: 1st Workshop on Multimedia Computing towards Fashion Recommendation</b> [14/10/2022 – Lisbon, PT] <a href="#">LINK</a> Organised by partner/s: UNIFI	Not Available
17	<b>30<sup>th</sup> ACM International Conference on Multimedia</b> [10-14/10/2022 – Lisbon, PT] <a href="#">LINK</a> Organised by partner/s: UNITN, UNIFI	950
18	<b>Summer School on Artificial Intelligence and Games 2022</b> [29/08-02/09/2022 – Chania, GR + Online] <a href="#">LINK</a> Organised by partner/s: UM	Not Available
19	<b>2<sup>nd</sup> International Workshop on Learning to Quantify (LQ 2022)</b> [23/09/2022 – Grenoble, FR + Online] <a href="#">LINK</a> Organised by partner/s: CNR	Not Available
20	<b>AI Mellontology Symposium 2022</b> [23/09/2022 – Thessaloniki, GR + Online] <a href="#">LINK</a> Organised by: AIDA, AI4Media, ELISE Partners involved: AUTH, KUL, CERTH-ITI	60





#	Event title   Date   Location   URL   Partner/s organisers	Nr. participants
21	<b>CBMI 2022 Special Session: Learning from scarce data challenges in the media domain</b> [14-16/09/2022 – Hybrid] <a href="#">LINK</a> Organised by partner/s: JR, CNR, UPB	Not Available
22	<b>CBMI 2022 Conference</b> [14-16/09/2022 – Hybrid] <a href="#">LINK</a> Organised by partner/s: JR	50
23	<b>13<sup>th</sup> Conference and Labs of the Evaluation Forum (CLEF 2022)</b> [05-08/09/2022 – Bologna, IT + Online] <a href="#">LINK</a> Organised by partner/s: CNR	250
24	<b>LeQua 2022: Learning to Quantify Lab</b> [05-08/09/2022 – Bologna, IT + Online] <a href="#">LINK</a> Organised by partner/s: CNR	15
25	<b>ImageCLEF - Multimedia Retrieval in CLEF 2022</b> [05-08/09/2022 – Hybrid] <a href="#">LINK</a> Organised by partner/s: UPB	Not Available
26	<b>ImageCLEFfusion 2022 @ ImageCLEF - Multimedia Retrieval in CLEF 2022</b> [05-08/09/2022 – Hybrid] <a href="#">LINK</a> Organised by partner/s: UPB	Not Available
27	<b>ImageCLEFaware 2022 @ ImageCLEF - Multimedia Retrieval in CLEF 2022</b> [05-08/09/2022 – Hybrid] <a href="#">LINK</a> Organised by partner/s: CEA, UPB	Not Available
28	<b>1<sup>st</sup> ACM International Workshop on Multimedia AI against Disinformation (MAD 2022)</b> [27-30/06/2022 - Newark, NJ, USA + Online] <a href="#">LINK</a> Organised by partner/s: FhG, CERTH, UPB, CEA	Not Available
29	<b>Stakeholder consultation workshop “Towards Policy recommendations in the field of AI and Media”</b> [29/06/2022 – Online] <a href="#">LINK</a> Organised by partner/s: KUL, CERTH-ITI	35
30	<b>Workshop on Neural Architecture Search: 2nd lightweight NAS challenge and moving beyond</b> [19/06/2022 – Online] <a href="#">LINK</a> Organised by partner/s: UNITN	100



#	Event title   Date   Location   URL   Partner/s organisers	Nr. participants
31	<b>"1<sup>st</sup> Joint Theme Development Workshop - AI: Mitigating Bias and Disinformation"</b> [18/05/2022 – Online] <a href="#">LINK</a> Organised by: VISION, AI4Media, TAILOR, HumaneAI NET, CLAIRE Involved partner/s: CERTH, CEA	Not Available
<b>TOTAL</b>		2,455

Table 10: List of events with AI4Media participation from Month 19 to Month 36 and number of participants reached

#	Event title   Date   Location   URL   Partners involved	Objective of participation	Nr. participants
1	<b>Meet the Future of AI: Countering Sophisticated &amp; Advanced Disinformation</b> [29/06/2023 – Brussels, BE] <a href="#">LINK</a> Partner/s involved: CERTH, VRT, KUL, ATC	Demonstration use case 2 presented by Filareti Tsalakanidou	100
2	<b>Joint Computation + Journalism European Data &amp; Computational Journalism Conference 2023</b> [22-24/06/2023 – Zurich, CH] <a href="#">LINK</a> Partner/s involved: IDIAP, UVA, KUL	Participation and networking	100
3	<b>Demo Dongtags – Demo Thursdays at Dutch ministry of Education, Science and Culture</b> [22/06/2023 – Online] No link available Partners involved: ATC, VRT	Demonstration use cases 1 and 2 by Danae Tsaouraki & Chaja Libot	50
4	<b>EBU Workshop on "Facial recognition: benchmarking key technologies"</b> [21/06/2023 – Online] <a href="#">LINK</a> Partner/s involved: RAI	Presentation by M. Montagnuolo on "Face recognition and gallery management"	40
5	<b>DARIAH Annual Conference 2023 Cultural Heritage Data as Humanities Research Data?</b> [06-09/06/2023 – Budapest, HU] <a href="#">LINK</a> Partner/s involved: NISV	Presenting a demo paper "You've Been Framed - Partial Audio Matching Functionality to Support Framing Analysis"	180
6	<b>3rd VISION AI Open Day</b> [01/06/2023 – Prague, CZ] <a href="#">LINK</a> Partner/s involved: CERTH, ATC	Participation of Dr Yiannis Kompatsiaris in roundtable discussion on Trustworthy AI & On-site live demo of UC1	40



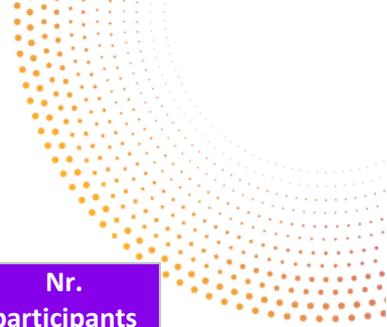
#	Event title   Date   Location   URL   Partners involved	Objective of participation	Nr. participants
7	<b>DRAMA project workshop</b> [31/05/2023 – Amsterdam, NL] <a href="#">LINK</a> Partner/s involved: NISV	Presentation of progress and challenges in AI in the media	18
8	<b>FIAT/IFTA Media Management Seminar 2023</b> [25-26/05/2023 – Dublin, IE] <a href="#">LINK</a> Partner/s involved: RAI	Presentation by M. Montagnuolo on "Adopting AI to facilitate archive organisation and valorisation"	200
9	<b>Beyond ChatGPT: How can Europe get in front of the pack on Generative AI Models? At EU parliament</b> [25/05/2023 – Brussels, BE] <a href="#">LINK</a> Partner/s involved: CERTH	Demystify and critically examine some of the key concepts and concerns for generative AI	50
10	<b>Initiative for Media Innovation (IMI) Annual Event 2023</b> [16/05/2023 – Lausanne, FR] <a href="#">LINK</a> Partner/s involved: IDIAP	Attending event, networking and raise awareness about A4Media objectives and activities.	110
11	<b>Meeting between the Networks of Excellence and Centers of Excellence in Exascale Computing</b> [27/04/2023 – Online] No link available Partner/s involved: CERTH	Participation of Dr Yiannis Kompatsiaris, as AI4Media NoE coordinator	29
12	<b>Explainability in Machine Learning workshop</b> [28-29/03/2023 – Tübingen, DE] <a href="#">LINK</a> Partner/s involved: HES-SO	Presentation of concept discovery with Singular Value Decomposition	40
13	<b>AI Interpretable AI Symposium</b> [24/03/2023 – Bern, CH] <a href="#">LINK</a> Partner/s involved: HES-SO	Tutorial	30
14	<b>EBU Data Technology Seminar 2023</b> [21-23/03/2023 – Geneva, CH + Online] <a href="#">LINK</a> Partner/s involved: RAI	Presentation by M. Montagnuolo on "AI in vision – high quality video production and content automation"	200
15	<b>Dagstuhl Seminar 23122 on "Deep Continual Learning"</b> [19-24/03/2023 – Wadern, DE] <a href="#">LINK</a> Partner/s involved: CEA	Presentation by A. Popescu of CEA's activities related to T3.1 of AI4Media	30
16	<b>All Questions Answered (AQuA) session on "ChatGPT and Large Language Models"</b> [08/03/2023 – Online]	A panel composed of CLAIRE, TAILOR and AI4Media's experts	80

#	Event title   Date   Location   URL   Partners involved	Objective of participation	Nr. participants
	<a href="#">LINK</a> Partner/involved: AUTH	discussed the potential and the limitations of chatbots. From AI4Media Prof. Ioannis Pitas (AUTH) was one of the four experts of the panel.	
17	<b>WACV 2023 - IEEE/CVF Winter Conference on Applications of Computer Vision</b> [03-07/01/2023 – Waikaloa, Hawaii, USA] <a href="#">LINK</a> Partner/s involved: CEA	Presentation of a paper related to T3.1 of AI4Media ( <a href="#">LINK</a> )	-
18	<b>MediaFutures Annual Meeting</b> [15-16/11/2022 - Bergen, NO] <a href="#">LINK</a> Partner/s involved: DW	Keynote presentation (Birgit Gray) on Trustworthy AI in Media Tools	80
19	<b>Workshop Artificial Intelligence Application Talk 2022</b> [25/10/2022 – Milan, IT] <a href="#">LINK</a> Partner/s involved: RAI	Use case presentation and demo	55
20	<b>Workshop on Knowledge Discovery, Data Mining and Machine Learning (LWDA 2022)</b> [07/10/2022 - Hildesheim, DE] <a href="#">LINK</a> Partner/s involved: CNR	Keynote talk by Alejandro Moreo on Learning to Quantify	50
21	<b>EBU AI and Data Initiative: Spotlight Event (restricted to EBU members)</b> [26/09/2022 – Online] <a href="#">LINK</a> Partner/s involved: DW	Hosting of session, presentation and Q&A by Birgit Gray: "Trustworthy AI for Content Verification"	32
22	<b>SwissMediaForum</b> [14-15/09/2022 - Luzern, CH] <a href="#">LINK</a> Partner/s involved: IDIAP	Overview of Idiap's research related to the media industry (L. Vanderplas), AI4Media is one example	250
23	<b>First Czech-French Workshop on Artificial Intelligent</b> [12-13/09/2022 – Hybrid] <a href="#">LINK</a> Partner/s involved: CERTH	Communication partner (support promotion)	-
24	<b>EETN Conference on Artificial Intelligence</b> [07-09/09/2022 – Corfu, GR + Online] <a href="#">LINK</a> Partner/s involved: UM	Keynote by Georgios N. Yannakakis (UM)	100



#	Event title   Date   Location   URL   Partners involved	Objective of participation	Nr. participants
25	<b>CISPA Summer School on Trustworthy AI</b> [05-09/09/2022 – Physical] <a href="#">LINK</a> Partner/s involved: IDIAP	Presentation of our differentially private graph neural network model	30
26	<b>L3S Research Center</b> [25/08/2022 – Online] <a href="#">LINK</a> Partner/s involved: IDIAP	Invited talk	20
27	<b>IEEE Conference on Games</b> [21-24/08/2022 – Online] <a href="#">LINK</a> Partner/s involved: UM	Keynote by Georgios N. Yannakakis (UM)	6100
28	<b>Fairness in AI Workshop</b> [27/06/2022 – Hybrid] <a href="#">LINK</a> Partner/s involved: CERTH	Invited lecture on " AI Bias in Visual Data" by S. Papadopoulos	40
29	<b>2nd Quo Vadis AI</b> [17/06/2022 – Hybrid] <a href="#">LINK</a> Partner/s involved: CERTH	Brief introduction to AI4media and presentation on challenges and research against disinformation and deepfake detection	159
30	<b>Putting Science into Standards Workshop</b> [09/06/2022 – Online] <a href="#">LINK</a> Partner/s involved: CERTH	Panel chairing by S. Papadopoulos on the topic of "AI for Media, including Social Media, content moderation, recommender systems".	250
31	<b>GDR-ISIS.fr workshop on Generative models: Control and (mis)Usage</b> [31/05/2022 – Villejuif, Paris, FR + online] <a href="#">LINK</a> Partner/s involved: CERTH	Talk by S. Papadopoulos on "Deepfakes: Technology Methods, Trends and Challenges"	80
32	<b>Joint Theme Development Workshop on AI: Mitigating Bias &amp; Disinformation</b> [18/05/2022 – Online] <a href="#">LINK</a> Partner/s involved: CERTH, CEA, IDIAP	Workshop Chairing I. Kompatsiaris; Session chairing S. Papadopoulos, A. Popescu; Participation D. Gatica-Perez	120
33	<b>Conference of the Association for media information &amp; documentation</b> [25-27 /04/2022 – Dortmund, DE] <a href="#">LINK</a> Partner/s involved: FhG-IAIS	FhG-IAIS presented the AI4Media project at the annual spring conference	150
34	<b>European AI Week "VISION4AI: Meet the ICT-48 Networks of AI Excellence"</b> [18/03/2022 - Online] <a href="#">LINK</a> Partner/s involved: CERTH-ITI	AI4Media participation in the pannel session presenting the project.	80





#	Event title   Date   Location   URL   Partners involved	Objective of participation	Nr. participants
		<b>TOTAL</b>	<b>8,893</b>

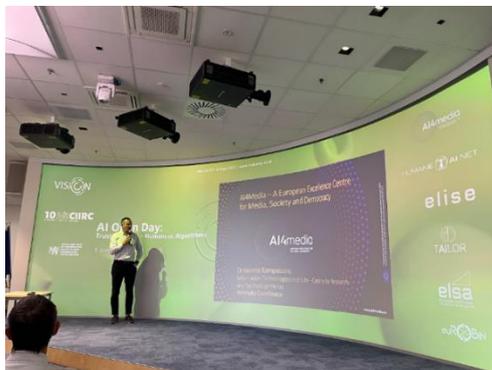


Figure 25: Photos of AI4Media partners in events (from right to left: Quo Vadis AI 2022, AI Mellontology Symposium 2022, AI Open Day 2023, CBMI 2022)

AI4Media partners' participation in events is presented in Figure 26 below.

