

D11.7

Final report on dissemination and communication activities

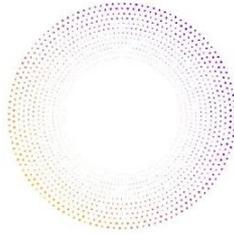
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Abstract	This document summarises the communication and dissemination activities conducted in the context of the AI4Media project, in WP11 “Communication, dissemination, exploitation and sustainability”, from M37 (September 2023) to M48 (August 2024).
Keywords	Dissemination, Communication, Reach, Impact, Social media, Website, Newsletters, Networking, Publications

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

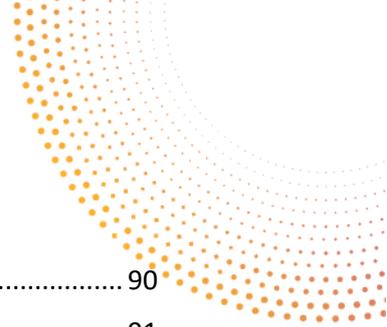




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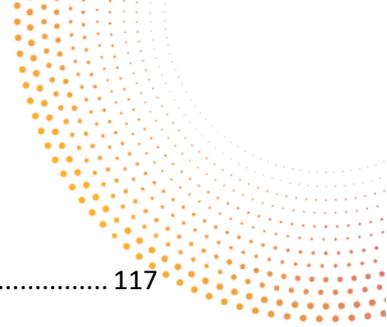


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1 Executive Summary

The AI4Media project has made significant contributions to the research advancement and integration of Artificial Intelligence (AI) in the media industry over its four-year span, achieving numerous notable achievements. This document details the comprehensive dissemination and communication activities executed during the project, with a special focus on the period from M37 (September 2023) to M48 (August 2024). These activities were aimed at maximising the project's reach and impact, disseminating its outcomes and results for the benefit of society.

Key initiatives included the launch of a refined communication strategy following the recommendations of the third project review report. This strategy emphasised stakeholder engagement through events, campaigns, and tailored messaging to diverse target groups, such as citizens, policymakers, AI researchers and practitioners, and media professionals.

The project employed a multi-channel communication approach, which encompassed a robust online presence through its website, active social media engagement, mass mailings, newsletters, media coverage, and strong collaborations with other projects and initiatives, particularly VISION and the AI Networks of Excellence (AI NoEs), among other prominent initiatives. Additionally, AI4Media strategically used key European platforms such as the AI-on-Demand platform, the European AI Alliance platform and others, to further increase the reach of and engagement with its results.

Significant developments included the launch of the AI Media Observatory and the Virtual Centre of Excellence (VCoE), which served as pivotal platforms for resource dissemination and stakeholder engagement. Additionally, AI4Media organised and participated in numerous events, enhancing its visibility and fostering collaboration within the AI and media ecosystems.

The project also focused on producing actionable and accessible knowledge for different target groups, particularly citizens and policymakers, but also AI researchers and Media professionals. This effort comprised the creation of concise, reader-friendly factsheets and booklets that distilled key insights from complex reports, deliverables, and event outcomes. A significant amount of multimedia content was also produced, including interviews, demo videos, recorded presentations, and poster sessions.

The report highlights the achievement of key performance indicators (KPIs), such as increased website traffic, social media growth, and high engagement rates. It also outlines strategic efforts to maintain the relevance and accessibility of AI4Media's resources and outcomes post-project conclusion, ensuring sustained impact through continuous updates and integration with broader AI initiatives.





2 Introduction

This final deliverable updates the dissemination and communication activities of the AI4Media project from M37 (September 2023) to M48 (August 2024). It builds on previous reports (D11.3, D11.5) and provides a detailed account of the channels, materials, and tools used to communicate AI4Media's progress and outcomes. The document also evaluates the impact of these activities through various metrics, including website statistics, social media analytics, and participation in events.

The AI4Media dissemination and communication strategy has been designed to be dynamic and responsive, evolving with the project's progress and stakeholder feedback. Specific goals during this period included maximising the reach and impact of AI4Media's research, enhancing connections and engagement within the AI and media communities, and strengthening the project's recognition across relevant sectors.

Key activities and developments during this period included:

- **Website enhancements:** Continuous improvements to the AI4Media website, including the launch of the Media AI Observatory and the Virtual Centre of Excellence, which serve as central hubs for resource dissemination and stakeholder engagement.
- **Social media campaigns:** Active engagement across platforms such as Facebook, LinkedIn, and X (formerly Twitter), with targeted campaigns to increase visibility and interaction with various audience segments.
- **Event organisation and participation:** Organisation and participation in numerous events to enhance visibility and foster collaboration within the AI and media ecosystems.
- **Knowledge dissemination:** Production of accessible knowledge materials, including infographics, videos, newsletters, factsheets, booklets and white papers, tailored to different target groups.

The structure of this document is as follows:

- **Section 3: Update AI4Media dissemination & communication strategy:** This section outlines the evolution and refinement of the strategy, emphasizing stakeholder engagement and project impact.
- **Section 4: Channels, tools, and messages:** Overview of the communication and promotional materials used, detailing the various channels and tools employed to reach the target audiences. This section comprises the website, social media channels, accessible knowledge and visual developments, mass mailing and media coverage.
- **Section 5: Events:** Participation of project partners in events and organisation of events by the consortium, showcasing the extent of engagement and collaboration within the AI and media communities.
- **Section 6: Scientific outputs:** AI4Media's scientific contributions, including publications, datasets, and software, underscoring the project's research impact.



- **Section 7: AI4Media partners' support in dissemination and communication:** The role of project partners in supporting dissemination and communication efforts.
- **Section 8: Liaison with other projects, networks, and initiatives:** Collaboration with other AI-focused projects, networks, and initiatives to amplify the project's impact and share knowledge and best practices.
- **Section 9: Communication performance against evaluation criteria:** Evaluation of the communication activities against set criteria, measuring effectiveness and reach.
- **Section 10: Conclusions:** Summarises the achievements and provides final reflections on the dissemination and communication efforts.
- **Section 11: Annexes:** Includes the revised communication plan defined after the third project review, and the list of media coverage and press clipping.





3 Update dissemination & communication strategy

This section outlines the evolution and refinement of the dissemination and communication strategy and action plan for the AI4Media project, spanning from September 2023 to August 2024. It highlights the adaptability and responsiveness of our approach through various critical phases of the project lifecycle.

The dissemination and communication strategy for AI4Media is designed as a responsive and dynamic framework that evolves according to the changing needs of the project and its stakeholders. By continuously assessing and refining our methods, we aim to ensure that our communication efforts are impactful and relevant, thereby informing and inspiring our diverse audiences.

From the beginning, AI4Media committed to regularly updating its strategy based on project progress, performance assessments, and feedback from periodic reviews. During the initial months of this period, the project followed the updated strategy outlined in deliverable D11.5 (submitted in August 2024 - M36), which focused on enhancing stakeholder engagement and maximising project impact.

However, after the third project review in December 2023, significant refinements were made to the strategy based on the insights gathered and the reviewers' recommendations. These changes led to the development of a more focused communication plan. This revised plan clearly defines AI4Media's goals, profiles key target groups, and details the strategic communication actions to be implemented through the end of the project.

Therefore, the dissemination and communication strategy in D11.5 initially focused on transitioning from raising awareness to fostering strong community engagement, with the following goals:

- Maximising the reach and impact of AI4Media's research and innovations.
- Enhancing connections and engagement within the AI and media communities.
- Strengthening the project's recognition across relevant sectors.

The strategy targeted various key groups, each with tailored communication approaches:

- **Citizens:** Enhancing understanding and engagement through accessible and humanized content, such as infographics, videos, and interactive workshops.
- **Policymakers:** Engaging through stakeholder consultations and participation in policy forums to align project outcomes with regulatory frameworks and sharing research outcomes through factsheets and white papers.
- **AI researchers and practitioners:** Sharing research outcomes through publications, collaborative workshops, and open-source contributions.
- **Media professionals:** Delivering industry-specific insights and fostering integration of AI innovations through specialized workshops and partnerships.



Following the third project review, we incorporated the constructive feedback from the project officer and reviewers, resulting in a revised communication plan submitted to the EC in April 2024. This updated plan includes:

- **AI4Media's Narrative and Value Proposition:** Clearly defining what AI4Media is and what it offers.
- **Target Group Profiling:** A detailed analysis of our target audiences and tailored communication objectives for each group.
- **Communication Channels:** An in-depth description of the main channels used in the project, their reach, and specific objectives.
- **Communication Action Plan:** A focused strategy designed to effectively inform and engage various stakeholders about AI4Media's core assets and how they can be used or benefited from even after the project concludes. It outlines tailored communication actions to implement, channels to use, and specific target groups for each action.
- **Event Planning:** A comprehensive list of events AI4Media planned to organize or participate in until the end of the project and beyond.

This revised plan ensured that our communication efforts were strategic, targeted, and effective in conveying AI4Media's mission and achievements. The plan is available in Annex 1 – Revised communication plan.

Based on this, during the remaining period the strategy was refined to focus on the following objectives:

- Developing a **unified narrative** that highlights AI4Media's key outcomes and impacts, simplifying complex information to enhance stakeholder understanding and engagement.
- Expanding **reach across diversified channels** tailored to the specific needs of **different target groups**, from industry professionals to the general public.
- Increasing the **accessibility and engagement of our content** through dynamic social media campaigns, public forums, and direct stakeholder interactions.
- Emphasising **multimedia content creation** to make findings more engaging and comprehensible.