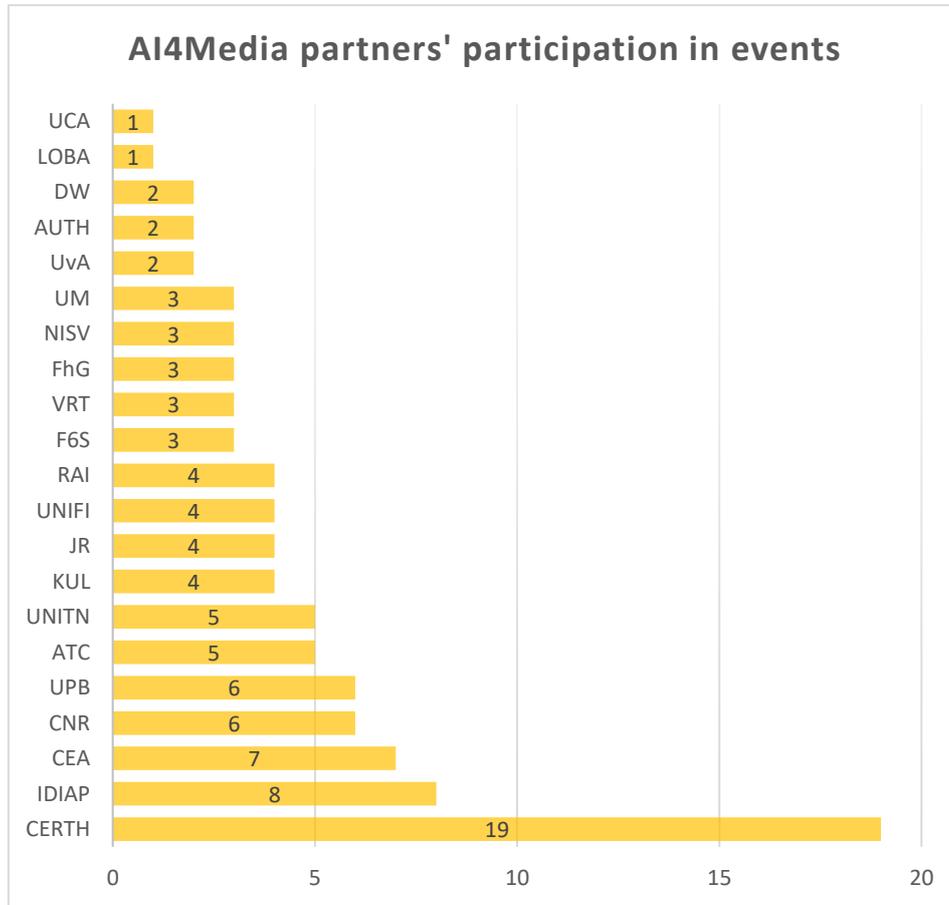


Figure 26: Partners participation in events

In terms of type of participation, as a) an event's main organiser or co-organiser, b) a participant with a presentation/lecture, paper/poster submission, or attendee with networking and distribution of promotional materials, Figure 27 shows a balance between the two roles.



Figure 27: Type of participation in events



Figure 28 provides information about the type of events (i.e., conference, workshop, symposium, festivals, etc.) that partners organised or participated in.

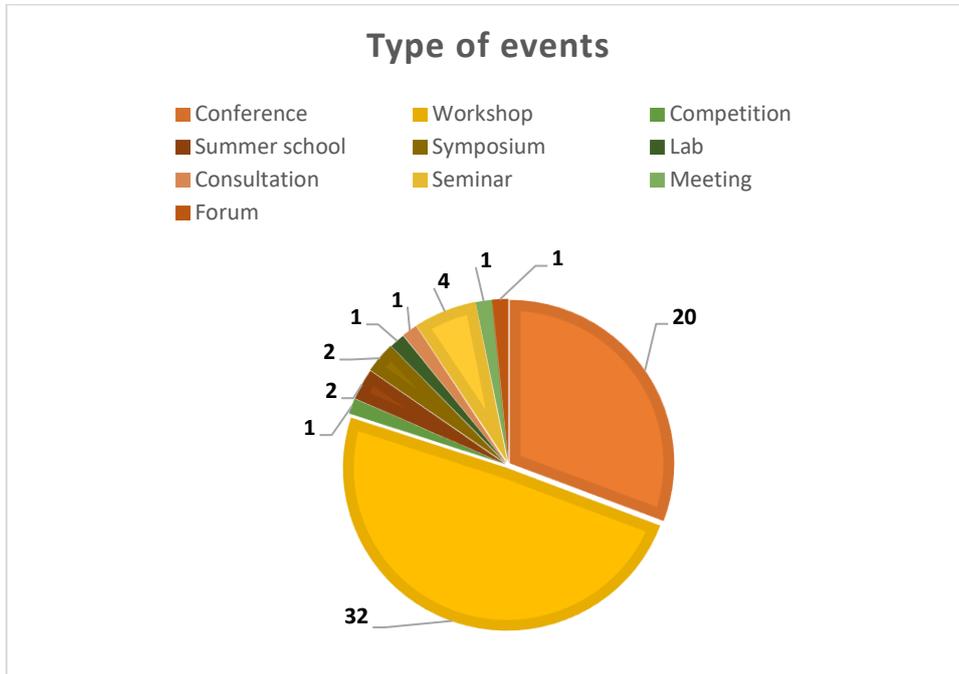


Figure 28: Type of events that AI4Media participated in and (co)organised

## 11 Scientific outputs

### 11.1 Scientific publications, dataset and software

AI4Media partners have published **280 scientific papers** since the beginning of the project. Approximately 140 papers were published in the period from M19 to M36. The type of scientific publication (i.e., journal, conference, book, etc.) for the full list of 280 publications is presented in Figure 29.

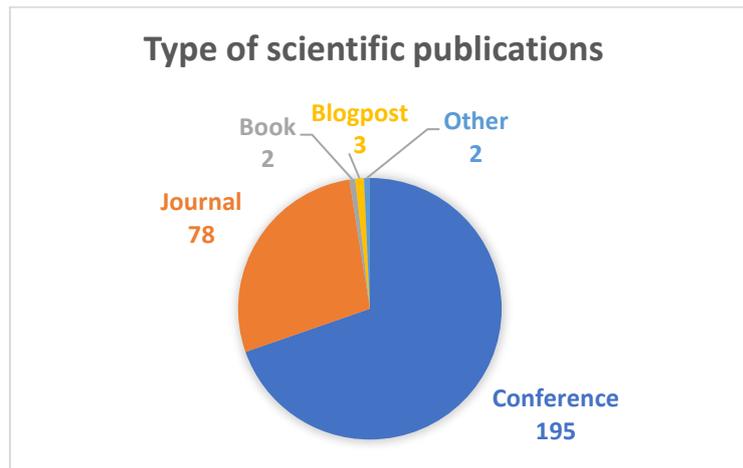


Figure 29: Type of scientific publication

AI4Media has also published 18 open datasets and 43 software so far. AI4Media scientific outputs such as scientific publications, datasets and software are available in [Zenodo](#) and also on the AI4Media website on dedicated pages for scientific publications ([HERE](#)), datasets ([HERE](#)), and software ([HERE](#)).

In Zenodo, the project has published 227 scientific outputs from which 198 are publications, (which typology is outlined below), 18 datasets and 8 software.

- 133 conference papers
- 57 articles
- 3 reports
- 2 working papers
- 1 book
- 1 preprint
- 1 section

The project is currently revising the datasets and software generated during the project and an update on the publicly available outputs will be available in the respective channels (Zenodo and AI4Media website) in September 2023.

For the dissemination of the scientific outputs besides the participation in high level conferences, AI4Media launches regular campaigns in social media under the hashtag **#paperoftheweek** to promote the scientific publications of AI4Media, including open datasets, resulting from AI4Media's activities, which can be used or benefit further research. The scientific papers and open datasets have been also disseminated in the newsletters.



## 12 AI4Media partners' support in Dissemination and Communication

During this period, AI4Media partners have actively supported the dissemination and communication of the project through actions conducted through their channels and networks. The media industry partners have devoted a particular effort to communicating AI4Media through their channels, leveraging their ample visibility.

Some of the activities to which AI4Media partners have contributed are the following:

- Publication of AI4Media information on their websites, production of relevant articles and blogposts;
- Promotion and distribution of AI4Media newsletters and other information through their networks and publication on their websites;
- Contribution to AI4Media Newsletter with articles (more information in section 8);
- Publication/sharing of AI4Media content in their social media channels;
- Publication of content relevant to AI4Media audiences that is then shared by the project;
- Publication of participation in / organisation of events representing the AI4Media project;
- Media relations and distribution of press releases;
- Enhance word-of-mouth about the project during meetings and other activities creating awareness.

In particular, AI4Media industry partners (DW, IBM, ATC, NISV, VRT, RAI-CRITS, F6S, MODL – IRCAM, IMG, GAR) have intensified the use of their channels and visibility in order to contribute reaching a wider audience and engage stakeholders. Thus, by leveraging its existing channels effectively, the media partners play a crucial role in disseminating information about AI4Media, creating public awareness, and fostering engagement with the research and its outcomes.

- **DW** has actively promoted the project through their channels with actions such as publication of the project on their website ([LINK](#)), regular follow up and sharing of project content on social media on [X](#) (formerly Twitter), with more than 7,000 followers, and [LinkedIn](#) (more than 2,900 followers). Furthermore, several blogposts have been published on their website ([LINK](#)), and dissemination articles published in journals such as the IABM journal (International Association of Broadcast Manufacturers). Figure 30 shows some examples of these activities.
- **IBM** has contributed to promoting the project in their channels with actions such as promotion of a selection of their AI4Media activities on IBM Research's public-facing portal ([LINK](#)), and the release of open source code resulting from AI4Media-supported work on IBM's public Github portal, including [Diffprivlib](#), [Devil in the GAN](#), [Model Attribution in ML](#), and [Federated Unlearning](#).
- **ATC** has actively promoted the project through their channels with actions such as regular sharing in social media namely [Twitter](#) (with more than 520 followers), publishing information and blogpost on their website ([LINK](#)) and conducting interactions and awareness raising about AI4Media with Greek and international SMEs and communicated the project activities and results through ATC's network of contacts.
- **NISV** has actively promoted the project through their channels with actions such as regular follow-up and sharing of project content on social media on [Twitter](#) (with more than 2,500 followers) and interactions with Library, Archive and Museum professionals

working with AI. In addition, several blogposts have been published on their website ([LINK](#)).

- **VRT** has promoted the project through their channels with actions such as presentations during meetups with (media) partners from the [Future Media Hubs](#) network and a demonstration of Video Curator, as part of use case 2, during late night news 'Journaal Laat'. This was also distributed via a [VRT NWS article](#).
- **RAI – CRITS** has promoted the project through their channels with actions such as disseminating project activities on their website ([LINK](#)), as well as regularly demonstrating project outcomes through internal, cross-department meetings and among European media professionals such as EBU members.
- **F6S** has promoted the project through their channels with actions such as: using their platform, the largest global startup network with 4.8 million members ([LINK](#)) to communicate and disseminate project activities and achievements in particular the Open Calls, actively follow-up and sharing of project content on social media on Twitter (1,373 followers) and LinkedIn (14,000 followers).
- **MODL and IRCAM** have promoted the project through their channels with actions such as publication on their website ([LINK](#)) and sharing in social media.
- **IMG** has promoted the project through their channels with actions such as blog post on the white paper on AI Technology adoption for Media Organization, blog post on the impressions form AI4Media's Speculative Design Workshop in Amsterdam, as well as various social media posts promoting activities in the project ([link](#)).



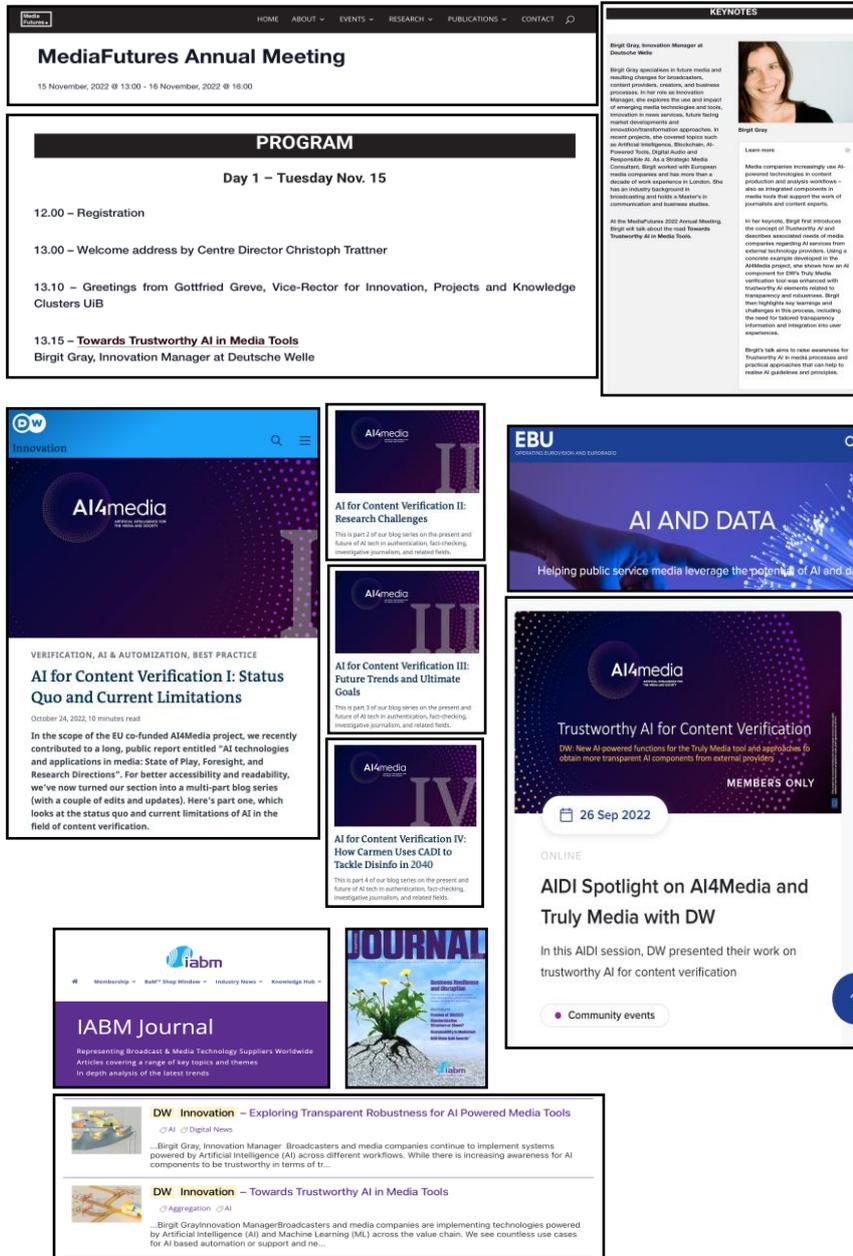


Figure 30: Examples of DW dissemination activities

Other examples of communication and dissemination actions conducted by the project partners are listed below (Table 11). Please note that the list is not exhaustive.