3.1 The AI4Media narrative

A summary of AI4Media's unified narrative, which has been at the core of our communication strategy to attract interest and enhance potential impact, is presented in the box below.



Artificial Intelligence (AI) is revolutionising the media industry, enhancing content creation, analysis, and distribution, and providing deeper insights into complex social dynamics both online and offline through the analysis of citizen activities, interests, and opinions. AI's integration across the media value chain empowers the industry to support a democratic society, enrich our lives, and foster creativity like never before. However, the deployment of AI also introduces significant ethical challenges and risks for individuals and society at large.

In response to these opportunities and challenges, the AI4Media Network of Excellence has established an extensive network of researchers across Europe and beyond, dedicated to exploring AI's applications in media, society, and democracy. Over nearly four years, AI4Media has become a beacon of innovation, collaboration, and progress, linking AI with the media industry.

AI4Media is built on four main pillars:

1. A dynamic network that fosters a collaborative environment.
2. The AI Media Observatory, which acts as a resource for navigating the complexities of AI in the media landscape.
3. The AI Doctoral Academy (AIDA), providing top-notch AI education and fostering academic excellence.
4. An extensive array of scientific and research outputs that contribute to the advancement of AI in media.

AI4Media has built a **dynamic network** focused on AI applications in the media industry, comprising over 200 organisations from academia, industry, and civil society. The network fosters a collaborative space for sharing ideas, resources, and new developments. Associate members benefit from collaborating on joint projects, accessing a vast pool of AI knowledge and expertise, and receiving project updates. They also enjoy visibility enhancement, cross-organisational exchange opportunities, and access to educational materials and other AI insights through the AI Doctoral Academy and the AI Media Observatory.

The **AI Media Observatory** serves as a crucial resource for stakeholders, offering up-to-date information and insights on AI in media. It identifies trends and challenges, supporting informed decision-making and fostering responsible AI development. The Observatory is useful for media professionals, AI researchers, policymakers, educators, and anyone interested in AI's impact on media.

The **International AI Doctoral Academy – AIDA** enhances AI education across Europe, attracting PhD students and promoting excellence. It provides a variety of educational programs and resources, standardising AI education across European universities. This initiative supports universities, lecturers, students, and researchers by enhancing their visibility, educational offerings, collaborative opportunities and access to AI resources.

In the **Scientific and Research Outputs**, AI4Media has made substantial contributions through publications, open datasets, software tools, and strategic documents. These resources help drive innovation in AI, particularly at the intersection with media. They are vital for researchers, AI professionals, media stakeholders, policymakers, and the educational sector, facilitating advancements in AI applications and ethical standards.



The **main beneficiaries** of AI4Media include AI researchers, AI developers, the media industry, policymakers, educators, and the broader society. Each group benefits from the advancements in AI, which improve services, entertainment, public engagement, and solutions to social challenges. AI4Media's efforts enrich the media landscape and foster a knowledgeable, connected, and empowered society.

3.2 Our target groups and objectives

The AI4Media project uses a robust multichannel communication strategy to effectively connect with and engage various target groups. The key target groups for AI4Media, as well as their specific communication and dissemination objectives during this period, are outlined below:

AI Researchers and Practitioners: These groups, comprising individuals and professionals engaged in cutting-edge AI research and applications within the media industry, aim to enhance collaboration and share significant advancements. The communication & dissemination objectives are to raise awareness about AI4Media's scientific contributions, providing access to resources like open software and datasets, and fostering real-case application innovations.

Media Industry Professionals: This group includes Media organisations, news outlets, journalists and fact-checkers, game developers, music industry professionals, as well as technology companies exploring or using AI. Their role is crucial in integrating AI innovations effectively. The communication & dissemination objectives are focused on showcasing the practical benefits of AI, highlighting innovative applications, and fostering collaborations that enhance content creation and distribution.

Educational Institutions, Scholars, AI PhD students: This group is recognized for its role in nurturing future AI talent and equipping the workforce with the cutting-edge skills necessary for innovation in AI and media. The communication & dissemination objectives are to empower these institutions to incorporate AI4Media's research findings into their educational programs through the AI Doctoral Academy (AIDA), promote interdisciplinary knowledge exchange, and support internships and research projects.

Policy Makers and Regulators: These stakeholders are involving shaping AI policies and regulations, emphasising ethical and legal frameworks. Communication goals are to inform policy decisions with AI4Media's findings, provide in-depth analysis of the legal and regulatory landscape as w, and engage in policy dialogues to support ethical AI usage.

General Public: As consumers and contributors to the media landscape, the general public's understanding and acceptance of AI are pivotal. The communication objectives included increasing public awareness and understanding of AI's role in media, demystifying AI technologies, and encouraging discussions on ethical AI use and digital rights.

Each group is engaged through targeted communication strategies designed to maximise the impact of AI4Media's innovations and ensure the responsible advancement of AI applications in the media sector.





4 Channels, tools and messages

Online communication and dissemination channels played a fundamental role in AI4Media's concerted efforts to gain widespread recognition and acceptance within the AI and Media community. From the project's outset, thorough analysis of target groups guided the strategic selection and customisation of channels and tools for optimal outreach.

The multichannel communication strategy deployed by AI4Media effectively engages a broad spectrum of target groups. This strategy integrates growing website traffic, strategic social media usage, an informative YouTube channel, targeted mass mailings and newsletters, and well-crafted press releases. Additionally, it leverages partnerships with the AI Networks of Excellence (ICT48 plus 5 projects) and other EC-funded initiatives, as well as various AI platforms and EC channels.

Collectively, these efforts create a robust communication framework that ensures the project's findings, innovations, and opportunities are accessible and engaging for everyone—from specialised AI researchers and industry professionals to the general public. This approach not only broadens awareness but also enhances engagement and fosters collaboration across the AI and media landscapes, maximizing the impact of the project's contributions.

The primary messages conveyed through this approach are designed to ensure that AI4Media's findings, innovations, and opportunities are accessible, engaging, and beneficial to a diverse range of stakeholders. This strategy aims to maximise awareness, engagement, and collaboration across the AI and media landscapes. The key messages are as follows:

Revolutionising the Media Industry: AI4Media highlights how artificial intelligence is enhancing content creation, analysis, and distribution, providing deeper insights into complex social dynamics and empowering the media industry to support a democratic society, enrich lives, and foster unprecedented creativity.

Addressing Ethical Challenges: The project acknowledges the significant ethical challenges and risks introduced by AI deployment, emphasising responsible development and usage of AI technologies.

Building a Collaborative Network: AI4Media has established a vibrant network of over 200 organisations, including academia, research and industry, to foster collaboration and knowledge sharing. This network is crucial for exploring AI's applications in media, society, and democracy, and for driving innovation.

Educational Impact through AIDA: The AI Doctoral Academy (AIDA) plays a central role in educating the next generation of AI innovators, offering a range of programs and resources to enhance AI education across Europe.

Resource Accessibility: AI4Media promotes the accessibility of cutting-edge AI research and technologies through its AI Media Observatory and other platforms, making these resources available to a wide audience that includes media professionals, researchers, policymakers, and educators.



Informing Policy and Regulation: The project actively contributes to shaping AI policy and regulation by providing detailed insights and data, which help policymakers understand and regulate AI's integration into media.

Public Engagement and Awareness: AI4Media seeks to increase public understanding of AI's role and impact in media through informative and engaging content, aiming to demystify AI technologies and foster public discourse on ethical and responsible AI use.

4.1 From AI4Media website to Virtual Centre of Excellence

The **AI4Media website** accessible at www.ai4media.eu was launched in March 2020 before the project started, and acts as the project's central information hub for the community, presenting comprehensive results and achievements from the four years of implementation. The website prioritises a robust user experience, inclusivity, accessibility, and innovation. It has consistently evolved in tandem with the project's progress, ensuring continuous improvement.

Furthermore, regular maintenance of the website was conducted, leading to constant enhancements and updates throughout the project. These improvements were informed by insights from Google Analytics and Google Webmaster Tools, which include Search Engine Optimisation (SEO), as well as developments within the project.

The communication objectives of the AI4Media website are summarised below:

- To increase awareness of the AI4Media project, its goals, activities, and achievements among a broad audience, including AI researchers, media professionals, policy-makers, and the general public.
- To engage visitors with interactive and compelling content that encourages participation in events, discussions, and collaboration opportunities through the AI4Media network.
- To effectively curate and continually update the AI Media Observatory with relevant and insightful content that empowers stakeholders to navigate the complexities of AI in the media industry.
- To serve as a primary platform for sharing AI4Media's research findings, technological innovations, open datasets, and software tools.
- To highlight and provide access for the AI Doctoral Academy (AIDA), including course materials, upcoming events, and opportunities for PhD students and researchers.
- To provide a repository of policy recommendations, ethical insights, and best practices derived from AI4Media's work.

The AI4Media project has consistently evolved its digital presence to effectively communicate and disseminate the breadth of its research and innovations in AI within the media sector. From the initial launch of a preliminary splash page to the sophisticated deployment of comprehensive digital tools and interfaces, the website has developed in phases that mirror the progress and expanding scope of the project.

This chronological account outlines the phased development of the AI4Media website, detailing significant milestones from even before the project's start in September 2020 through to its



conclusion in August 2024. Each phase is characterised by strategic enhancements aimed at improving user engagement, providing valuable resources, and facilitating a deeper understanding of AI's transformative impact on media.

Initial & early development phase (March 2020 - December 2020):

The journey began in March 2020 with the launch of a splash page, setting the stage for the project's official start in September 2020. This initial page served to introduce AI4Media's mission and upcoming plans. The motivation behind this early effort was to create awareness and build anticipation for the project, establishing an initial online footprint that stakeholders could reference. By January 2021, the project's official website went live, establishing a foundational online presence that outlined the project's goals, framework, and project's main activities, and anticipated key results, as well as its impact on AI and media research applications. This comprehensive launch was crucial for clearly communicating the project's scope and potential impact on AI and media research and applications, ensuring that the foundation was laid for future engagement and collaboration.

Intermediate & expansion phase (January 2021 - December 2022):

By June 2021, the website began to incorporate more dynamic elements. The promotional video was placed on the homepage to capture the essence of AI4Media and engage visitors. This change was motivated by the need to create a more interactive and engaging user experience that could attract a broader audience.

That same month, the "[Junior Fellows Exchange Program](#)" page was added under the "Mobility" menu, featuring a [matchmaking](#) interface that facilitated connections between potential exchange participants. This addition reflected the project's commitment to fostering collaboration and knowledge exchange among the next generation of AI researchers.

Furthermore, the website introduced a new interface for the project's [Use Cases](#), aiming to showcase real AI applications and providing detailed information on the scope and objectives of each Use Case. This allowed to demonstrate the practical impact of AI4Media's research, making it more tangible and relevant to industry stakeholders.

In September 2021, key information on [how to apply to AI4Media Open Call #1](#) was made available through a dedicated interface. By March 2022, information on the [10 projects](#) supported under Open Call #1 was also available in a dedicated section of the website. These updates were essential for ensuring transparency and accessibility regarding the project's funding opportunities, thereby encouraging wider participation and engagement from the AI research community.

Further expanding its resource offerings, by April 2022, the website had added new interfaces for [Open Datasets](#), and provided access to online surveys relevant to project activities. These surveys on i) [AI technologies and applications for the media sector](#) and ii) [on AI technologies for image and video organisation](#), were designed to gather valuable input from the community, shaping the project's direction. During this period, a new events page for [AI-Cafés](#) was also designed, alongside an interactive [Roadmap on AI technologies and applications for Media](#). These additions were driven by the need to create interactive and collaborative spaces that would deepen stakeholder involvement and ensure that AI4Media's work remained aligned with the needs of its community.

Significant enhancements in September 2022 included the launch of interfaces for "[Open Software](#)" and "[Results in Brief](#)", which aimed to make AI4Media's research outputs accessible to a broader audience. This was motivated by the goal of disseminating the project's findings widely, ensuring that the knowledge generated could be easily accessed and utilized by both the academic community and industry practitioners. Information on [how to apply to the Open Calls #2](#) was also made available in a dedicated interface. During this period, wireframes for the [Media AI Observatory](#) and the [AI4Media Virtual Center of Excellence](#) were developed, laying the groundwork for more comprehensive future expansions. These efforts were aimed at establishing long-term platforms that could continue to serve the AI and media research communities even beyond the project's lifespan.

Advanced and consolidation phase (January 2023 - December 2023):

In April 2023, the ten projects from [Open Call #2](#) were showcased through a new interface, demonstrating the project's ongoing commitment to transparency and engagement with its stakeholders. By May 2023, the Beta-Version of the [Media AI Observatory](#) was launched, marking a significant step towards centralising AI research and insights. This launch was motivated by the need to create a central hub where stakeholders could easily access the latest developments and challenges in AI as they pertain to the media sector. Additionally, an interface on the [policy regulatory landscape](#) was designed, featuring an interactive timeline, documents and analytical information. This was added to help stakeholders navigate the complex regulatory environment, providing them with the tools to better understand and influence policy developments in AI.

Another new interface was developed to feature [White Papers](#) aimed at aligning AI research with media industry needs, ensuring that AI4Media's research outputs were not only innovative but also highly relevant to the needs of industry stakeholders. By October 2023, the fully launched [Media AI Observatory](#) had become a cornerstone of the project's digital strategy serving as a hub for stakeholders to explore the latest trends and challenges in AI within the media sector. This milestone underscored the project's success in creating a sustainable and impactful resource that could continue to drive innovation and collaboration in the field.

During this period, the interface showcasing AI4Media's [scientific papers](#) was enhanced to include optimised search and filtering capabilities. This improvement was motivated by the need to make the vast amount of research produced by the project more accessible and user-friendly, ensuring that stakeholders could easily find and use relevant information. Additionally, a new interface was created for the [Strategic Research Agenda \(SRA\)](#) and a dedicated multimedia section was integrated to feature [AI4Media videos](#). These additions were aimed at providing a more comprehensive and engaging user experience, catering to the diverse needs of the AI4Media community.

The culmination of these efforts was evident in December 2023, with the launch of the [AI4Media Virtual Centre of Excellence](#). This major upgrade significantly improved the clarity, user experience, and accessibility of the website, showcasing AI4Media's main achievements and establishing a comprehensive digital resource for media AI research. This final development was driven by the goal of creating a lasting legacy for the project, ensuring that its outputs would continue to benefit the AI and media research communities long after the project concluded.



Continuous updating and enhancement phase (January 2024 - August 2024):

As the AI4Media project progresses into 2024, the emphasis shifts to regular updates and enhancements of the website's content and interfaces to keep pace with the evolving needs of the AI and media research community. This phase is dedicated to maintaining the relevance and accuracy of the content across all sections of the site. Regular updates include the latest research findings, upcoming events, and new multimedia content to ensure that stakeholders have access to the most current and comprehensive resources. This commitment to keeping the website dynamic and up-to-date is crucial for maintaining AI4Media's role as a leading resource in the field.

Additionally, the website's backend and user interface will undergo periodic enhancements to improve navigation and user experience. This ongoing refinement is driven by the goal of making the website as user-friendly and efficient as possible, ensuring that the AI Media Observatory and other critical sections continue to serve as effective platforms for knowledge dissemination and stakeholder engagement. This phase not only supports the project's ongoing efforts but also reinforces AI4Media's commitment to providing a dynamic and responsive digital hub for its community, ensuring that it remains a valuable resource for AI and media professionals even after the project's official end.

4.1.1 Main developments & enhancements during the current period M37-M48

Full launch and maintenance of AI Media Observatory

In October 2023, the [AI Media Observatory](#) was launched with the purpose of serving as both a compass and a map, guiding stakeholders through the complexities of AI in media. This important resource is designed to identify trends, opportunities, and challenges, providing crucial insights for informed decision-making. Through the Observatory's comprehensive analysis, stakeholders can anticipate shifts, shape media practices, and influence policies in an AI-dominated era.

The AI Media Observatory aims to be a central hub for up-to-date information, research findings, and expert insights on the opportunities and challenges presented by AI technologies and applications in the media sector. By offering access to a wide range of perspectives and facilitating connections between stakeholders, the Observatory supports informed decision-making and fosters responsible AI development and usage in media. Its ultimate goal is to advance a media landscape that leverages AI in innovative, ethical, and socially beneficial ways.

The Observatory is designed for different audiences, including media professionals, AI researchers, policymakers, educators, and anyone interested in the intersection of AI and media. It is particularly useful for those in the media industry looking to understand and apply AI technologies, AI experts exploring the impacts and applications of their work in the media sector, and policymakers and regulators seeking data and insights to shape ethical AI guidelines and standards. Educators and students can also benefit from the wealth of information available for teaching and research purposes. Essentially, the Observatory serves anyone interested in how AI is transforming the media landscape and its societal implications.



Home > Observatory

AI Media Observatory

The European AI Media Observatory is 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.

The aim of the observatory is to support the ongoing efforts of the multidisciplinary community of professionals who are working towards ensuring responsible use of AI in the media sector and contribute to the broader discussion and understanding of the development and use of AI in the sector and its impacts on society, economy and people.

The observatory builds on the expertise of more than 30 leading research and industry partners in the field of AI in media. Meet the Editorial Board and principles [here](#).

Your AI Media Feed

The latest content and events on AI in the media, focusing on emerging trends in the sector, changes in the policy landscape and the societal implications of AI.

Let's talk AI and Media

Explore video interviews with experts on the potentials and challenges that AI poses for the media sector.

Find an AI Media Expert

Search, find and contact a relevant technical, legal or social expert within the field of media and AI.

• next events
See more events →

#1
13. 09. 2024

International Broadcasting Convention

#2
23. 09. 2024

IASA Conference – 55th Annual conference "Interdisciplinary Connections"

#3
29. 09. 2024

Workshop on Computer Vision for Videogames at the European Conference on Computer Vision (ECCV)

• recent articles

Filters by Topic Genre

External content
30. 07. 2024

More policies and initiatives need to support responsible AI practices in the media

Blog series discussing how the AI Act and the Digital Services Act (DSA) address the needs of the media sector.

External content
17. 07. 2024

AI regulation is overlooking the need for third-party transparency in the media sector

How regulation can support good transparency practices for AI in media and find that there is a general focus on external (end-user) transparency

AI4Media
3. 07. 2024

It is time to enforce AI regulation before adding more to the mix

Now the time has come to see emerging AI regulations enforced before renegotiating and developing further regulatory initiatives.

• recent videos

Filters by Topic Genre

AI4Media

Generative AI and Copyright Law: CIPIL Seminar

This seminar focuses on generative AI and IP by referring to EU, UK, and US copyright law.

AI4Media

Unveiling sexist narratives: AI to flag content on social media

The panel focuses on the UN's AI model to detect and flag sexist text content on X across Latin America.

External content

Women in AI

The panel shines a light on some of the excellent female researchers in AI and on the obstacles they face.