Table 11: Examples of communication and dissemination actions by partners

Partner	Communication / Dissemination activity
ATC	Produced several blogposts in ATC website about the White Paper, the 2 <sup>nd</sup> Open Call and other
ATC	Presented of AI4Media UC1 White Paper to the HE vera.ai project and EDMO network and other academic stakeholders

Partner	Communication / Dissemination activity
<b>CERTH</b>	Dr Yiannis Kompatsiaris was one of the guest editors of the Special Issue on "Multimodal Fusion Technologies to counter Disinformation" in the <a href="#">Information Fusion Journal</a>
<b>DW</b>	Presented on AI4Media Project's resources and DW's use case including work on Trustworthy AI to BR's AI Automation Lab; also, at media focused AI Circle Meeting; and meeting with verification staff of German media company ZDF
<b>DW</b>	Publication of articles: "AI for Content Verification 1: Status Quo and Current Limitations"; "AI for Content Verification 2: Research Challenges"; "AI for Content Verification 3: Future Trends and Ultimate Goals"; "AI for Content Verification 4: How Carmen uses CADI to Tackle Disinfo in 2040"
<b>DW</b>	In-depth article on use case work in AI4Media related to Trustworthy AI in IABM Journal (Int'l Assoc. of Broadcast Manufacturers)
<b>DW</b>	Discussing or presenting use case work in several meetings with: AI Ethics Group of EBU (European Broadcasting Union); AI Ethics Group of EBU; related EU research project (disinformation focus); related nationally funded research project (disinformation focus); members of media/broadcasting organisation, ZDF
<b>DW</b>	In-depth article on use case work in AI4Media related to transparent AI robustness enhancement in IABM Journal (Int'l Assoc. of Broadcast Manufacturers)
<b>IDIAP</b>	Invited lecture for the Socially Responsible AI Course, University of Illinois at Chicago, US (remotely)
<b>IDIAP</b>	Invited talk at Imperial-X, Imperial College London, London, UK
<b>JR</b>	Conducted an oral presentation at LOD 2022 about the 'AdaFamily' optimizer
<b>NISV</b>	Presented about AI4Media at <a href="#">COPEAM's TRAINING &amp; AUDIOVISUAL HERITAGE COMMISSION</a> meeting
<b>NISV</b>	Presenting "AI and Archives: examples and spearheads" to the Ministry of the Interior and Kingdom Relations of Netherlands
<b>RAI</b>	General introduction to AI for archives and discussion on what RAI has done in this regard, with a particular focus on face detection and identification technology implemented and demonstrated in release 1 UC3 components
<b>UCA-UNIFI</b>	"Best paper award for the Junior Fellow Exchange work of Quentin Guimard between UCA and UNIFI: Q. Guimard, L. Sassatelli, F. Marchetti, F. Becattini, L. Seidenari, and A. Del Bimbo. Deep Variational Learning for Multiple Trajectory Prediction of 360° Head Movements. ACM International Conference on Multimedia Systems (MMSys), Athlone, Ireland, Jun. 2022.
<b>UM</b>	Best Student Paper award for UM: Marvin Zammit, Antonios Liapis and Georgios N. Yannakakis: "Seeding Diversity into AI Art," in Proceedings of the International Conference on Computational Creativity, 2022.
<b>UvA</b>	Helped to set up the AI & Culture Working Group of the Dutch AI Coalition (NLACI) and set up an ethical & legal sub-working group
<b>UvA</b>	Set up the AI, Media & Democracy Lab
<b>VRT</b>	Presented AI for news at the cross-sectoral hub about AI use cases in different industries organised by Future Media Hubs



Partner	Communication / Dissemination activity
<b>VRT</b>	"Journaal Laat" presentation Video Curator
<b>VRT</b>	Presentation Flemish Regulator for Media
<b>KUL</b>	Several blogposts in blogs related to Law, Media and AI
<b>IMG</b>	Produced several blogposts on IMG website about the White Paper, the project activities and others





## 13 Liaison with other projects, networks and initiatives

During this period, AI4Media has continued and extended its fruitful collaboration with several AI projects and initiatives, and especially with the community of ICT-48 projects. In the following subsections, we briefly present relevant activities and their outcomes.

### 13.1 Liaison with ICT-48 projects (and beyond)

AI4Media is part of the ICT-48 community which includes 5 projects: the four Networks of AI Excellence, i.e. AI4Media, [TAILOR](#), [HumaneAI NET](#), and [ELISE](#), and the coordination and support action (CSA) [VISION](#). These projects work together to create a world-class AI ecosystem and accelerate Europe's transition to a world-leading position in AI technologies. During the last year, two more projects have been added to this community, i.e. the EU Robotics NoEs [ELSA](#) and [euROBIN](#).

The ICT-48 projects together with ELSA and euROBIN collaborate closely on a wide range of activities aiming to connect and mobilise the European AI community. These are briefly described below.

#### 13.1.1 International AI Doctoral Academy (AIDA)

The [International AI Doctoral Academy \(AIDA\)](#) is a pan-European non-profit umbrella organisation that specializes in AI PhD education, uniting a leading academic mass in Europe to promote AI excellence and democratisation of education materials to PhD students among its members and beyond. AIDA is an initiative of AI4Media, founded and supported by the 5 ICT-48 H2020 projects.

The AIDA program is a vehicle for providing access to top-quality academic material in various formats: academic courses (tutorials, short courses, semester courses, summer schools, etc.), thematically organised education material (presentations, videos, review papers, etc.), and lectures on hot AI topics.

During the last 18 months, AIDA has expanded and matured, becoming a point of reference for AI education in Europe thanks to the joint efforts of AI4Media and the other ICT-48 projects. More specifically, AIDA currently includes [77 members](#) (58 academic institutions and 19 research or industrial organizations) from 27 countries, 121 lecturers and 191 enrolled students while it has already offered more than 60 educational courses in various formats, attended by more than 1,700 students/researchers/professionals in total. It has also offered more than 30 lectures as part of its [AI Excellence Lecture series](#).

More information about AIDA's activities and collaboration between the ICT-48 projects can be found in D9.3 "*Report on European AI branding and excellence spreading*".

#### 13.1.2 Theme Development workshops

Organised by VISION, [Theme Development Workshops](#) (TDWs) cut across ICT-48 AI NoEs and bring together researchers, industry representatives, and other stakeholders to identify industrial trends and needs and match these to AI capabilities in Europe.



AI4Media collaborated with VISION and the other ICT-48 projects for the co-organisation of two cross-cutting Theme Development Workshops during the reporting period. The aim of these workshops is to identify common goals between academia and industry as well as other relevant stakeholders and define promising approaches for European research and innovation in AI areas relevant to the workshop theme.

### 1st Cross-cutting TDW on “AI: Mitigating Bias & Disinformation”

The first cross-cutting Theme Development Workshop on “AI: Mitigating Bias & Disinformation”, was co-organised by AI4Media, Humane-AI-Net, TAILOR, and CLAIRE AISBL, under the lead of VISION on May 18th, 2022. At this one-day online workshop, experts from academia, industry and politics jointly developed initial input for the European AI research and innovation roadmap, focusing on the use of AI to mitigate bias and disinformation. Inspired by introductory speeches and presentations from selected experts, the participants actively discussed a wide variety of topics during the breakout sessions and shared their main results in plenary presentations. Furthermore, some initial ideas for follow-up activities and further collaborations were identified.

The workshop included 4 plenary talks by experts and 12 breakout sessions. Figure 31 presents an overview of the event program. The key findings of the workshop have been summarised in a public report available at the VISION website.<sup>3</sup>



**AI: MITIGATING BIAS & DISINFORMATION**  
Theme Development Workshop

18th May 2022  
9:00-17:30 CEST

Identify common goals between academia and industry as well as other relevant stakeholders, and define promising approaches for European research and innovation in Trustworthy AI.

**Workshop programme**

Due to Covid 19, the workshop will be held online with a mixed programme of presentations and in-depth discussions about specific sub-topics in smaller groups (Breakout sessions). This gives you the opportunity to discuss with selected experts and contribute to the strategic research and innovation agenda for AI in Europe.

09:00 - 09:15 Welcome & Objectives  
09:15 - 09:30 Inoculation against misinformation  
Prof. Dr. Sander van der Linden  
University of Cambridge  
09:30 - 09:45 Responsible AI approaches to address bias and misinformation  
Prof. Dr. Virginia Dignum  
Umeå University  
09:45 - 10:00 Coffee Break & Socialising  
10:00 - 11:30 Parallel Breakout sessions  
11:30 - 12:30 Plenary presentation of key findings from the Breakout sessions  
12:30 - 13:30 Lunch break & Socialising  
13:30 - 13:45 Democracy and Knowledge in the Digital Age  
Miguel Poitras Maduro  
Chair of the European Digital Media Observatory (EDMO)  
13:45 - 14:00 The challenge of finding the keyboard terrorist  
Milke van den Hurk  
Police of the Netherlands & Utrecht University  
14:00 - 15:30 Parallel Breakout sessions  
15:30 - 15:45 Coffee Break & Socialising  
15:45 - 16:45 Plenary presentation of key findings from the Breakout sessions  
16:45 - 17:30 Closing & Socialising

**Breakout sessions**

**Breakout session 1: The "arms race" nature of DeepFake detection**  
This session will focus on the issue of new generation Deepfake detection models that can evade their detection, leading to an "arms race" of AI methods and possible ways to stop or at least slow down this arms race by regulatory measures.

**Breakout session 2: Explainability aspects in AI for disinformation**  
This session will focus on identifying potential effective strategies and new approaches to fill the gap between existing AI explanation capabilities offered by current systems and AI explanations that are needed in the media domain.

**Breakout session 3: Science Communication with and on AI**  
This session will address how transfer of scientific insights to society has changed in digital media environments in recent years. Specifically, the role of AI technology in science journalism will be discussed, complemented by strategies for specifically increasing trust in AI for society.

**Breakout session 4: A social cognitive perspective to AI and misinformation**  
This session will focus on the challenges as well as opportunities to better integrate a social and cognitive perspective to the analysis of misinformation spread and social dynamics in human-AI hybrid systems.

**Breakout session 5: Abusive Language Detection and Content Moderation**  
This session will investigate the potentials and risks of automated content moderation with a specific focus on abusive language detection. Besides algorithmic challenges, this session will also address ethical and legal aspects.

**Breakout session 6: Automation in Online Media**  
This session will deal with technical, societal, regulatory, and ethical challenges modern AI-based automation technologies pose to communication in social networks with respect to disinformation and manipulation.

**Breakout session 7: Measuring Polarisation, Radicalization, and the emergence of Echo Chambers in online debates**  
This session will discuss how to identify, measure and characterise the interplay between users' social interactions in social media and the content they share and consume, also in terms of polarisation and radicalisation.

**Breakout session 8: Dataset sharing and governance in AI for disinformation**  
This session will focus on the balance between ethical, regulatory and technical aspects of disinformation-related dataset sharing. These aspects need to be handled jointly to publish datasets that are technically useful and socially acceptable to share.

**Breakout session 9: What is bias and when is it bad?**  
This session will focus on how bias can be beneficial, it is often assumed that biases are bad, but they are relative to some criteria that can change over time or context. These criteria will be looked at in more detail in the session, e.g. regarding gender bias.

**Breakout session 10: Uniformation vs. Disinformation?**  
This session will focus on the concepts of "uniformation" vs. disinformation. False information leads to disinformation, but information can be far more misleading if it does not contain the whole story. This "uniformation" gives an incomplete view of reality and leads to misconceptions, for example in war propaganda.

**Breakout session 11: SafetyTech**  
This session focuses on SafetyTech, technology that protects individuals in digital spaces. To avoid consequential problems arising from techno solutionism, we must find solutions that truly enrich the online experience, while respecting our values and freedoms.

**Breakout session 12: Online manipulation**  
This session explores how human decision-making in highly mediated digital environments becomes the target of actors that are inclined to abuse their power at the expense of the very fabric of society.

**Organising Committee**

ALGORITHMIZATION AND SOCIAL INTERACTION, C-SMA, DFKI, GERMAN ENTREPRENEURSHIP, Information Technologies Institute, Pop AI, UMEA UNIVERSITY, zhaw

**Please register here.**  
We invite the community to suggest further topics of interest for the breakout sessions. Please use the online application form for your suggestions.

TAILOR, AI4media, HUMANE AI NET, VISION, CLAIRE, European Union

Figure 31: Program of 1st cross-cutting Theme Development Workshop on “AI: Mitigating Bias & Disinformation”

<sup>3</sup> <https://www.vision4ai.eu/wp-content/uploads/2023/01/Report-on-the-key-findings-from-the-Theme-Development-Workshop- AI -Mitigating-Bias-Disinformation.pdf>

AI4Media has taken the lead in the organisation of three of the breakout sessions of the TDW, namely:

- *The “arms race” nature of Deepfake detection;*
- *Explainability aspects in AI for disinformation;*
- *Dataset sharing and governance in AI for disinformation.*

## 2nd Cross-cutting TDW on “Trusted AI – The Future of Creating Ethical and Responsible AI Systems”

The second cross-cutting Theme Development Workshop on “*Trusted AI – The Future of Creating Ethical and Responsible AI Systems*”, is co-organised by AI4Media, HumanE-AI-Net, ELISE, ELSA, euRobin and TAILOR, under the lead of VISION and will take place on September 13th, 2023. At this one-day online workshop, participants will have the opportunity to discuss the importance of ethical and responsible AI systems for trustworthy AI with experts from academia and industry as well as policy makers in selected breakout sessions.

The workshop will include 4 plenary keynote talks by experts and 14 breakout sessions. Figure 32 presents an overview of the program of the event. The key findings of the workshop will be summarised in a public report that will be available at the VISION website.<sup>4</sup>



Figure 32: 2nd cross-cutting Theme Development Workshop on “Trusted AI – The Future of Creating Ethical and Responsible AI Systems”

AI4Media has taken the lead in the organisation of four of the breakout sessions of the TDW on Trusted AI, namely:

- *AI explainability for vision tasks* (Moderator: Dr Vasileios Mezaris – CERTH)
- *AI Ethics: from principles to practice* (Moderator: Ms Lidia Dutkiewicz – KUL)
- *Ethical considerations and new challenges of Generative AI* (Moderator: Ms Noémie Krack – KUL) – this session is co-organised with ELSA
- *Is epsilon still relevant for Differential Privacy?* (Moderator: Dr Naoise Holohan – IBM)

<sup>4</sup> <https://www.vision4ai.eu/tdw-trusted-ai/>



In addition, we have invited one of the four keynote speakers:

- Mr Antoine Alexandre André, Policy and Legal Officer (DG CNECT - AI Policy Development and Coordination)

### 13.1.3 Joint Strategic Research Agenda

The European Union’s aspirations for AI, Data and Robotics (ADR) that are “made in Europe” demand an ambitious approach to advancing European AI research and development. The EU’s six AI Networks of Excellence – AI4Media, ELISE, ELSA, euROBIN, Humane-AI-Net, and TAILOR – are providing a framework for delivering these ambitions, by advancing the frontiers of AI, data and robotics research and its translation to real-world impact in different domains.