Contact Observatory

If you have a question regarding the observatory or wish to provide content that can be featured on the observatory, please reach out to the editorial board via this link or via the following email address: observatory@ai4media.eu

→ contact us

Figure 1: Media AI Observatory - screenshot

The homepage of the Observatory provides direct access to key information about what the AI Media Observatory offers and who it is designed for, as well as access to recent content (Figure 1).

It features three distinct sections, each designed to cater to the diverse needs of its users:

- **Your AI Media Feed:** This section serves as a repository for the latest updates and events related to AI in the media sector. It highlights new trends, policy shifts, and the social implications of AI, drawing from both AI4Media consortium research and external sources. It is a comprehensive source for staying up-to-date on how AI is reshaping the media industry.
- **Let's talk AI and Media:** Designed as an engaging space for learning, this section uses video formats to present expert insights on the opportunities and challenges AI brings to the media world. Featuring talks, interviews, and roundtable discussions, it offers accessible views into current trends and advancements in AI, shared by leading figures in the field.
- **Find an AI Media Expert:** Recognising the need for specific expertise, this directory allows users to easily locate and contact experts in various aspects of media and AI, be it technical, legal, or social. Aimed at assisting civil society and media professionals in their quest for knowledge, this tool facilitates direct connections with specialists in the field.

Together, these components create a rich ecosystem of knowledge and expertise, enabling stakeholders to navigate the complexities of AI in media with confidence. The AI Media Observatory not only supports the responsible advancement of AI in the sector but also contributes significantly to the wider understanding of AI's role and its effects on our world. More information about the development of the AI Media Observatory and the day-to-day maintenance can be found in Deliverable D2.5: Final white paper on the social economic and political impact of media AI technologies¹.

Upgrade towards a Virtual Center of Excellence

AI4Media has successfully launched its [Virtual Centre of Excellence \(VCoE\)](#) on Media AI through a significant upgrade to its project website. This enhancement aims to ease access to AI4Media's key offerings, including opportunities to join its dynamic network, the AI Media Observatory, the AI Doctoral Academy, and a vast array of scientific and research outputs and resources that contribute to the advancement of AI in media.

Among the main enhancements, we highlight the following:

- **Engagement Opportunities:** The upgraded website provides clear and comprehensive guidance on how external stakeholders can engage with AI4Media's activities. It outlines the benefits of joining its dynamic network, which now connects over 200 organisations, facilitating collaborations and partnerships.

¹ https://www.ai4media.eu/wp-content/uploads/2024/01/AI4Media_Final-white-paper-on-the-social-economic-and-political-impact-of-media-AI-technologies_D2.5.pdf



- **AI Media Observatory:** The AI Media Observatory offers a syndicated feed of insights on Media AI trends, opportunities, and challenges, supporting informed decision-making and influencing media practices and policies.
- **AI Doctoral Academy:** The AI4Media website now prominently features the AI Doctoral Academy, providing access to top-tier academic courses, educational materials, and lectures on hot AI topics. This resource supports the training and development of the next generation of AI experts.
- **Extensive Resources Library:** The VCoE offers a wealth of know-how and resources, including publications, datasets, and software. It serves not only the initial members from within the AI4Media consortium and its associate members but has also expanded to include a broader community. Informational materials such as factsheets, white papers, and detailed reports are available, catering to a wide audience including policymakers and citizens.

The functional improvements implemented focused on:

- **User-Friendly Navigation:** The website has been redesigned for better user experience, making it easier for visitors to find and utilise the resources they need. This includes straightforward access to joining the network, participating in collaborative projects, and exploring educational opportunities (Figure 2).
- **Regular Updates:** The platform ensures that the community stays engaged with regular updates on news and events. This includes information on workshops, seminars, and other relevant activities, fostering enhanced connectivity and knowledge sharing across the broader AI landscape.

The Virtual Centre of Excellence (VCoE) serves as a hub for AI4Media's network, fostering collaboration among its members and extending its reach to new stakeholders. By offering detailed guidance on engagement, comprehensive resources, and up-to-date information on trends and events, the VCoE strengthens the impact of AI4Media's initiatives and supports the responsible advancement of AI in the media sector.

AI4Media's upgraded website not only enhances accessibility and engagement for current and potential collaborators but also contributes significantly to the wider understanding and development of AI technologies in media.





Our mission

Strengthen Europe's Excellence on AI for Media, Society, and Democracy and ensure the development of ethical & trustworthy AI!

→ [know more](#)



AI Media Observatory

Find the latest on
AI trends for Media | Media AI Research Agenda | Policy developments | Policy recommendations



AI Doctoral Academy - AIDA

Find the latest on
AI curriculum & courses | AI educational resources | AI knowledge | Expertise



Our network

Find the latest on
Collaborate in R&I for Media | Joint papers | Peer-reviews | Participate in events | Mobility | Share know-how & expertise



Resources Library

Find the latest on
Scientific outputs | Reports & other resources | Insights about AI for the Media | Open calls

recent news

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

AI4Media's Lasting Legacy in Advancing AI for Media

Artificial Intelligence (AI) is revolutionising the media industry, enhancing content creation, analysis, and distribution, and providing deeper insights into complex social dynamics both online and offline...

→

Announcing the Development of AI4Media Technological and Research Highlights Booklets

AI4Media is excited to announce the release of a series of booklets featuring the key technological and research highlights from the AI4Media project. These four comprehensive booklets aim to advan...

→

AI4Media's Achievements and Impact on Society

Over the past four years, AI4Media has made significant strides in harnessing the power of artificial intelligence to address key societal challenges and enhance various aspects of public life. This...

→

→ [see more news](#)

our media



AI4Media chair Ioannis Pitas (AI4Media | AUTH) interview at the 4th AI Community Workshop 2024

Listen to Ioannis Pitas (Aristotle University of Thessaloniki - AUTH) who has been engaged in building up the AIDA within the AI4Media project, and find out what his key takeaways were...



4th Community Workshop 2024 & AIDA Symposium - Highlight reel

4th Community Workshop 2024 & AIDA Symposium on June 2024 in Thessaloniki, provided a forum for sharing ideas and best practices and sustaining collaborative activities beyond the...



AI4Media coordinator Yiannis Kompatsiaris (CERTH-ITI) interview at the 4th AI Community Workshop 2024

Meet Yiannis Kompatsiaris, director of the hosting CERTH-ITI institute, who has been engaged as the AI4Media Project coordinator, and find out what his key takeaways were from th...

→ [see more videos](#)

Figure 2: AI4Media Virtual Centre of Excellence - Screenshot





4.1.2 AI4Media website Sitemap

The AI4Media website has been delivered in its final stage as the Virtual Center of Excellence. It has been structured to provide comprehensive information about the project objectives, resources, and ongoing activities. This is an overview of its sitemap structure (Figure 3):

Homepage: The homepage of AI4Media serves as the central hub for visitors, offering a snapshot of the project's mission to establish a Centre of Excellence in AI and media. Key sections are accessible through quick links, making navigation straightforward and intuitive, particularly directing to AI4Media's main achievements: the AI Media Observatory, the AI Doctoral Academy (AIDA), the dynamic network, and the Resources Library. It also features the latest news, updates, and highlights from various activities, including recent videos and key outcomes such as the Strategic Research Agenda (SRA). Additionally, the homepage encourages visitors to explore the AI-on-Demand platform, ensuring they can access a wealth of information and resources easily.

About: The About Section provides detailed insights into the AI4Media project:

- **Project Overview:** This section elaborates on the AI4Media project's scope, its objectives, and its commitment to integrating ethical and trustworthy AI in media. It highlights the importance of media in society and how AI can revolutionise content creation, distribution, and consumption. It also lists the consortium of 30 partners, which includes universities, research centers, and industrial organizations, emphasising the collaborative nature of the project.
- **Action Plan:** This outlines the strategic goals and research agendas that AI4Media aims to achieve throughout its duration. It provides a roadmap for the project's implementation and expected outcomes.
- **Consortium:** Here, users can find detailed information about the consortium members, their roles, and contributions to the project. This section showcases the diverse expertise and collaborative efforts of the participating institutions.
- **Associate Members:** This section provides detailed information on how to become an associate member of AI4Media and highlights the benefits. It also lists the 110 organisations that are currently associated with AI4Media (i.e. the AI4Media associate members).

Media: The Media section keeps visitors updated with the latest events, news, achievements and developments related to AI4Media:

- **Events:** This subsection provides information on upcoming and past events related to AI4Media, including conferences, workshops, and seminars.
- **AI-Cafés:** Information about the AI-Café, an online forum to gain insights into the European AI scene. The AI-Café organises online sessions focused on informal discussions about AI and its applications in media. These sessions provide a platform for knowledge exchange and networking. More information about the AI-Café, a WP7 activity, can be found in D7.4.



- **News & Articles:** Regular updates and articles about AI4Media's activities and developments in the AI and media landscape. This section offers insights and analysis from various experts.
- **Newsletters:** Archives of AI4Media's newsletters, allowing users to stay informed about the project's progress and upcoming events.
- **Videos:** A collection of videos showcasing AI4Media's projects, research findings, and interviews with key stakeholders. These videos provide a visual and engaging way to understand the project's impact.

Observatory: The AI Media Observatory is an interactive section that provides an overview of AI policies and regulations, with a focus on the media industry. It includes resources to help navigate the complex landscape of AI legislation and its implications for media professionals.

The Observatory webpage has already been presented in section 4.1.1 above.

Resources Library: The Resources Library is a comprehensive repository of all the knowledge and tools developed by AI4Media:

- **Scientific Outputs:** This includes scientific publications, open datasets, and open-source software developed as part of the AI4Media project. Users can access a wealth of research and data to support their own projects and studies.
- **Reports and other Resources:** This section provides access to concise knowledge in the form of factsheets and booklets, public reports, and the better images for AI initiative.
- **Insights and Analyses about AI for Media:** Features detailed insights into AI technologies and their applications within the media industry. It includes strategic research agenda, roadmaps to guide future developments, whitepapers and more.
- **Funding AI Research & Application - Open Calls:** Information about the projects that received funds and coaching support through Open Call #1 and Open Call#2 and their contributions to advancing AI in media.

Open Calls: Direct access from the top menu to the information related to the projects funded under Open Call #1 and #2.

AI Education: The AI Education section supports learning and development in AI:

- **AIDA (AI Doctoral Academy):** Offers educational resources and courses for AI PhD education, aiming to train the next generation of AI experts.
- **Junior Fellows Exchange Program:** Facilitates exchanges of young researchers between institutions to promote AI upskilling, research and education.
- **Mobility Matchmaking:** Supports collaboration and mobility among researchers and institutions, fostering knowledge exchange and innovation.

Contact Us: The Contact Us section offers details on how to get in touch with the AI4Media team for more information or to discuss potential collaborations. This ensures that stakeholders can easily reach out for support and engagement.



Additional Sections:

- Privacy Policy and Cookies Policy: This section outlines how AI4Media handles user data and cookie preferences, ensuring transparency and compliance with data protection regulations.

Overall, the AI4Media website is designed to be user-friendly and informative, providing a rich array of resources and updates for anyone interested in the intersection of AI and media.

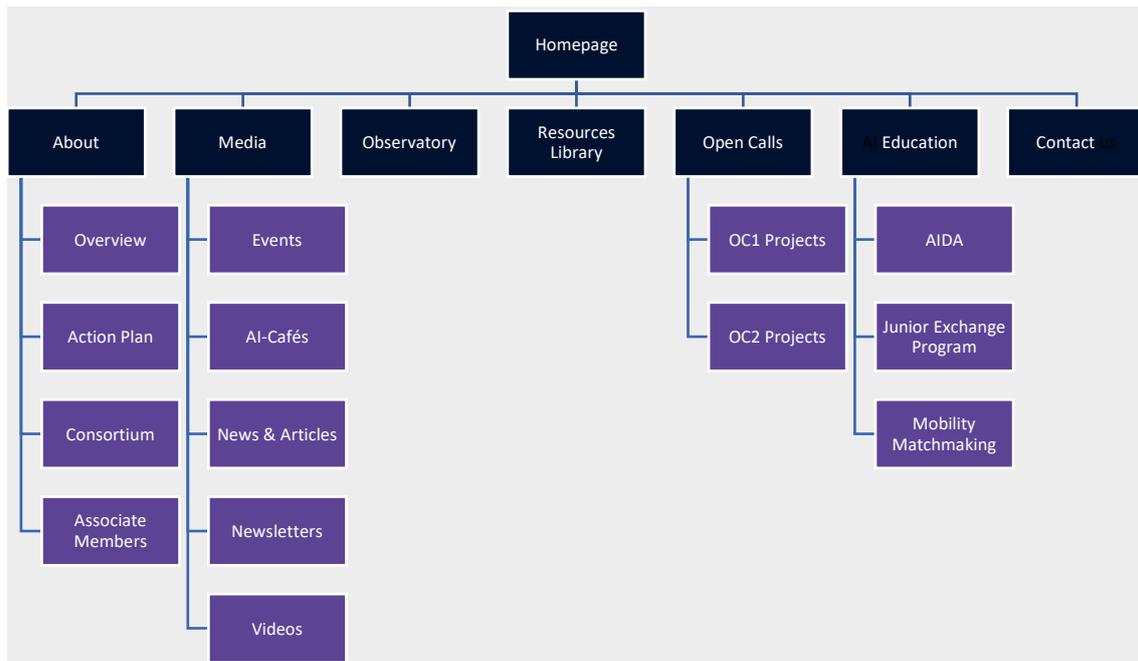


Figure 3: AI4Media Site Map

4.1.3 Content management

The AI4Media website has been regularly maintained and updated, providing a variety of informational materials that reflect relevant research findings, achievements, and content extracted from deliverables and reports. These materials are targeted at a wide audience, including AI researchers and practitioners, end-users from the media industry, policymakers, and citizens. In addition, continuous updates on news and events keep the community engaged through workshops, seminars, and other relevant activities, fostering enhanced connectivity and knowledge sharing across the broader AI landscape.

Since the beginning of the project, the content uploaded reflects the following metrics:

- 52 events published ([link](#)) – 9 published in the period M37-M48
- 62 news & articles published ([link](#)) – 21 published in the period M37-M48
- 43 AI-Cafés published ([link](#)) – 12 published in the period M37-M48
- 84 Videos ([link](#)) – 27 published in the period M37-M48
- >312 Scientific papers ([link](#))
- 91 Software ([link](#))
- 41 Open Datasets ([link](#))



- 30 Public reports/deliverables ([link](#))
- 23 Results in Brief ([link](#)) comprising factsheets, booklets and infographics produced by the project
- 110 associate members uploaded ([link](#))
- 20 host profile and 18 sender profiles in the mobility matchmaking ([link](#))
- 113 articles published in the Media AI Observatory in the “Your AI Media Feed” section ([link](#))
- 26 events published in the Media AI Observatory ([link](#))
- 43 videos published in the Media AI Observatory, in the “Let’s talk AI and Media” section ([link](#))
- 26 experts’ profiles published in the Media AI Observatory, in the “Find an AI Media Expert” section ([link](#))

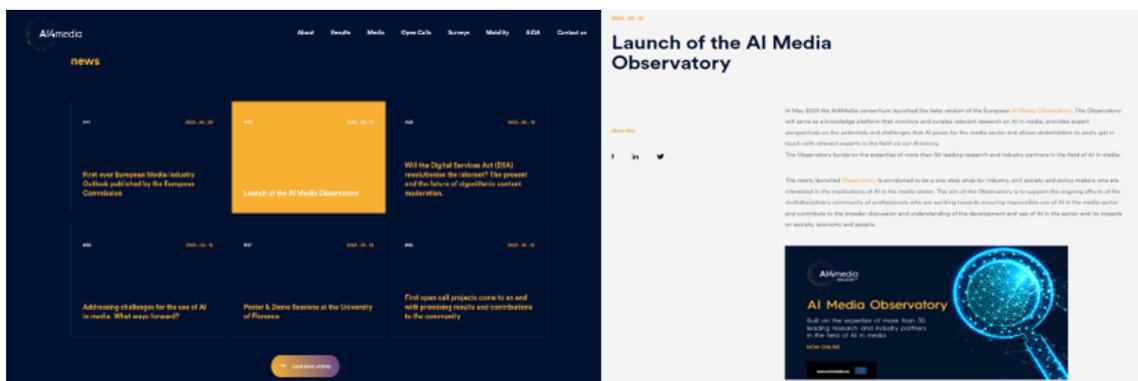


Figure 4: News & Articles interface (left) & Example of News article (right)

4.1.4 Analysis of website performance

The website's performance has been consistently monitored using Google Analytics in accordance with strict privacy and cookies policies designed to safeguard user data. Over the course of four years, the metrics were regularly consulted to inform decisions related to content uploads, graphic updates, and strategies to enhance user engagement—such as promoting the production of news and articles.

Website statistics are provided below including website analytics, top countries of visitors, top acquisition channels, most visited web pages. The statistics show a good reach of and engagement with AI4Media content, with the main performance statistics having doubled in comparison to 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.

The following analysis reviews the performance of the AI4Media website over different periods (month 5 to month 18, month 19 to month 36 and current period, month 37 to month 48). The metrics examined include user numbers, sessions, page views, session durations, file downloads, and total interactions, providing insights into user engagement and the website's effectiveness (Table 1).



Table 1: Website's metrics analytics

KPIs	Statistics		
	M5-M18	M19-M36	M37-M48
Number of users	14.186	20.173	22.559
Sessions	24.836	34.984	33.751
Page views	44.146	67.587	52.618
Average session duration	1m13s	1m07s	1m02s
File download	2.253	4.575	1.331
Total interactions with the website	132.974	200.137	155.297

During an initial phase (M5 - M18), the AI4Media website attracted a moderate number of users, with a significant amount of engagement and interactions. The average session duration indicates that users were spending a reasonable amount of time on the site, engaging with the content. File downloads were also substantial, reflecting user interest in the materials provided.

During the period from Month 37 to Month 48, there was a slight decrease in the number of sessions (33.751 compared to 34.984 in the previous period), indicating a minor decline in website activity. However, overall engagement remained strong, as evidenced by the substantial number of page views (52.618), though slightly lower than the previous period (67.587). Despite the reduced page views, the website continued to attract significant attention. It's worth noting that while the number of file downloads decreased (1.331 compared to 4.575 in the previous period), user interactions and engagement with downloadable resources remained noteworthy.

The following graph (Figure 5) illustrates the total page views during the AI4Media project, surpassing 163.000 views from over 56.000 unique users. The peaks in page views highlight the success of various communication campaigns and the engagement levels during specific periods. These spikes correspond to the release of targeted content, including major project updates, events, publications, and social media initiatives.