To this end, the six NoEs have developed a Joint Strategic Research Agenda (SRA) on *AI, data and robotics “made in Europe”*, which was released in June 2023. The SRA was prepared by a committee that was led by TAILOR and ELISE, and included representatives by all six NoEs (Dr Filareti Tsalakanidou (CERTH), was the AI4Media representative in this committee). The committee met regularly to discuss progress and next steps. AI4Media has been a valuable contributor to this process, providing significant input for the document and feedback to the main authors throughout this process.

Complementing the SRAs that have already been published by AI4Media, ELISE, Humane-AI-Net and TAILOR, this joint SRA provides an overview of the areas of research interest pursued across the networks. It highlights shared themes relating to:

- Building the technical foundations of safe and trustworthy ADR;
- Integrating AI into deployed or embedded systems, including robots;
- Enhancing human capabilities with collaborative AI and robotics;
- Accelerating research and innovation with ADR;
- Understanding interactions between ADR, social needs and sociotechnical systems;
- Advancing fundamental theories, models, and methods;
- Ensuring legal compliance of ADR systems;
- Advancing hardware for safe and energy efficient interaction between ADR technologies, humans, and the environment.

The full and short versions of the joint SRA are available on the VISION website<sup>5</sup>.

To discuss the joint SRA as well as the future of AI research in Europe in general, the EC co-organised together with the AI & Robotics NoEs, including AI4Media, a workshop in Brussels on 4 July 2023 (Figure 33). The workshop included four sessions:

- A presentation of the joint Strategic Research Agenda and discussion on the themes tackled by it and strengths and weaknesses of European AI research;
- Large AI models and what actions at national and European level are needed to ensure Europe plays a relevant role in the next wave of generative AI;
- Joint SRA and the ADRA Strategic Research, Innovation and Deployment Agenda (SRIDA), examining how the joint SRA can contribute to the SRIDA;

---

<sup>5</sup> <https://www.vision4ai.eu/sra/>



- NoEs' collaboration with other players in the AI ecosystem of excellence, including a presentation of AI4Europe and discussion about the mapping of the AI landscape and the common visual identity.

AI4Media was represented in the event and the discussions by the Coordinator, Dr Yiannis Kompatsiaris (CERTH), and Ms Noemie Krack (KUL).



Figure 33: Workshop on Joint SRA, Brussels, July 2023

### 13.1.4 Mapping the European AI landscape

Based on the recommendations of the first review, the ICT-48 projects plus euROBIN and ELSA are collaborating to develop an interactive map of the European AI landscape. The mapping aims to provide an overview of organisations (academia, research, industry, etc.) working on AI, highlighting for each organisation the topics of AI expertise (e.g. computer vision, NLP, reasoning, etc.) and the relevant application areas (e.g. Media, Environment, Health, etc.) they are active in.

The work towards the ecosystem mapping has benefitted by a collaborative, community driven approach: a representative from each NoE sits in a working committee, with additional input from the EC. Dr Filareti Tsalakanidou from CERTH is the AI4Media representative in this committee. The committee meets regularly to discuss progress and next steps. AI4Media has been a valuable contributor in this process by providing significant input for the AI taxonomy to be used for the mapping and for the relevant survey content.

A first AI taxonomy, identifying high-level topics and subtopics as well as high-level areas of application and sub-areas, has already been proposed, after a series of iterations between the NoEs and communications with the EC. The taxonomy was finalised in August 2023 and the [relevant survey](#) was sent to the consortia of the six NoEs. The members of the consortia are expected to fill in the survey by the end of September, while VISION will visualise the data on an interactive map that will be publicly available on the AI-on-Demand platform in October 2023.

This exercise attempts to map the current European landscape, starting with the consortia of the four ICT-48 NoEs, plus euROBIN and ELSA. Follow-ups can consist of the adoption of the tool beyond this community, e.g. tool to be supported by AI4Europe as part of the AIoD platform and mapping to include all European organisations that have significant expertise on some AI topic.

### 13.1.5 Common visual identity

Following the recommendations of the second review, the ICT-48 projects plus euROBIN and ELSA have collaborated to develop a common visual identity following the design developed for the “AI-on-Demand” platform. The goal is to promote the “AI made in Europe”, highlighting the European excellence in AI research and innovation and its commitment to achieving global leadership in development & deployment of human-centric, sustainable, secure, inclusive and trustworthy AI technologies.

For that purpose, a common logo modifier has been developed by VISION also in collaboration with AI4Media partner LOBA, noting the abbreviation ‘AI NoEs’, to be used to identify the project is part of the Network of Excellence and communicate actions where the projects collaborate. The logo options were consulted within the community in May 2023 via a survey with about 70 respondents and were further discussed during the 3rd ICT-48 Community Workshop in Siena, in June 2023. Figure 34 illustrates the common logo that will be integrated within the existing logos of the NoEs or will be used additionally to project logos.



Figure 34: Common identity for the Networks of Excellence (NoE)

The process has been coordinated by VISION in collaboration with the ICT-48 Communication Club (see subsection 13.1.10). Ms Candela Bravo (LOBA), the WP11 leader, represented AI4Media in this process.

### 13.1.6 ICT-48 Community Workshops

Two ICT-48 Community Workshops have been organised during M19-M36: the second Community Workshop was organised in Brussels, Belgium in 2022 while the third Community Workshop was organised in Siena, Italy in 2023. These workshops followed the first ICT-48 Community Workshop that was organised online in 2021.

#### Second ICT-48 Community Workshop 2022

The *2nd ICT-48 Community Workshop 2022: Towards a Shared European AI Map and Strategic Research Agenda*<sup>6</sup> was co-organised by VISION and the ICT-48 NoEs (AI4Media, VISION, TAILOR, HumaneAI NET) in Brussels on 19 October 2022.

<sup>6</sup> <https://www.vision4ai.eu/ict48-community-workshop-2022/>



The workshop focused on a joined discussion and alignment on scientific and strategic topics for ICT-48 (specifically the joint SRA), exchange of best practices and experiences, and social gathering and networking.

Almost 40 people from the AI research community and EC policy ecosystem discussed how to collaborate with each other, leverage on each other's results and what a mapping of the European AI ecosystem and a European AI Strategic Research Agenda could look like. AI4Media was represented by Dr Vasilis Mezaris from CERTH and Ms Emine Ozge Yildirim from KUL. The morning part of the workshop featured 6 roundtables, where participants could discuss and exchange ideas on topics like: cross-network scientific challenges, educational activities, collaboration with Digital Innovation Hubs and with industry, and cross-network communication. In the afternoon, the discussion focused on the mapping of the European AI landscape and the joint SRA.

A report summarising the outcomes of the workshop is available on the VISION website<sup>7</sup>.

### 3<sup>rd</sup> Community Workshop

The *3rd Community Workshop*<sup>8</sup> was co-organised by VISION and the ICT-48 NoEs (AI4Media, VISION, TAILOR, HumaneAI NET) in Siena, Italy on 7 June 2023. The event gathered 40 participants from the AI NoEs – AI4MEDIA, TAILOR, ELISE, HumanE-AI-Net as well as ELSA and euROBIN.

The aim for the workshop was to discuss the achievements and joint endeavours of the NoEs to maximize impact beyond 2024. The discussion was organised around 7 sessions of interest for the NoEs, including:

- The International AI Doctoral Academy;
- Sustainability of NoEs and their activities;
- AI ecosystem mapping;
- Joint strategic research agenda;
- Connecting research to industry;
- Common visual identity and “AI made in Europe”.

AI4Media was represented by Dr Yiannis Kompatsiaris and Dr Filareti Tsalakanidou from CERTH, Prof. Nicu Sebe from UNITN, Ms Danae Tsaouraki from ATC, Ms Candela Bravo from LOBA, Dr. Lorenzo Seidenari from UNIFI, and Dr Giuseppe Amato from CNR. During the first session on AIDA, Dr Tsalakanidou and Prof. Sebe presented the main AIDA achievements so far and discussed ways to expand AIDA in terms of members, educational offerings, and impact.

A report summarising the outcomes of the workshop is available at the VISION website<sup>9</sup>. Some photos from the event are shown in Figure 35.

<sup>7</sup> [https://www.vision4ai.eu/wp-content/uploads/2022/12/VISION-2nd-ICT-48-Community-Event-Report\\_small.pdf](https://www.vision4ai.eu/wp-content/uploads/2022/12/VISION-2nd-ICT-48-Community-Event-Report_small.pdf)

<sup>8</sup> <https://www.vision4ai.eu/community-workshop-2023/>

<sup>9</sup> <https://www.vision4ai.eu/wp-content/uploads/2023/06/3rd-ICT-48-Community-Workshop-summary.pdf>



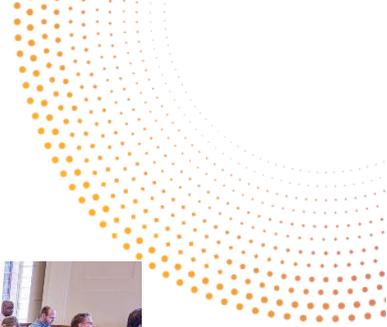


Figure 35: Photos from the 3rd Community Workshop in Siena, Italy (photos available on the VISION website)

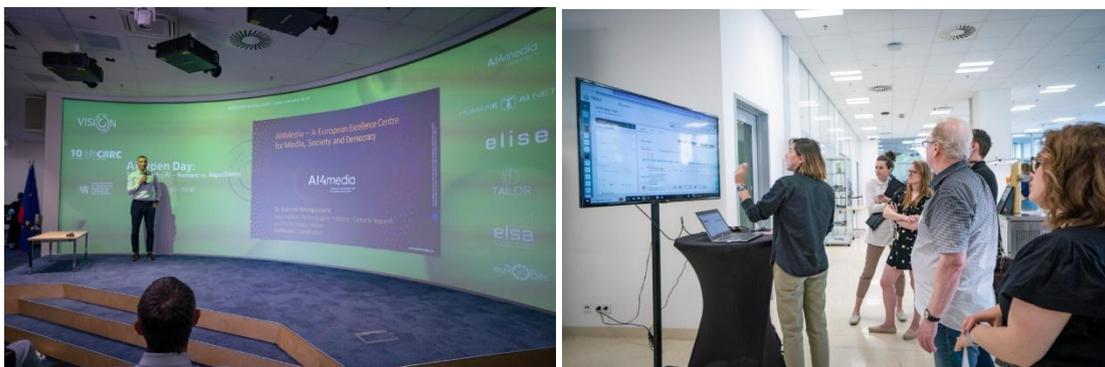
### 13.1.7 AI Open Day 2023

The *AI Open Day 2023: Trustworthy AI – Humans vs. Algorithms*<sup>10</sup> was organised by the VISION project communication team in collaboration with the ICT-48 NoEs (AI4Media, ELISE, HUMANE AI Net, TAILOR) as well as ELSA and euROBIN in Prague, Czech Republic on 1 June 2023.

This half-day event targeted all people with an interest on AI: general public, especially university and high-school students; industry, innovators and start-up community; researchers and policy makers. The program included a) presentation of the European AI ecosystem (i.e. AI and Robotics NoEs); b) interactive demonstrators and open discussions with the general public; and c) roundtable discussion on Trustworthy AI.

AI4Media was represented in the event by Dr Yiannis Kompatsiaris from CERTH and Ms Danae Tsabouraki from ATC. Dr Kompatsiaris presented briefly the AI4Media project in the audience while he also participated in the roundtable discussion. Ms Tsabouraki demonstrated live AI-based tools and services used by journalists and fact-checking experts for digital content verification and disinformation detection, integrated into the Truly Media platform (i.e. the use case 1 demonstrator). Figure 36 shows some photos from the event while Figure 37 shows relevant dissemination material.

Videos of the project presentation and roundtable discussion are available in the VISION website<sup>11</sup>.



<sup>10</sup> <https://www.vision4ai.eu/ai-open-day-2023/>

<sup>11</sup> <https://www.vision4ai.eu/ai-open-day-2023/>





Figure 36: Photos of AI4Media representatives in the AI Open Day 2023



Figure 37: Dissemination materials for the AI Open Day 2023, featuring the AI4Media Coordinator

### 13.1.8 Event on Generative Models

AI4Media supported the organisation of the event “Beyond ChatGPT: How can Europe get in front of the pack on Generative AI Models?”<sup>12</sup>, in the European Parliament in Brussels on May 25<sup>th</sup>, 2023.

The event was organised by the HumanE-AI-Net NoE and was supported by the International Research Centre on Artificial Intelligence (IRCAI) under the auspices of UNESCO, the Confederation of Laboratories for Artificial Intelligence in Europe (CLAIRE), the ICT-48 projects TAILOR, AI4Media, and VISION, and language projects like ELG and ELE.

This hybrid event brought together AI experts, policy makers, and other stakeholders to demystify and critically examine some of the key concepts and concerns for generative AI, and to provide an opportunity for a discussion about what needs to be done to ensure that European

<sup>12</sup> <https://www.humane-ai.eu/event/humaneai-parliament/>



economies and societies will benefit from the development and deployment of AI technologies like LLMs.

The Coordinator of AI4Media briefly presented the project to the audience and also participated in the discussion (see Figure 38). The participants of the event (among them the AI4Media coordinator) signed a call for action following the EU parliament meeting, titled *“Beyond ChatGPT: Europe needs to act now to ensure technological sovereignty in next-generation AI”*. The call for action is available at the HumanE-AI-Net website.<sup>13</sup>

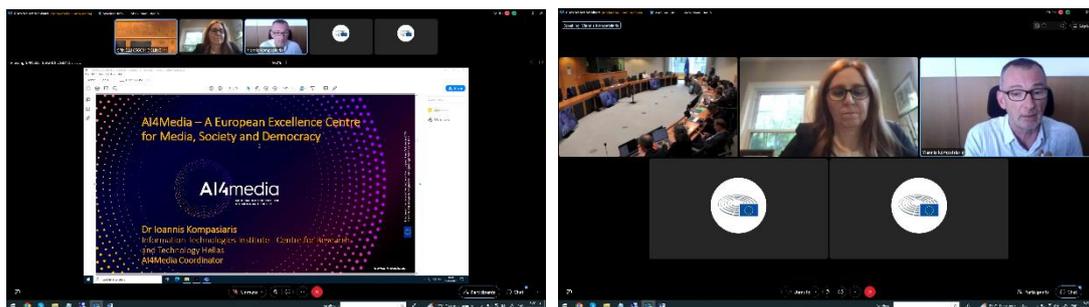


Figure 38: Event *“Beyond ChatGPT: How can Europe get in front of the pack on Generative AI Models?”*, Brussels, May 2023

### 13.1.9 All Questions Answered (AQUA) session on *“ChatGPT and Large Language Models”*

CLAIRE in collaboration with AI4Media, TAILOR, and VISION organised an *All Questions Answered (AQuA) session on “ChatGPT and Large Language Models”*<sup>14</sup>, on 8 March 2023.

All Questions Answered (AQuAs) panels organised by CLAIRE are relaxed, 1-hour, online events that bring together a small group of panelists to discuss current hot topics in AI and answer questions from the community. This AQuA focused on ChatGPT and LLMs, having a panel of CLAIRE, TAILOR and AI4Media's experts that discussed the potential and the limitations of

<sup>13</sup> <https://www.humane-ai.eu/wp-content/uploads/2023/04/v3-eurogpt-press-release-A4-Document.pdf>

<sup>14</sup> <https://www.vision4ai.eu/chat-gpt/>



chatbots. Prof. Ioannis Pitas (AUTH) was one of the four experts of the panel (Figure 39). The recording of the panel is available on CLAIRE’s YouTube channel.<sup>15</sup>



Figure 39: All Questions Answered (AQUA) panel on “ChatGPT and Large Language Models”, March 2023.

### 13.1.10 Monthly calls for coordinating activities

The ICT-48 community and the two Robotics NoEs (ELSA and euROBIN) hold monthly calls to coordinate joint activities and exchange experiences and best practices. Collaboration takes place on three levels:

- The *projects managers* of VISION and the six NoEs have monthly calls to discuss progress on joint activities and decide on next steps. The project managers also discuss about common challenges faced by the management and coordination teams, exchanging ideas, experiences and best practices. Members of the project officer’s team are also invited in these calls. The project managers have also organised a physical meeting in Siena Italy, on June 8<sup>th</sup>, 2023. Dr Filareti Tsalakanidou (CERTH), the AI4Media project manager, represents the project in these calls.
- The *dissemination managers* of VISION and the six NoEs have created a *Communication Club* that meets online once a month to discuss all issues related to communication and dissemination, aiming to coordinate relevant activities among the NoEs. The NoEs disseminate joint activities as well as each other’s individual activities through their social media channels and the common Mattermost channel managed by VISION. Ms

<sup>15</sup> [https://www.youtube.com/watch?v=QA4Tm4HAAm4&list=PLOpCnfHLkA7-Ot\\_dTXNHjpxBes3JFoMJg&ab\\_channel=CLAIREvision](https://www.youtube.com/watch?v=QA4Tm4HAAm4&list=PLOpCnfHLkA7-Ot_dTXNHjpxBes3JFoMJg&ab_channel=CLAIREvision)



Candela Bravo (LOBA), the AI4Media dissemination manager, represents the project in the Communication Club.

- The *coordinators and project managers* of VISION and the six NoEs organise regular calls with the Head of Unit and the Project Officer to discuss progress on joint activities like the joint SRA, the ecosystem mapping and the common visual identity. Dr Yiannis Kompatsiaris (CERTH) and Dr Filareti Tsalakanidou (CERTH) represent the project in these calls.

### 13.2 Liaison with AI4Europe/AI-on-Demand platform

AI4Media supports and collaborates with the AI4Europe project on different levels:

- By publishing *AI4Media resources/assets in the AI-on-Demand platform*. This has been managed under WP7 by FhG. At the time of writing of this deliverable, there are 113 AI assets published in the [AI Assets Catalog](#) which are linked to AI4Media. In relation to the total number of 348 published entries, it can be seen that AI4Media has contributed a significant share (i.e. 32%) to the Asset Catalog offering<sup>16</sup>.
- By publishing AI4Media events, AI-café and Open Calls on the AI-on-Demand Platform gaining visibility from their large community. This has been managed under WP7 by FhG-IAIS.
- By uploading *AI4Media modules on the AI4EU Experiments Marketplace*. This has been managed under WP7 by FhG-IAIS. AI4EU Experiments is available to the public since late 2021. Initial model contributions have been provided by partners of the AI4EU project. After the end of AI4EU at the end of 2021, additional models have been provided by partners of ICT-48 and ICT-49 projects as well as the AI4Europe project. In 2022, 39 models were launched, 10 of which came from AI4Media. In the period from January to August 2023, 37 models were added, 11 of which were again from AI4Media. At the time of preparation of this deliverable the marketplace included a total of 329 models<sup>17</sup>, 40 of which were composite solutions. AI4Media contributed a total of 35 models so far (25 single models, 10 composite solutions).
- By collaborating to automatically upload and synchronize the *AIDA educational resources on the AI-on-Demand platform*. LOBA and the University of Zaragoza will implement the technical steps needed to achieve this integration.
- By collaborating in the definition of a European AI Educational Taxonomy.
- By participating in the Technical Governance Board (TGB) of the AIoD platform. To this end, Task T7.6 was established in AI4Media to ensure the sustainability of the AI-on-Demand Platform after the end of the AI4EU project on 31/12/2021 and to bridge a time gap of 6 months until the start of the AI4Europe project on 01/07/2022. The goal of this task was to seamlessly continue the technical governance, the operation and maintenance of the infrastructure for the AIoD.

More information about the collaboration with / support to the AI4Europe project and the AIoD platform can be found in D7.2 “*Extended version of the integration result with the AI-on-Demand Platform*”.

---

<sup>16</sup> Numbers as of 18/08/2023.

<sup>17</sup> Numbers as of 18/08/2023.





### 13.3 Liaison with EU projects on AI and disinformation

Besides the collaboration with the ICT-48 community and other AI NoEs, AI4Media has pursued collaboration with other EU projects as well that focus on topics relevant to AI4Media objectives. To this end, the project has established a working relationship and fruitful collaboration with the Horizon Europe projects [vera.ai](#), [AI4Trust](#) and [TITAN](#) that deal with the issue of disinformation. During the last few months, AI4Media has co-organised three scientific events together with these projects, as explained below.

#### 13.3.1 2nd ACM International Workshop on Multimedia AI against Disinformation (MAD'23)

AI4Media and vera.ai co-organized a joint workshop on Multimedia AI against Disinformation (MAD'23)<sup>18</sup>. The workshop was collocated with ICMR 2023<sup>19</sup> and took place in Thessaloniki, Greece on 12 June 2023 (Figure 40). The program attracted a diverse audience of researchers on AI and multimedia, and featured two keynote speeches from highly renowned researchers of the AI4Media project, Dr. Roberto Caldelli from UNIFI and Prof. Ioannis Patras from QMUL. The workshop included three sessions on AI for audio analysis, Improving AI generalization, and AI for (Dis-)Information Analysis.

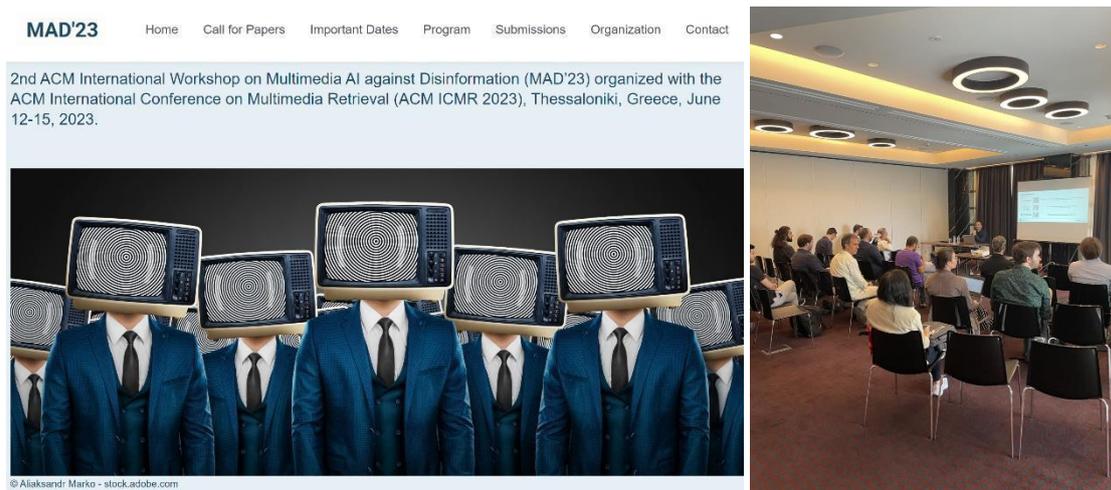


Figure 40: 2nd ACM International Workshop on Multimedia AI against Disinformation (MAD'23), Thessaloniki, 12 June 2023

#### 13.3.2 Meet the Future of AI: Countering sophisticated & advanced disinformation

AI4Media together with vera.ai, AI4TRUST, and TITAN - in cooperation with the European Commission - organised a hybrid event titled "*Meet the Future of AI - Countering sophisticated & advanced disinformation*"<sup>20</sup> in Brussels, on 29 June 2023. The event was hosted in VRT's offices.

<sup>18</sup> <https://mad2023.idmt.fraunhofer.de/>

<sup>19</sup> <https://icmr2023.org/>

<sup>20</sup> <https://agenda.euractiv.com/events/meet-future-ai-countering-sophisticated-advanced-disinformation-250623>





During the event, various aspects surrounding the development and use of AI and its relationship to the disinformation sphere were discussed. The event included four panels<sup>21</sup> on:

- Threats and opportunities of generative AI for mis- and disinformation;
- Policy implications and challenges to fight disinformation;
- The role of critical thinking in addressing future AI tools to fight disinformation;
- Technological and strategic approaches to detecting and countering AI-generated content across four projects.

Ms Noemie Crack (KUL) participated in the panel on policy implications and challenges while Dr Filareti Tsalakanidou (CERTH) participated in the last panel, presenting AI4Media’s work on AI against disinformation (i.e. the outcomes of Task 6.2 and use cases 1 and 2) (Figure 41). Several other AI4Media partners were present at this event that attracted more than 90 in-person participants and more than one-hundred online attendees.

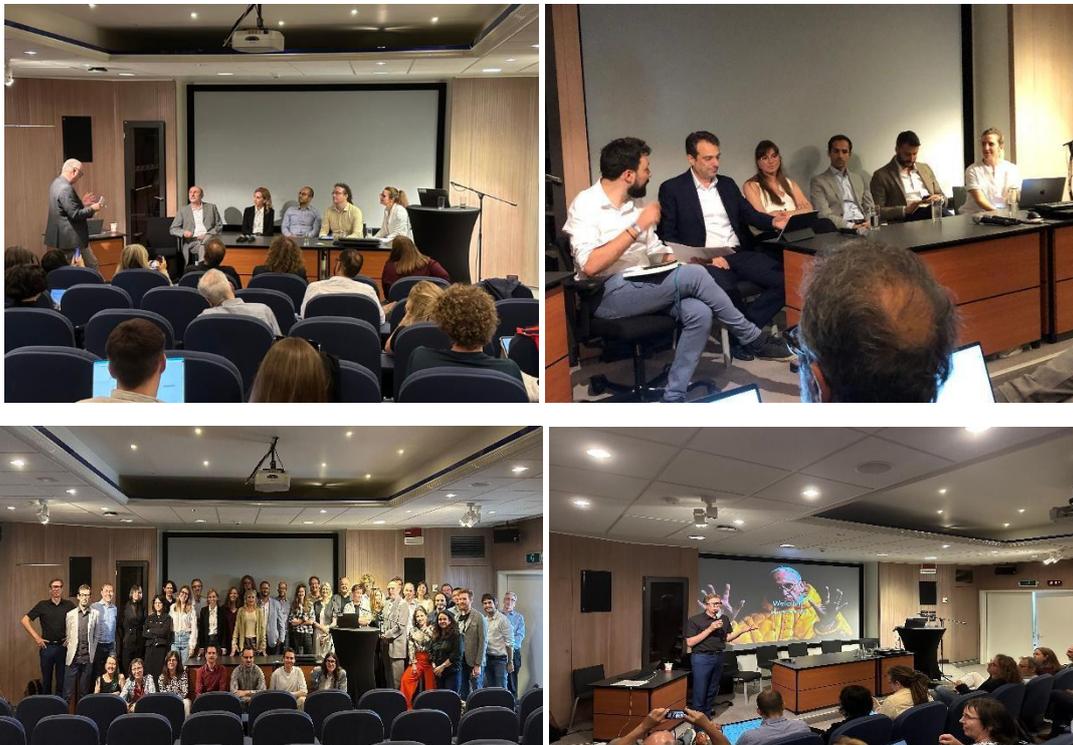


Figure 41: Event “Meet the Future of AI: Countering Sophisticated & Advanced Disinformation”, Brussels, 29 June 2023 (photos from vera.ai<sup>22</sup>).

### 13.3.3 e-Symposium on Computational Politics 2023 (AI Mellontology Symposium series)

On 8 March 2023, AI4Media and AIDA organised the e-Symposium on Computational Politics 2023<sup>23</sup> as part of the 2023 AI Mellontology Symposium series. The online event focused on Computational Politics (in the sense of using AI and IT in politics and political science) and

<sup>21</sup>

<https://agenda.euractiv.com/sites/default/files/events/Meet%20the%20Future%20of%20AI%20programme%20%281%29.pdf>

<sup>22</sup> <https://www.veraai.eu/posts/meet-the-future-of-ai-report>

<sup>23</sup> <https://icarus.csd.auth.gr/ai-mellontology-symposium-2023/>



included several research and technology sessions that involved 13 panellists with relevant expertise. The vera.ai project participated in the symposium through three panellists that offered presentation on issues related to politics and disinformation. The event recording is available on YouTube<sup>24</sup>.