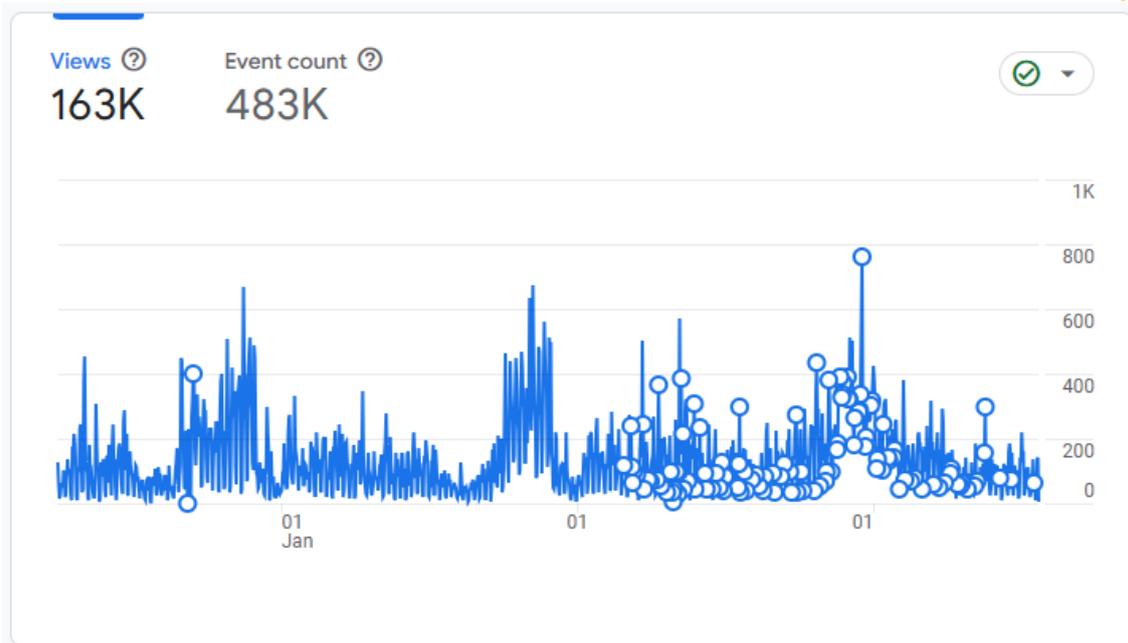


Figure 5: Google Analytics graph of views over time for the period M4-M48

Top 10 countries where visitors come from

Table 2 shows the comparison of visitors from the previous periods to this one, where we see the top countries are the same but the order has slightly changed based on the number of users.

Table 2: Top ten countries of AI4Media website visitors

	Periods		
	M4-M18	M19-M36	M37-M48
1	United States – 1.660 users	United States – 2.684 users	United States – 3.831 users
2	Italy – 1.625 users	Greece – 1.866 users	United Kingdom – 2.440 users
3	Greece – 1.138 users	Italy – 1.452 users	Germany – 1.782 users
4	Spain – 924 users	Germany – 1.320 users	Romania – 1.586 users
5	France – 879 users	Spain – 1.104 users	France – 1.532 users
6	Germany – 864 users	Romania – 1.066 users	Netherlands – 1.464 users
7	Portugal – 706 users	Portugal – 974 users	Portugal – 1.365 users
8	Netherlands – 631 users	France – 958 users	Italy – 1.293 users
9	United Kingdom – 608 users	United Kingdom – 913 users	Greece – 1.033 users
10	Romania – 536 users	Netherlands – 836 users	Spain – 983 users

The consistent growth in user numbers from diverse countries indicates effective international outreach. The prominence of users from the United States suggests a strong engagement from the North American audience, while the rising numbers from the UK and good European representation in the top 10 reflect successful engagement in European regions.

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 Table 3 shows the top acquisition channels in AI4Media.

Table 3: Top acquisition channels in AI4Media

Channel	M37-M48		Total (M4-M48)	
	Triggered sessions	Engagement rate	Triggered sessions	Engagement rate
Direct	18.877	35,83%	43.253	33,03%
Organic search	7.304	60,69%	23.184	54,69%
Organic Social	1.317	37,05%	8.271	30,93%
Referral	2.453	60,50%	8.574	52,15%
Email	-	-	127	16,54%
Paid Social	2.576	8,07%	2.969	7,78%
Other	316	62,96%	451	62,86%

Organic search and referral channels had the highest engagement rates, indicating that users who find the website through search engines and referrals are highly engaged. Direct traffic also contributed significantly but had a lower engagement rate.

Most visited pages

The Table 4 shows the most visited webpages of the AI4Media website.

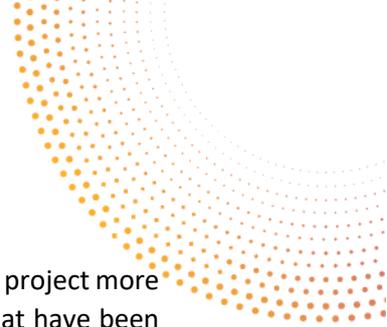
Table 4: Website top most visited pages

M37-M48		Total (M4-M48)	
Website Page	Page views/users	Website Page	Page views/users
Project Overview	14.318/6.554	Project Overview	23.980/14.466
AI Media Observatory	12.477/8.244	AI Media Observatory	13.019/8.565
Strategic Research Agenda	4.542/3.041	Open Call 2	8.489/4.660
Resources Library	1.519/643	Strategic Research Agenda	4.843/3.233
AI Doctoral Academy	1.460/1.014	AI Doctoral Academy	2.399/1.706
Newsletters	1.180/813	Consortium	2.154/1.507
Associate Members	994/583	Associate Members	2.052/1.507
Consortium	854/614	Newsletters	1.596/1.085
Contact us	587/395	Resources Library	1.519/643

The "Project Overview" and "AI Media Observatory" pages consistently attracted the most views, indicating high interest in these areas. The "Strategic Research Agenda" also maintained strong engagement. The data suggests these pages were crucial for user engagement, therefore they have been prioritised for updates and enhancements.

File downloads





In the period M37-M48 a total of 1.331 files were downloaded, while for the entire project more than 8.000 files were downloaded. Table 5 below specifies the top documents that have been downloaded.

Table 5: Top file downloads

File type	Downloads
Open call 2 documentation (link)	2.150
Roadmap AI for media (link)	616
7 White papers "Aligning AI research with Media needs" (link)	494
Results in Brief (in total) (link)	524
Public deliverables (in total) (link)	224
Project brochure (link)	205
Newsletters (in total) (link)	196
Strategic Research Agenda (link)	153
Associate members application form (link)	85

The most downloaded documents were related to open calls and strategic planning, highlighting the community's interest in funding opportunities and strategic directions. The overall drop in downloads in the last period suggests a need to investigate potential issues with file accessibility or relevance.

Overall Conclusions:

The AI4Media website has shown consistent growth in user numbers and engagement over the duration of the project. This growth highlights the website's effectiveness in reaching and engaging its audience. High engagement rates from organic search and referral channels indicate that the website's content is well-optimized for search engines and appealing to visitors referred from other sites.

The geographical diversity of users, particularly the significant numbers from the United States and various European countries, demonstrates successful international outreach. This broad reach underscores the importance of maintaining a global perspective in content and engagement strategies.

Key pages, such as the "Project Overview" and "AI Media Observatory," are crucial for user engagement, consistently attracting the most views. Prioritizing updates and enhancements to these pages will be vital in maintaining user interest. However, there is a noted drop in file downloads in the latest period, which suggests that the relevance and accessibility of downloadable content need to be reviewed and potentially improved.

The varying effectiveness of acquisition channels highlights areas for targeted improvement. While organic search and referral traffic are highly effective, paid social campaigns currently show lower engagement rates. This indicates a need for better targeting and optimization in these campaigns to improve their performance.

4.1.5 The future of the AI4Media Virtual Centre of Excellence (VCoE)

The AI4Media Virtual Centre of Excellence (VCoE) is planned to remain online for five years following the project's conclusion, ensuring continuous access to its resources, fostering



collaboration, and leveraging business opportunities within the network. To keep the VCoE relevant and valuable to its users, a strategic approach is outlined as follows.

Sustained Accessibility and Integration:

The VCoE will be maintained and supported to ensure that all its contents remain accessible without limitations for the next five years.

Integrations with the AI-on-Demand (AloD) platform are being explored to ensure the longevity and accessibility of AI4Media's outputs beyond the project's lifetime. Current synchronization efforts with Zenodo and the AloD platform ensure that all outputs uploaded to Zenodo are also available on the AloD platform, providing an additional channel for open access and sustainability of project results.

Content Updates and Additions:

Regular updates to the platform's technology stack and content offerings will be essential. This involves not only maintaining the existing resources but also continuously adding new, high-quality materials that reflect the latest trends and developments in AI and media.

Specific content areas to focus on would include: the AI Media Observatory, the AI Doctoral Academy, and other core AI4Media assets. Ensuring these sections are kept up-to-date with current research, case studies, and tools will be crucial for sustaining user engagement and value.

Collaboration and Community Engagement:

The VCoE will actively explore and implement opportunities for the AI4Media network and its members to continue enriching, sharing, and collaborating on the platform. This collaborative environment will foster innovation and advance the field of Media AI.

Community engagement will be further encouraged through organized events, workshops, and seminars, which will be documented and accessible via the platform to benefit current and future members.

Sustainability and Exploitation Plans:

Detailed exploitation plans, both individual and joint, are defined to leverage the business opportunities within the AI4Media network in the frame of Task 11.5 (see D11.6). These plans will focus on maximising the impact, sustainability and exploitation potential of the project's outputs.

Sustainability strategies for key assets such as the AI Media Observatory and the AI Doctoral Academy are defined in the final exploitation plan presented in D11.6 and comprise seeking funding opportunities, partnerships, and other forms of support to ensure their long-term viability.

Key Areas of Focus:

- **AI Media Observatory:** Continuously update and expand the Observatory with the latest research, case studies, and tools.