### 13.4 Liaison with Centers of Excellence in Exascale Computing

AI4Media together with other AI NoEs liaised with the Centers of Excellence in Exascale Computing in an online event organised by the EC on 27 April 2023 (Figure 42). The main objective of this 2-hour meeting was to discuss the challenges the AI community finds when using High-Performance Computing (HPC) systems and possible solutions. Recent advances, developments and examples were presented by [RAISE](#)<sup>25</sup>, the European Center of Excellence in Exascale Computing, which provide the opportunity for easier, faster access and simplified procedures for researchers. However, several existing challenges were also identified during the discussion:

- There is a need for continuous access to HPC for researchers;
- AI researchers have difficulty predicting their computational needs;
- Some HPC clusters have plenty of compute power to build LLMs but do not provide enough training data storage;
- On the other hand, small-scale development access is critical since there are other AI models than LLMs;
- GPUs in many cases are more important than CPUs in AI related R&D;
- There is a need for common access and compatibility across HPCs platforms.

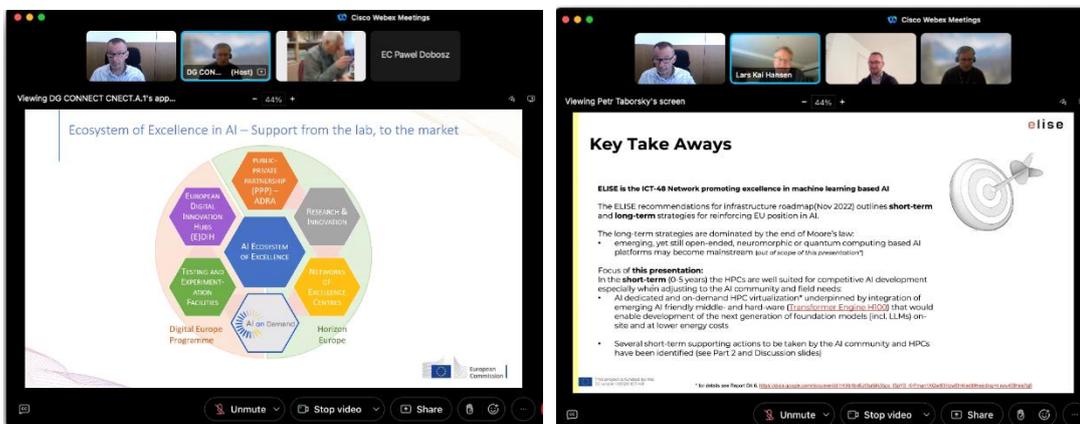


Figure 42: Online event to discuss HPC needs with Centers of Excellence in Exascale Computing

### 13.5 Liaison with ADRA and ADRA-e

The AI, Data and Robotics Association (ADRA)<sup>26</sup> is the European focal point for AI, Data and Robotics, and the entry point for organisations willing to collaborate and shape directly with the European Commission the direction these three domains of application will take.<sup>27</sup> CERTH

<sup>24</sup> <https://www.youtube.com/playlist?list=PLJuJ5-u9jqOWhPqQvn9OyEFY6vc-NXIFS>

<sup>25</sup> <https://www.coe-raise.eu/>

<sup>26</sup> <https://adr-association.eu/>

<sup>27</sup> <https://adr-association.eu/about-us/>



became a member of ADRA in December 2022, aiming to participate in relevant discussions and contribute to ADRA's working committees, focusing on AI technologies for the media and relevant societal impact.

In July 2022, the Adra-ecosystem (Adra-e)<sup>28</sup> was launched, aiming to connect the AI, Data and Robotics communities, raise awareness, and stimulate adoption.

AI4Media and the ICT-48 projects have already opened a communication channel with ADRA and ADRA-e, aiming to contribute to their activities. More specifically, AI4Media participated in the *first AI, Data and Robotics community Event*<sup>29</sup>, in Brussels, on 18 October 2022. The event gathered EU projects active in the ADR community, aiming to present their activities and identify synergies and opportunities for collaboration. During the morning session, AI4Media and the other projects their objectives and achievements while in the afternoon session the projects discussed challenges to overcome for community convergence.

In addition, AI4Media participated in the *Adra SRIDA deep-dive workshop*, in Brussels, on 5 July 2023 (Figure 43), which was an extension of the workshop on the joint SRA that was organised in Brussels on 4 July 2023 (see section 13.1.3). This half-day event gathered participants of EU ADR projects that discussed the relation between the joint SRA and the future ADRA Strategic Research, Innovation and Deployment Agenda (SRIDA), decided about the table of contents of SRIDA and its priorities, and identified persons that will actively contribute to the writing of SRIDA. AI4Media will be involved in relevant committees, focusing on topics such as regulatory compliance (with AI Act, Data Act, etc.) and trustworthiness and societal acceptance.



Figure 43: Adra SRIDA deep-dive workshop, Brussels, 5 July 2023

### 13.6 Liaison with the European AI Alliance

AI4Media has established a collaboration with the [European AI Alliance](#), agreeing to publish blogposts on the Alliance's blog on a monthly basis. The first blogpost was published at the end of June 2023, introducing the project to the AI Alliance community<sup>30</sup> (Figure 44). Two more

<sup>28</sup> <https://adra-e.eu/>

<sup>29</sup> <https://adra-e.eu/events/ai-data-and-robotics-community-event-october-18-2022>

<sup>30</sup> <https://futurium.ec.europa.eu/en/european-ai-alliance/blog/ai4media-european-excellence-centre-media-society-and-democracy>



blogposts were posted in July 2023 focusing on the AI4Media SRA<sup>31</sup> and AIDA<sup>32</sup>. More posts will be featured in the blog until the end of the year, focusing on different AI4Media outcomes.

The idea of these blogposts is to provide a short introduction to / overview of the topic and then provide links to the relevant deliverables, reports, webpages, videos, publications and any other material that will provide details on the topic of the blogpost. In each blogpost, we try to trigger some interaction with the community and give the members a role, e.g. asking for their input in specific deliverables, launch discussions on specific topics etc.

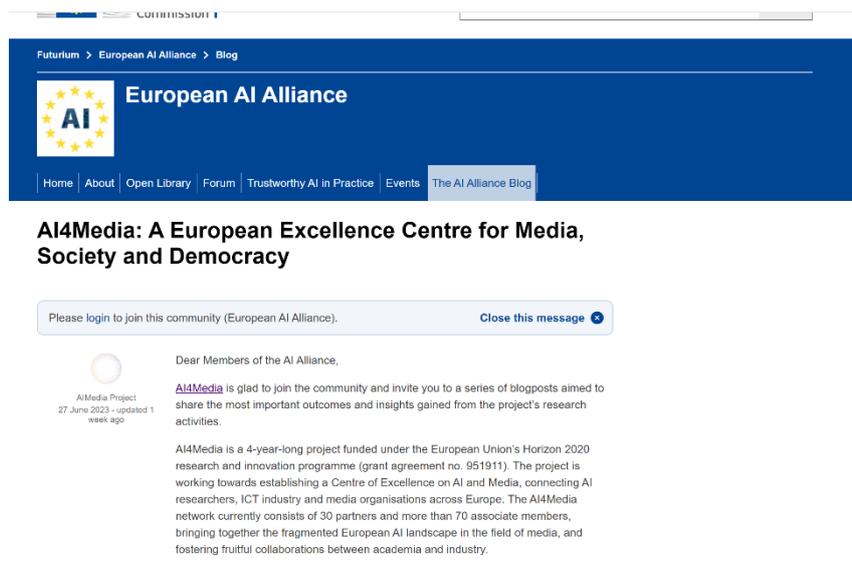


Figure 44: AI4Media blogpost on the European AI Alliance blog

### 13.7 Liaison with the Better Images of AI initiative

Better Images of AI<sup>33</sup> advocates for the use of more representative and diverse imagery to be used when illustrating AI. One of its core activities is a repository of better images of AI that anyone can use, starting with a collection of inspirational images. The initiative explores what these new images might look like, and invites people from different creative, technical and other backgrounds to work together to create them. The initiative complements AI4Media's goal to demystify AI for the general public.

AI4Media and Better Images of AI Initiative have established a collaboration where we will be commissioning artists to create a catalogue of images that illustrate AI research ongoing in the project. These images will counteract the commonly used visual tropes (white robots, glowing brains) that create a distorted understanding of AI capabilities. All the visuals will be openly available to use in dissemination and communication activities within AI4Media and beyond.

<sup>31</sup> <https://futurium.ec.europa.eu/en/european-ai-alliance/blog/ai4media-strategic-research-agenda-ai-media-industry>

<sup>32</sup> <https://futurium.ec.europa.eu/en/european-ai-alliance/blog/join-aida-european-initiative-make-ai-education-and-research-accessible-global-level>

<sup>33</sup> <https://betterimagesofai.org/>



This activity will kick start in September/October 2023, but meanwhile a survey has been shared with AI4Media partners to understand the needs and identify what images should be created.

In addition to this, the AI4Media Observatory follows the guidelines and principles stipulated by Better Images of AI for avoiding the use of stereotypes images of AI and Robots; this is included in the [Observatory editorial guidelines](#).

### 13.8 Liaison with COPEAM

To ensure its geographic reach in Southern Europe and the Mediterranean, AI4Media has forged a collaboration with the Permanent Conference of Mediterranean Audiovisual Operators, i.e. [COPEAM](#)<sup>34</sup> - an association of major players of the audiovisual sector, including public service radio and TV broadcasters and professional and cultural associations from 25 countries in the Balkans, North Africa and Middle East. The association is focused on training activities, knowledge sharing, and awareness raising campaigns to which the AI4Media consortium will be contributing.

On 23-24 March 2023, AI4Media in collaboration with COPEAM and HRT<sup>35</sup> (Croatia's public broadcasting company) co-organised *a workshop on "AI for Audiovisual Archives - Current Challenges and Future Paths"*<sup>36</sup>, focusing on the societal, economic and political impact of AI in audiovisual archives (Figure 45). The workshop took place in Zagreb, Croatia, hosted by HRT, and was open to COPEAM TV members, offering an arena to discuss and learn more about how AI is used in audiovisual archives and the barriers that currently hinder a responsible use of AI, as well as zoom in on the question of buy or build, as the use of commercial AI technologies raises specific challenges for public broadcasters.

During the workshop several core potentials and challenges of AI were identified that both align with previous findings but also new regional and archive-specific nuances (Figure 46).

The insights gained during the workshop will be used in the upcoming deliverables D2.5 "*Final White Paper on the social, economic, and political impact of media AI Technologies*" and D2.6 "*Proposed EU Research Agenda and Policy Recommendations for AI in the Media Sector and final AI technologies and applications in media: State of Play, Foresight, and Research Directions*".

---

<sup>34</sup> <http://www.copeam.org/>

<sup>35</sup> <https://www.hrt.hr/>

<sup>36</sup> <https://www.ai4media.eu/event/ai-for-audiovisual-archives-current-challenges-and-future-paths/>



Figure 45: Photo from the COPEAM workshop in Zagreb

POTENTIALS	CHALLENGES
<ul style="list-style-type: none"> <li>• Improving the searchability of the archive</li> <li>• Enriching the archival collections (Speech-to-text, Facial recognition, object recognition)</li> <li>• Improving preservation and restoration of collections</li> <li>• Providing new services directed at minority groups and increased accessibility (e.g. sign language, subtitles)</li> <li>• Increasing the valorisation of the archive and providing new revenue streams</li> <li>• Enhancing the impact of public service media through new and better-tailored services</li> <li>• Improving the accessibility and visibility of exponentially growing collections</li> <li>• Enabling an increased focus on diversity issues (e.g. by providing information on speaking times of politicians and the representation of different gender or minority groups)</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of AI models in local languages</li> <li>• Pressure to spend available resources are focused on digitisation, not on AI</li> <li>• Lack of existing AI solutions that can integrate into currently used tools and workflows</li> <li>• High costs of developing or purchasing AI systems from third-party providers</li> <li>• Expectation to deliver "perfect" solutions, little room for error and experimentation</li> <li>• Lack of legal clarity about AI implementation in a legal landscape in flux (particularly blurry boundaries for European but non-EU countries)</li> <li>• Limited access to human resources and (local) expertise relating to AI</li> <li>• Lack of sufficient and interoperable metadata to efficiently implement AI systems</li> </ul>

Figure 46: Key potential and barriers resulting from discussions in the COPEAM workshop



### 13.9 Liaisons with other projects focusing on communication and collaboration

AI4Media also has an ongoing collaboration with the following projects and initiatives (besides the projects mentioned in the previous sub-sections), focusing on communication and dissemination of AI4Media activities through the social media channels of these projects and vice-versa:

[EURACTIV Technology](#), [TITAN - AI Coaching to Fight Disinformation](#), [DOT Europe](#), [euROBIN, vera.ai](#), [ELSA - European Lighthouse on Secure and Safe AI](#), [KT4Democracy](#), [OASIS Open](#), [UNE Asociación Española de Normalización](#), [Vigilant Project](#), [Media&Learning](#), [VISION-CLAIRE](#), [AI4EO](#), [AIPublicPolicy](#), [ROBOTICS4EU](#), [EVOLVE](#), [FARI – AI for the Common Good Institute](#), [ACROBA project](#), [Makers Now](#), [Frontiers Policy Labs](#), [EU Disinfo Lab](#), [Swisscognitive](#), [world-leading AI Network](#), [AI4DI – AI for Digitising Industry](#), [ACM Interactive Media experiences](#), [AIGov EU](#), [AICCELERATE](#), [\(EDMA\) European Dissemination Media Agency](#), [StairwAI – Artificial Intelligence for SMEs](#), [AI HQ](#), [Robotics & AI - EU](#), and more.

### 13.10 AI4Media associate members and extended network

AI4Media is building an AI network of organisations from academia and industry with the aim to embrace a vibrant ecosystem focused on AI for media and society, enable a quick market uptake of technologies, and promote research/business collaboration opportunities.

Seventy-three (73) organisations from around the world have already joined the AI4Media network and have become [AI4Media associate members](#). This includes 26 academic organisations (universities), 8 research centres, 28 SMEs and industry from the ICT & media sector, 8 public organisations (e.g. public service media) and 3 other (see Figure 47).

Joining the community and benefitting from the collaboration opportunities of the network is simple. AI4Media welcomes any organisation, EU-funded project or initiative with experience or interest in AI with particular application in the media sector, and motivation to contribute to research and technological advances in this field. The application can be submitted via email or [online](#). All applications go through a quick validation process by the AI4Media General Assembly.

AI4Media associate members enjoy important benefits:

- Collaboration opportunities with AI4Media consortium members;
- Access to AI4Media AI resources and know-how as well as to funds for AI research and applications through our open calls;
- Receiving first information about project activities (events, outcomes, open calls, presentations, etc.)
- Gaining visibility by publicizing their activities through AI4Media channels like our social media accounts, newsletter, and mailing lists;
- Participating in visits and staff exchanges between AI4Media partners and associate members, with the expenses covered by the AI4Media mobility fund;
- Being invited to participate in AI4Media public and internal workshops (e.g. mini workshops organised in the context of WP2 and speculative design workshops in WP8) and contribute their ideas and their expertise;



- Participating in the AI Doctoral Academy by offering courses and enjoying benefits such as free access to courses offered by other AIDA members.

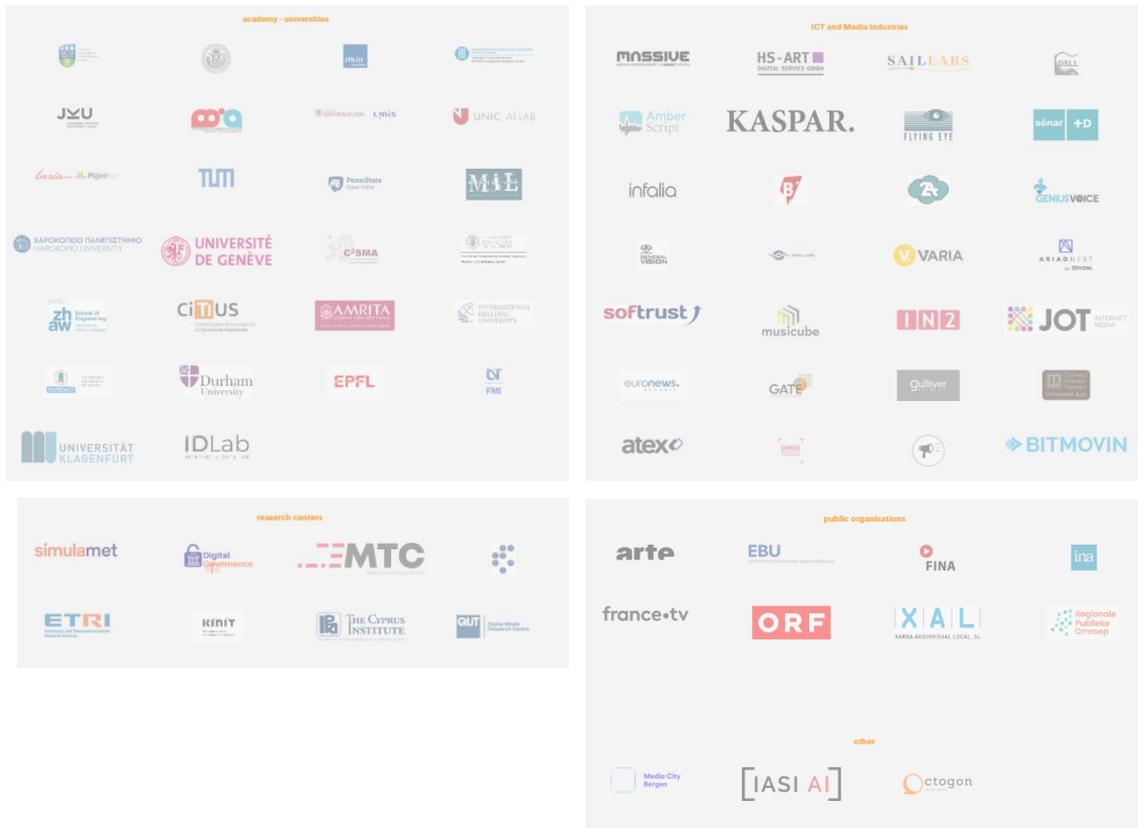


Figure 47: AI4Media associate members

The AI4Media network aims to bring together the currently fragmented European AI landscape in the field of media, and foster deeper and long-running interactions between academia and industry. The network currently consists of 30 consortium partners and more than 70 associate members, as well as more than 50 research organisations and SMEs either funded by the project's two open calls or participating in research exchanges as part of the AI4Media Junior Fellows Exchange Program. In addition, more than 50 organisations that are members of the International AI Doctoral Academy. Figure 48 below visualises this network.



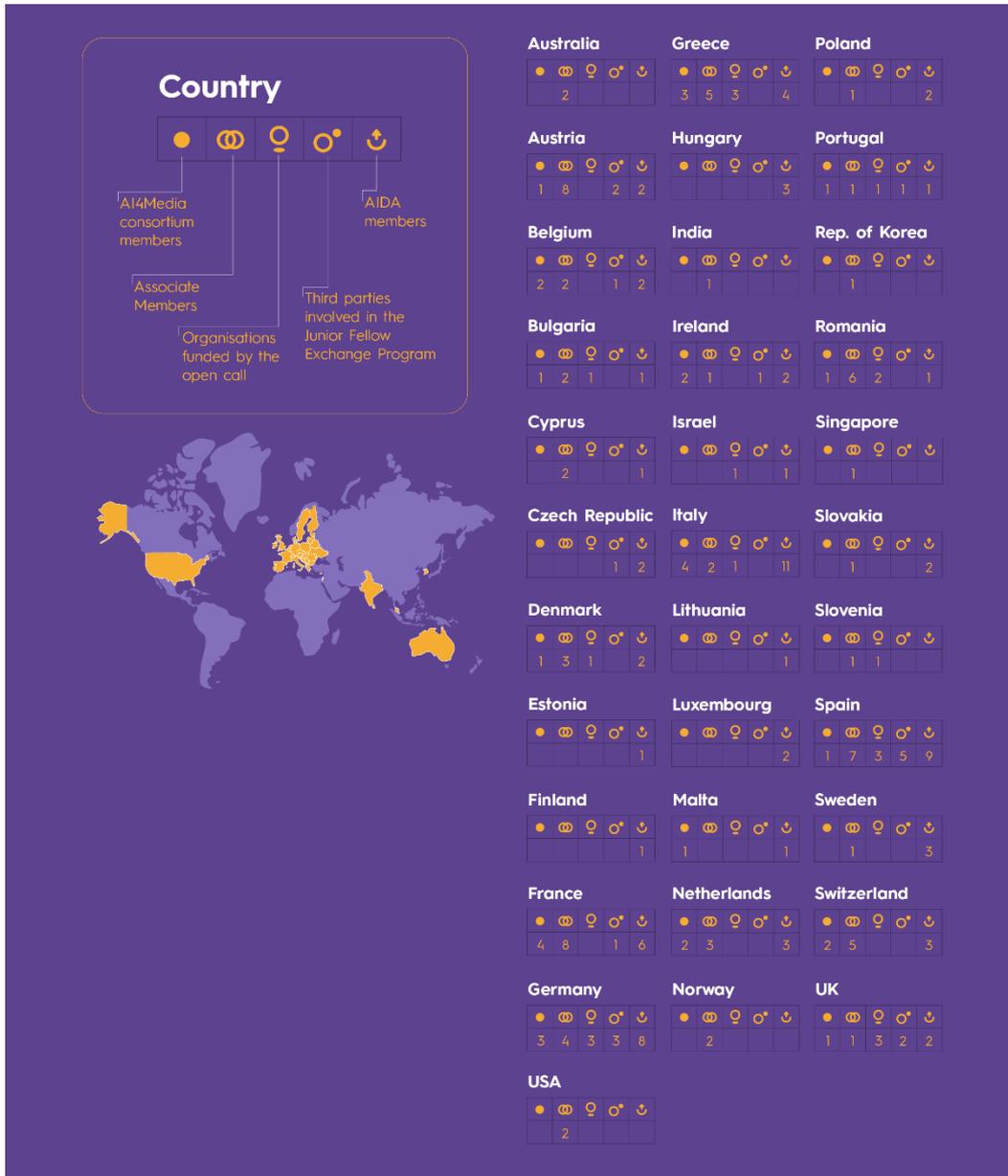


Figure 48: The AI4Media extended network





## 14 Communication performance against the evaluation criteria

According to the AI4Media Description of Action (DoA), the Key Performance Indicators related to the communication and dissemination (KPI8.2) are presented in Table 12 below.

Table 12: AI4Media KPIs status according to DoA

KPI8.2	WP11 – KPI current status
> 2,000 social media followers	2,197 followers in total
> 1,000 newsletter members	494 subscribers <sup>37</sup>
> 1,000 monthly unique website visits by end of project	1,098 monthly visits
> 2,000,000 cumulative audience reach/impressions by end of project	1,691,502 cumulative reach in social media 5,456,670 impressions in social media 11,348 participants in events

More specifically, for dissemination and communication, specific Key Performance Indicators were defined in the Deliverable D11.1 “*Initial dissemination and communication plan, identity and website*”, which have been periodically monitored. Table 13 presents the current status, including the indicators that have been already reached or surpassed and those where we have to work on and improve.

Table 13: AI4Media KPIs status according to D11.1

Channel/tool	Metric method	Success criteria	Current status	
<b>Website</b>	Number of visits	10.000 unique page views	59,840 sessions 110,673 page views	✓
		5.000 unique visitors to the website	33,618 users	✓
	Time spent on the website	Average of 1 minute or more on the website	1m10s	✓
	Number of countries	Visitors from 60 different countries	153	✓
<b>Promotional materials</b>	Number of materials distributed	6.000 flyers distributed	Not available	-
	Number of contacts from stakeholders	150 contacts on the subscribers mailing list	323	✓
<b>Social media</b>		500 followers on Facebook	847	✓
		500 followers on Twitter	1119	✓

<sup>37</sup> Note that AI4Media Newsletter is also distributed among other lists and partners are also encouraged to distribute the Newsletter among their networks. Read more information in Section 8.



Channel/tool	Metric method	Success criteria	Current status	
	Number of followers and engagement	500 followers on LinkedIn	664	✓
		500 clicks to website	12,453	✓
<b>Press releases</b>	Number of publications from media coverage	At least 5	8	✓
<b>Newsletter</b>	Number of newsletters dispatched	At least 2 per year	4	✗
<b>External events, conferences, workshops</b>	Number of events/meetings to disseminate the project	60 events attended by partners to disseminate the project	136	✓
<b>Promotional videos</b>	Number of videos	At least 2	47	✓
	Number of views	500 views	3,386	✓

Based on this analysis, it can be concluded the project has successfully reached all its key performance indicators for communication and dissemination, in particular with regard to the activities related with social media and participation in events. Even in the areas that needed more effort, KPIs have been reached and even surpassed, such as traffic to the web platform and the number of video views.



## 15 Conclusions

AI4Media's dissemination strategy has proven highly effective in reaching its target audiences. The project has surpassed its key performance indicators, attracting over 2,500 social media followers, more than 30,000 unique website visitors, and engaging in almost 60 events to disseminate its research outcomes. The collaboration with the AI Networks of Excellence, and other projects has expanded AI4Media's geographic reach and promoted knowledge exchange within the AI research community.

Despite its remarkable achievements, the project must continue its efforts to bridge the gap between academia and industry, facilitating technology transfer and fostering innovation in the media sector. As AI technologies rapidly evolve, AI4Media's future direction lies in keeping abreast of emerging developments and advancing the responsible and ethical use of AI in media applications.

The AI4Media project's long-term impact extends beyond its research duration. The developed AI tools, methodologies, and best practices will continue to drive innovation in the media industry, contributing to Europe's digital transformation. The AI Media Observatory will remain a valuable resource for citizens and media professionals, promoting AI literacy and understanding. The collaboration within the established network of AI and Media organizations will foster a lasting impact on AI advances in the media industry while ensuring that AI technologies in media adhere to ethical principles.

In conclusion, the AI4Media project has made significant strides in advancing AI technologies in the media sector while addressing the challenges of disinformation and promoting responsible AI use. Through its dissemination efforts and collaborations, AI4Media has fostered a vibrant research community and facilitated knowledge sharing. As the project's legacy continues, its contributions to AI research, media innovation, and societal awareness will pave the way for a trustworthy and inclusive AI ecosystem in Europe and beyond.



## 16 Annexes

### 16.1 Annex 1 – Press clipping

In the following, we provide a list of the press releases sent by AI4Media to members of the press in the period M19-M36 (Figure 49, Figure 50).

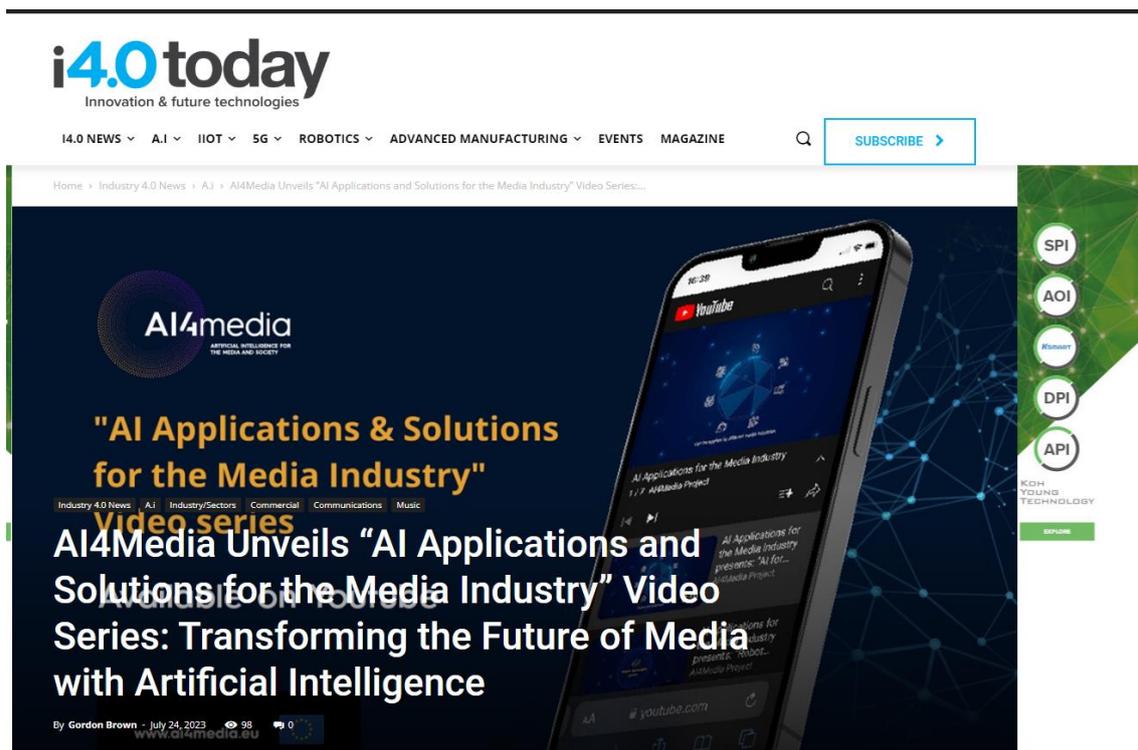


Figure 49: PR publication in i4.0today online magazine ([LINK](#))