- AI Doctoral Academy (AIDA): Enhance educational resources, programs, courses, lectures and other opportunities for young researchers and practitioners in the field of AI.
- Resources Library: Ensure that all scientific outputs, datasets, and software remain up-to-date and accessible.
- Community Portal: Maintain and enrich the portal with records of events, workshops, and collaborative activities, ensuring ongoing engagement and knowledge sharing.

More information is available in D11.6 “Final Exploitation and Sustainability Plan”.

By following this strategic approach, the AI4Media VCoE aims to remain a pivotal resource in the Media AI landscape, fostering continued innovation, collaboration, and knowledge dissemination for years to come.

4.1.6 Upgrade of the 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 3rd review meeting, the AIDA website was improved to make clearer what AIDA is, what it offers and for whom, and how one can benefit from it, and to ease navigation and user experience. 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;
- Enhanced 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 D9.4 “Final report on AIDA courses, academic/industrial exchanges and synergies”.

4.2 Social Media Channels

AI4Media leverages major social media platforms - [Facebook](#), [LinkedIn](#), [X](#) (former Twitter), and [YouTube](#), serving as integral platforms for disseminating information, engaging with a diverse audience, and promoting community involvement. The project has built a growing community across platforms comprising: **1.403** followers in X; **947** followers in Facebook; **1.030** followers in LinkedIn; and 10.240 views in YouTube.

The following sections present more details on the overall strategy, the type of contents published, the paid campaigns implemented, and the performance results of the project’s social media, offering valuable insights into their impact and the effectiveness of outreach efforts.



The social media strategy involves:

- Regular posts of an average of 15 posts per month across platforms, to maintain a consistent presence, promoting various project activities, events, and results.
- Effectively tailoring content to address target groups, including AI researchers, media industry professionals, policymakers, and the general public. Additionally, leveraging the unique strengths of each platform, i.e. viral and broad-reach content on X, fostering community engagement on Facebook, and facilitating professional networking on LinkedIn.
- To enhance reach and visibility, specific content is boosted through paid campaigns, followers' campaigns, engagement campaigns, and click campaigns.
- Retweeting/sharing and interacting with accounts from relevant AI/media organisations, experts, relevant projects and initiatives to foster community engagement.
- Regular monitoring of social media analytics to understand audience behaviour and adapt strategies to maximize engagement and reach.

4.2.1 Social media content management

During this period, the focus of AI4Media's social media content has been twofold: raising awareness about the project and providing information on specific activities, events, and results. The campaigns have been tailored to address the interests and needs of different target groups, including AI researchers and practitioners, media professionals, policymakers, and the general public. The topics covered in the campaigns for respective target groups are as follows:

AI Researchers & Practitioners:

- Inform about AI4Media's goals and core activities to engage and involve the AI research community.
- Share research and scientific outcomes through #Paperoftheweek and #Postersessions periodic posts, ensuring that cutting-edge research findings are accessible by the academic community.
- Communicate and promote the participation in prominent conferences and dissemination of scientific achievements and awards.
- Encourage the engagement and collaboration with AI4Media and promote the achievements of Open Calls projects to foster collaboration and innovation within the AI research community.

Media Professionals:

- Increase awareness about how AI technologies can be adopted in the media industry through a series of "AI Applications in Media" videos, white papers on "Aligning AI research with media industry needs", Use Case Demos and more.



- Provide information about events organised by AI4Media or those in which AI4Media participates, including #AICafé lectures, to engage media professionals in ongoing discussions and developments in AI.
- Disseminate public results in accessible formats such as factsheets, infographics, and booklets to ensure media professionals can easily understand and leverage these findings.

Policymakers:

- Inform about AI regulation and policy recommendations to keep policymakers updated on the latest developments and necessary regulatory frameworks.
- Share insights and outcomes from policy-related activities and discussions to involve policymakers in shaping the future of AI in media.
- Share research outcomes and insights in accessible formats such as factsheets, infographics, and booklets.

General Public:

- Raise public awareness about AI4Media's objectives and main activities, ensuring the general public understands the project's goals and the potential impact of AI on media.
- Promote experiences from the AI4Media Junior Fellows Exchange program and encourage public participation and interest in AI educational opportunities.
- Communicate the launch of AI4Media's temporary interactive exhibition titled "Artificial Intelligence: Possibilities and Challenges" at the NOESIS Science Center and Technology Museum in Thessaloniki to engage the public with interactive and educational AI content.
- Distribute newsletters and encourage subscriptions to keep the public informed about the latest developments and opportunities within AI4Media.

This multi-faceted approach to social media content ensures that AI4Media effectively reaches and engages its diverse audience. By tailoring content to the specific interests of AI researchers, media professionals, policymakers, and the general public, AI4Media can foster a well-informed and collaborative community that supports the advancement of AI in media.

Some examples of posts with different purposes can be seen below (from X).



Posts promoting events organised by AI4Media



Post promoting events co-organised by AI4Media and other EU funded projects



Posts recognising awards resulting from the project activities



Posts covering the AI4Media participation in events co-organised by the AI NoEs



After-event communication of events organised or attended by the AI4Media partners



Posts giving visibility to Open Call projects funded by AI4Media



Posts disseminating our scientific and research achievements #paperoftheweek



Posts promoting articles and news uploaded on the website



Posts communicating our public results or deliverables



Posts promoting accessible knowledge produced by the project



Posts promoting the AI-Café sessions organised by the project

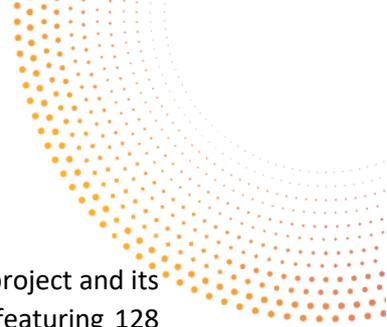


Post highlighting AI4Media participation in the #WomeninAI session organised by VISION



Figure 6: Posts examples from AI4Media's X channel





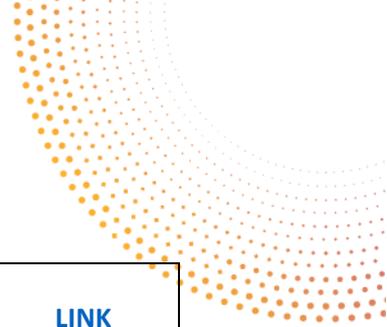
AI4Media's YouTube channel serves as a repository for videos that promote the project and its activities. The channel has significantly grown in both content and viewership, featuring 128 videos (summing 10.356 views) that aim to inform the general public about AI's potential in the media through practical examples and to share relevant AI advances among AI experts.

The videos have been thoughtfully organised into 14 playlists to enhance the viewer's experience. Each playlist and video are accompanied by a description and information about AI4Media. In the following Table, we present the playlists containing videos uploaded since the beginning of the project until now, along with their respective view counts.

Table 7: List of videos on AI4media's YouTube channel per playlist

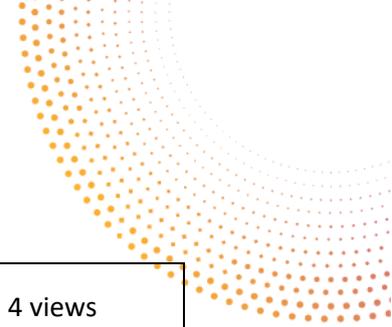
Playlist: AI4Media Use Cases Demos	7 videos	Published on: 4 Sept 2024	LINK
<ul style="list-style-type: none"> AI Tools for Media Verification: Insights & Demos on Use Case 1 			26
<ul style="list-style-type: none"> AI for News: The Smart News Assistant – Insights & Demos on Use Case 2 			13
<ul style="list-style-type: none"> Transforming Media Workflows with AI: Insights & Demos on Use Case 3 			19
<ul style="list-style-type: none"> Audio Analysis in Media Research: Insights & Demos on Use Case 4 			12
<ul style="list-style-type: none"> AI-Powered Music Search for Video Game Production: Insights & Demos on Use Case 5 			13
<ul style="list-style-type: none"> AI-Driven Music Composition: Insights & Demos on Use Case 6 			19
<ul style="list-style-type: none"> AI-Powered Video Content Organization and Moderation: Insights & Demos on Use Case 7 			14
Playlist: Introducing the AI Networks of Excellence (AI NoEs)	3 videos	Published on: 02 Aug 2024	LINK
<ul style="list-style-type: none"> European Networks of Excellence (NoEs) - ICT48 & AIDA with interviews 			7 views
<ul style="list-style-type: none"> European Networks of Excellence (NoEs) - ICT48 & AIDA 			19 views
<ul style="list-style-type: none"> European Networks of Excellence (NoEs) - Teaser Video 			12 views
Playlist: Insights from our Partners during the Plenary Meeting in Thessaloniki	6 videos	Published on: 25 July 2024	LINK
<ul style="list-style-type: none"> Mapping the applications, challenges and potentials of AI for the media sector - AI4Media Whitepaper 			9 views
<ul style="list-style-type: none"> Updated AI4Media Strategic Research Agenda: Key Insights on Generative AI 			6 views
<ul style="list-style-type: none"> Towards final policy recommendations: Takeaways from AI4Media Policy workshops 			4 views
<ul style="list-style-type: none"> Measuring the success of recommender systems for media - Takeaways from AI4Media Workshop 			3 views
<ul style="list-style-type: none"> Challenges and recommendations for algorithmic content moderation – Takeaways from AI4Media Workshop 			45 views
<ul style="list-style-type: none"> How is the Media Sector Responding to Content Scraping for Model Training? 			7 views