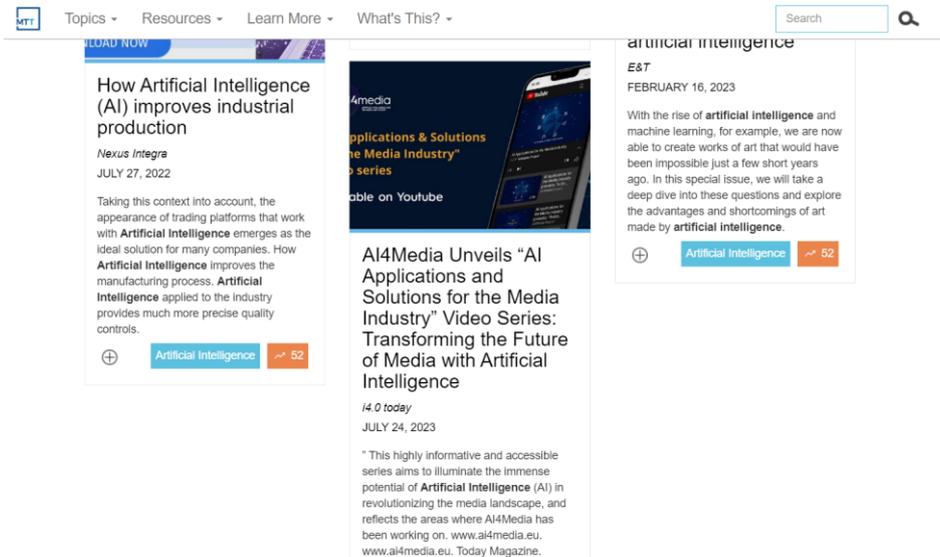


Figure 50: PR publication in Manufacturing technology Today ([LINK](#))

## 16.2 Annex 2 – Videos uploaded in AI4Media's YouTube channel

Videos	Type	Views	Published
<a href="#">Music co-creation between AI and humans by Artur Garcia, BSC</a>	Poster session	23	May 2023
<a href="#">AdvisIL - A Class-Incremental Learning Advisor by Adrian Popescu, CEA</a>	Poster session	15	May 2023
<a href="#">ALADIN: Image-Text Matching and Retrieval in VISIONE by Lucia Vadicamo &amp; Paolo Bolettieri, CNR</a>	Poster session	18	May 2023
<a href="#">Audio Analysis for Speech Synthesis and Manipulation Detection by Luca Cuccovillo, FhG-IDMT</a>	Poster session	51	May 2023
<a href="#">CL2R: Compatible Lifelong Learning Representations by Niccolò Biondi, UNIFI</a>	Poster session	9	May 2023
<a href="#">Concept Discovery in Activation Spaces with Singular Value Description by Mara Graziani, HES-SO</a>	Poster session	20	May 2023
<a href="#">Deep Piano Synthesizer by Rémi Mignot, IRCAM</a>	Poster session	4	May 2023
<a href="#">Deepfake Detector Attack and Defense Analysis by Kieran Fraser, IBM/ CERTH</a>	Poster session	15	May 2023
<a href="#">Ephemerality metrics for estimating healthiness of online discussions by Dmitry Gnatyshak, BSC</a>	Poster session	12	May 2023
<a href="#">Frame analysis of No-vax news in Europe with GPT-3 by Davide Alonso, Idiap Research Institute</a>	Poster session	11	May 2023





Videos	Type	Views	Published
<a href="#">ImageCLEF2023 Benchmarking Campaign by Ana-Maria Drăgulinescu, UPB</a>	Poster session	8	May 2023
<a href="#">Joint-Based Action Progress Prediction by Davide Pucci, UNIFI</a>	Poster session	9	May 2023
<a href="#">Model Compression through Knowledge Distillation by Akis Papadopoulos, CERTH</a>	Poster session	13	May 2023
<a href="#">modl.ai Platform and Exploratory Bot Presentation by Christoffer Holmgård, MODL</a>	Poster session	32	May 2023
<a href="#">Open-ended Evolution for Minecraft Building Generation by Matthew Barthet, UM</a>	Poster session	10	May 2023
<a href="#">Public opinion monitoring through collective semantic analysis of tweets by Ioannis Pitas, AUTH</a>	Poster session	14	May 2023
<a href="#">SMACE: A New Method for the Interpretability of Composite Decision Systems by Gianluigi Lopardo, UCA</a>	Poster session	8	May 2023
<a href="#">SRAUnet for super resolution and restoration of analog videos by Lorenzo Berlincioni, UNIFI</a>	Poster session	25	May 2023
<a href="#">Statistical characterization of local news by Victor Bros, Idiap Research Institute</a>	Poster session	8	May 2023
<a href="#">Super-resolution benchmarking and detection by Adrián Tormos, BSC</a>	Poster session	15	May 2023
<a href="#">Tracing reuse in a large scale AV archive using Partial Audio Matching by Philo van Kemenade, NISV</a>	Poster session	13	May 2023
<a href="#">Truly Media Presentation by Danae Tsabouraki, ATC/DW</a>	Poster session	18	May 2023
<a href="#">Unsupervised Domain Adaptation for Video Violence Detection in the Wild by Luca Ciampi, CNR</a>	Poster session	19	May 2023
<a href="#">XAI-SUM: Explaining Video Summarization Based on the Focus of Attention by Vasileios Mazaris, CERTH</a>	Poster session	36	May 2023
<a href="#">AI Applications for the Media Industry presents: “AI for publishing” by AI4Media</a>	Info video	32	May 2023
<a href="#">AI Applications for the Media Industry presents: “AI for music” by AI4Media</a>	Info video	17	May 2023
<a href="#">AI Applications for the Media Industry presents: “AI for games” by AI4Media</a>	Info video	35	May 2023
<a href="#">AI Applications for the Media Industry presents: “AI for entertainment/movie production” by AI4Media</a>	Info video	56	May 2023
<a href="#">AI Applications for the Media Industry presents: “AI for the Next-Gen of social media” by AI4Media</a>	Info video	56	May 2023





Videos	Type	Views	Published
<a href="#">AI Applications for the Media Industry presents: “Robot Journalism” by AI4Media</a>	Info video	125	May 2023
<a href="#">AI Applications for the Media Industry presents: “AI for News Production” by AI4Media</a>	Info video	102	May 2023
<a href="#">Meet the project edgeAI4UAV by IHU supported under AI4Media 1st Open Call</a>	Introduction to Open Call 1 project	42	March 2023
<a href="#">Meet the TRACES project by GATE Institute, Sofia University supported under AI4Media 1st Open Call</a>	Introduction to Open Call 1 project	13	March 2023
<a href="#">Meet the VRES project by Varia UG supported under AI4Media 1st Open Call</a>	Introduction to Open Call 1 project	10	March 2023
<a href="#">Meet the SMAITE project by University of Manchester supported under AI4Media 1st Open Call</a>	Introduction to Open Call 1 project	89	March 2023
<a href="#">Meet the RobaCOFI project by Instituut Josef Stefan supported under AI4Media 1st Open Call</a>	Introduction to Open Call 1 project	20	March 2023
<a href="#">Meet the InPreVIV project by JOT Internet Media supported under AI4Media 1st Open Call</a>	Introduction to Open Call 1 project	33	March 2023
<a href="#">Meet the CIMA project by AdVerief.ai supported under AI4Media 1st Open Call</a>	Introduction to Open Call 1 project	156	March 2023
<a href="#">“Video classification using a self-supervised feature extractor” Sogol Haghighat (FhG-IAIS) – 1st Junior Fellows Day</a>	Workshop recording Junior Fellows	17	February 2023
<a href="#">“Deep learning for multiple trajectory prediction of 360° head movements” Quentin Guimard (UCA) – 1st Junior Fellows Day</a>	Workshop recording Junior Fellows	13	February 2023
<a href="#">“Dataset shift in binary quantification” Pablo Gonzalez (University of Oviedo) – 1st Junior Fellows Day</a>	Workshop recording Junior Fellows	12	February 2023
<a href="#">“Estimating class prevalences in ordinal classification” Mirko Bunse (TU Dortmund University) – 1st Junior Fellows Day</a>	Workshop recording Junior Fellows	9	February 2023





Videos	Type	Views	Published
<a href="#">“A qualitative investigation of optical flow algorithms for video denoising” Hannes Fassold (JR) – 1st Junior Fellows Day</a>	Workshop recording Junior Fellows	12	February 2023
<a href="#">“MINTIME: Overcoming limits of video deepfake detection in the wild” Davide Coccomini (CNR) – 1st Junior Fellows Day</a>	Workshop recording Junior Fellows	23	February 2023
<a href="#">NLP applied to articles on Covid-19 vaccination in European Newspapers, David Alonso del Barrio, UPM – 1st Junior Fellows Day</a>	Workshop recording Junior Fellows	39	February 2023
<a href="#">“DeepFake detection with capsule networks and temporal approaches” Cristian Stanciu (UPB) – 1st Junior Fellows Day</a>	Workshop recording Junior Fellows	58	February 2023
<a href="#">“ML-assisted OR algorithms for multimedia network” Ana Maria Drăgulinescu (UPB) – 1st Junior Fellows Day</a>	Workshop recording Junior Fellows	127	February 2023
<a href="#">Testimonials from the participants of AI4Media's 1st Open Call</a>	Testimonial Open Call	58	Nov 2022
<a href="#">Info-Webinar on AI4Media Open Call #2 – [Open until Nov 30, 2022]</a>	Workshop recording	81	Nov 2022
<a href="#">AI4Media Workshop on the European AI-on-demand platform</a>	Workshop recording	130	Nov 2021
<a href="#">2<sup>nd</sup> info-webinar about AI4Media's Open Call-2</a>	Workshop recording	59	Nov 2021
<a href="#">1<sup>st</sup> info-webinar about AI4Media's Open Call-1</a>	Workshop recording	85	Oct 2021
<a href="#">AI4Media's workshop on “European AI Vision &amp; Policy – The future of European AI regulation”</a>	Workshop recording	114	Sept 2021
<a href="#">AI4Media workshop on “Content-centered AI”</a>	Workshop recording	118	Sept 2021
<a href="#">AI4Media's technical workshop on “Human- and Society centred AI”</a>	Workshop recording	169	July 2021
<a href="#">“New learning paradigms &amp; distributed AI” – AI4Media Technical Workshop</a>	Workshop recording	72	July 2021
<a href="#">AI4Media – European Centre of Excellence of next-gen AI for Media, Society and Democracy</a>	Promo video	804	Mar 2021



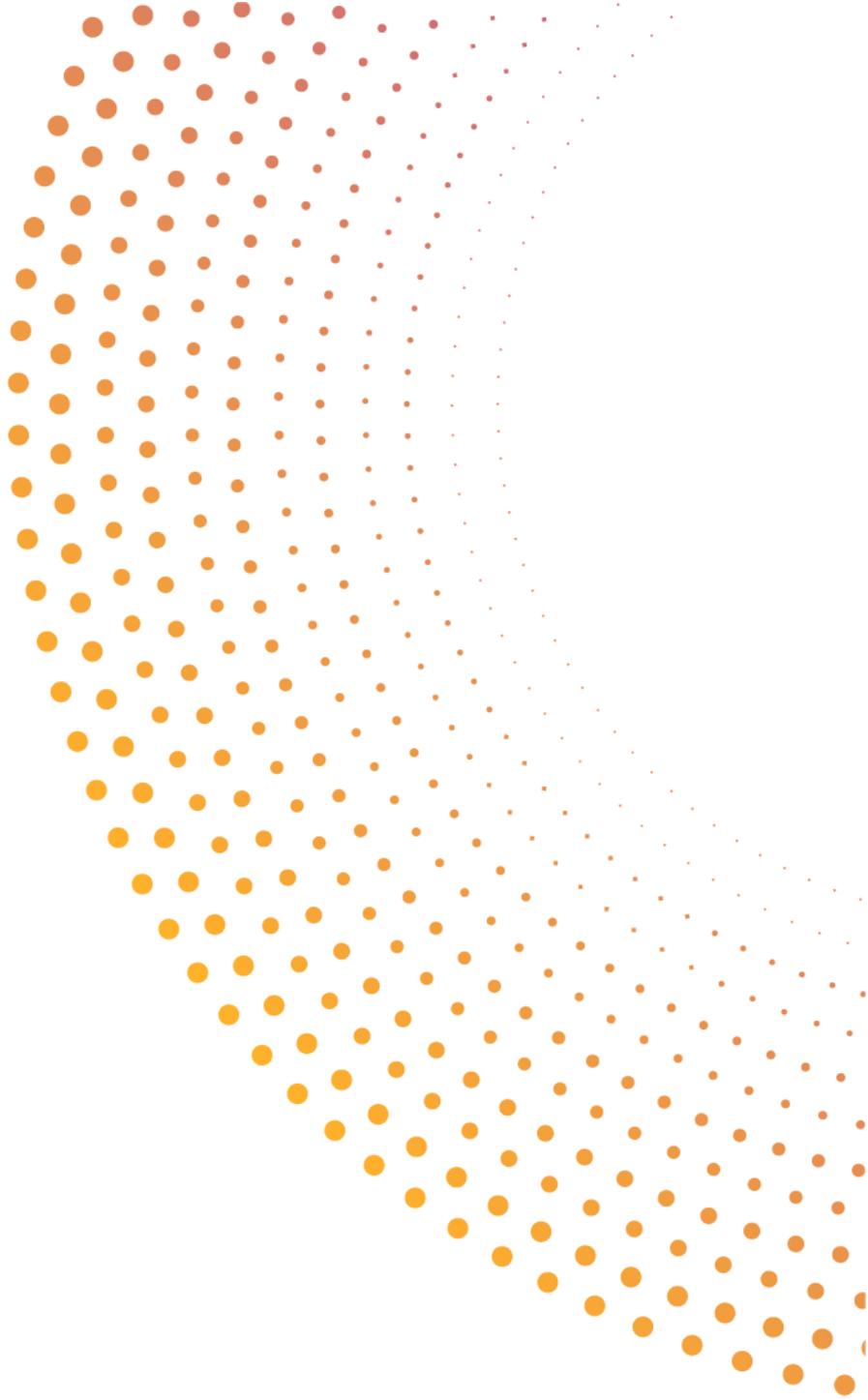
Videos	Type	Views	Published
<a href="#">AI4Media Workshop on GANs for Media Content Generation</a>	Workshop recording	194	Oct 2020
<b>TOTAL</b>		<b>3,386</b>	





# AI4media

ARTIFICIAL INTELLIGENCE FOR  
THE MEDIA AND SOCIETY



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

[info@ai4media.eu](mailto:info@ai4media.eu)

[www.ai4media.eu](http://www.ai4media.eu)