Playlist: 4th AI Community Workshop 2024 & AIDA Symposium - 26-27 June 2024, Thessaloniki, Greece	20 videos	Published on: 16 July 2024	LINK
<ul style="list-style-type: none"> Day 1 4th AI Community Workshop 2024: Welcome - Yiannis Kompatsiaris (AI4Media) 			13 views
<ul style="list-style-type: none"> Day 1 4th AI Community Workshop 2024: Cécile Huet, EC DG CONNECT Future of AI R&I 			27 views
<ul style="list-style-type: none"> Day 1 4th AI Community Workshop 2024: Highlights of the NoEs and introduction of the new NoEs 			42 views
<ul style="list-style-type: none"> Day 1 4th AI Community Workshop 2024: PW 1: Eval. & Audit vs. Safe & Secure by Design AI Systems 			2 views
<ul style="list-style-type: none"> Day 1 4th AI Community Workshop 2024: PW 2: Navigating Interdisciplinarity 			1 views
<ul style="list-style-type: none"> Day 1 4th AI Community Workshop 2024: PW3: #EuroGen: Mapping the Future with Generative AI 			14 views
<ul style="list-style-type: none"> Day 1 4th AI Community Workshop 2024: PW 4: Next-gen Infrastructure Federation & VRL for Edge AI 			2 views
<ul style="list-style-type: none"> Day 1 4th AI Community Workshop 2024: PW 5: Assessing and Enhancing Fairness in AI Systems 			3 views
<ul style="list-style-type: none"> Day 1 4th AI Community Workshop 2024: PW 6: Joint SRA & Ecosystem Mapping 			20 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: Welcome - Prof. C. Feidas, Rector, Aristotle University of Thessaloniki 			2 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: AI University Education 			37 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: Track 1: Training AI Expertise for Europe: EU AI PhD Curriculum 			27 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: Track 2: First responders education on AI for natural DM 			3 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: Track 3: Harnessing Generative AI for Inclusive Global Education 			3 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: Track 4: EBU Academy School of AI 			1 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: Track 5: Innovation for Education: How AI can revamp long-life learning 			9 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: AIDA and AloD platform and experience 			14 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: Track 6: AI in journalism and misinformation 			1 views
<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: Track 7: AI tools in education (impact of LLMs and Generative AI) 			7 views



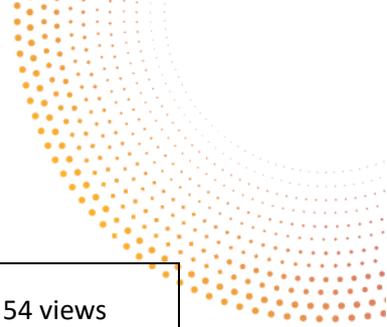


<ul style="list-style-type: none"> Day 2 AIDA Symposium 2024: Track 8: AI PhD and Postdoc education ELLIS experience 			4 views
Playlist: Aftermovie & Takeaways: 4th AI Community Workshop 2024 & AIDA Symposium, 26-27 June 2024	16 videos	Published on: 23 July 2024	LINK
<ul style="list-style-type: none"> Yiannis Kompatsiaris (AI4Media CERTH-ITI) about the 4th AI Community Workshop 2024 			57 views
<ul style="list-style-type: none"> Lorraine Wolter (ELSA CISPA Helmholtz Center) about the 4th AI Community Workshop 2024 			148 views
<ul style="list-style-type: none"> Paul Lukowicz (HumanE-AI-NET, DFKI) about the 4th AI Community Workshop 2024 			7 views
<ul style="list-style-type: none"> Yannis Ioannidis (HumanE-AI-Net, University of Athens, ACM) about the 4th AI Community Workshop 2024 			23 views
<ul style="list-style-type: none"> Rebecca Schedl-Warpup (euROBIN, DLR) about the 4th AI Community Workshop 2024 			59 views
<ul style="list-style-type: none"> Georgios Spathoulas (ENFIELD, NTNU) about the 4th AI Community Workshop 2024 			15 views
<ul style="list-style-type: none"> Philip Piatkiewicz (ADRA) about the 4th AI Community Workshop 2024 			18 views
<ul style="list-style-type: none"> Long Pham (VISION, AI4Europe University College Cork) about the 4th AI Community Workshop 2024 			17 views
<ul style="list-style-type: none"> Tobias Lorenz, PhD Student - ELSA CISPA Helmholtz Center, about the 4th AI Community Workshop 2024 			26 views
<ul style="list-style-type: none"> Alain Pagani (dAIEDGE DFKI, Germany) about the 4th AI Community Workshop 2024 			16 views
<ul style="list-style-type: none"> Holger Hoos (VISION Leiden University, RWTH Aachen University) about the 4th AI Community Workshop 			24 views
<ul style="list-style-type: none"> Christophe Leroux (euROBIN, ADRA CEA) about the 4th AI Community Workshop 			48 views
<ul style="list-style-type: none"> Ioannis Pitas (AI4Media, AIDA AUTH) about the 4th AI Community Workshop 2024 			28 views
<ul style="list-style-type: none"> Trine Platou (TAILOR Linköping University, Sweden) about the 4th AI Community Workshop 2024 			19 views
<ul style="list-style-type: none"> Nicu Sebe (ELIAS University of Trento) about the 4th AI Community Workshop 2024 			39 views
<ul style="list-style-type: none"> Aftermovie: 4th Community Workshop 2024 & AIDA Symposium, Thessaloniki, Greece 			38 views
Playlist: AI4Media 2nd Junior Fellows Day 2023	6 videos	Published on: 29 Jan 2024	LINK



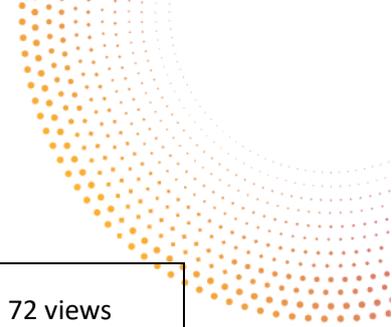
<ul style="list-style-type: none"> Diversity Scoring of Flemish Political News Evan Dufraise (CEA) 			54 views
<ul style="list-style-type: none"> Semantic Multi-modal Transformer for Pedestrian Action Forecasting Francesco Marchetti (UNIFI) 			26 views
<ul style="list-style-type: none"> Photoconsistent and Trajectory Guided Novel-View Synthesis Tool Marco Montes (CATEC) 			22 views
<ul style="list-style-type: none"> Uncovering the Applicability of AI in Media: The case of RAI Mathias Felipe de Lima Santos (UvA) 			19 views
<ul style="list-style-type: none"> Object Detection with Ensemble of Classifiers Mihai Dogariu (UPB) 			49 views
<ul style="list-style-type: none"> Flow Factorized Representation Learning Yue Song (UNITN) 			42 views
Playlist: AI4Media Open Call projects - Demo Days	2 videos	Published on: 27 Aug 2024	LINK
<ul style="list-style-type: none"> AI4Media - Open Call #1 DemoDay - The challenges and solutions developed by 10 funded projects 			238 views
<ul style="list-style-type: none"> AI4Media - Open Call #2 Demo Day - Showcasing advances in AI research and applications for media 			3 views
Playlist: AI4Media 2nd Open Call - Projects	10 videos	Published on: 26 Jan 2024	LINK
<ul style="list-style-type: none"> Meet the JECT-CLONE project by JECT.AI Limited supported under AI4Media 2nd Open Call 			35 views
<ul style="list-style-type: none"> Meet the VIREO project by Human Opsi supported under AI4Media 2nd Open Call 			25 views
<ul style="list-style-type: none"> Meet the NLMIE project by Kaspar ApS supported under AI4Media 2nd Open Call 			9 views
<ul style="list-style-type: none"> Meet the MDB project by TechWave Development supported under AI4Media 2nd Open Call 			17 views
<ul style="list-style-type: none"> Meet the magnet project by inknow solutions supported under AI4Media 2nd Open Call 			11 views
<ul style="list-style-type: none"> Meet the CAMOUFLAGE project by Politecnico di Torino supported under AI4Media 2nd Open Call 			28 views
<ul style="list-style-type: none"> Meet the ELMER project by University of Surrey supported under AI4Media 2nd Open Call 			10 views
<ul style="list-style-type: none"> Meet the HoloNeXT project by i2CAT supported under AI4Media 2nd Open Call 			13 views
<ul style="list-style-type: none"> Meet the CLIP LENS project by CENTIC supported under AI4Media 2nd Open Call 			10 views
<ul style="list-style-type: none"> Meet the VolEvol project by Technical University of Iași supported under AI4Media 2nd Open Call 			24 views
Playlist: AI4Media Poster Session at the University of Florence	24 videos	Published on: 02 June 2023	LINK





<ul style="list-style-type: none"> ● XAI-SUM: Explaining Video Summarization Based on the Focus of Attention by Vasileios Mazeris, CERTH 	54 views
<ul style="list-style-type: none"> ● Unsupervised Domain Adaptation for Video Violence Detection in the Wild by Luca Ciampi, CNR 	37 views
<ul style="list-style-type: none"> ● Truly Media Presentation by Danae Tsabouraki, ATC/DW 	251 views
<ul style="list-style-type: none"> ● Tracing reuse in a large-scale AV archive using Partial Audio Matching by Philo van Kemenade, NISV 	38 views
<ul style="list-style-type: none"> ● Super-resolution benchmarking and detection by Adrián Tormos, BSC 	31 views
<ul style="list-style-type: none"> ● Statistical characterization of local news by Victor Bros, Idiap Research Institute 	27 views
<ul style="list-style-type: none"> ● SRAUnet for super resolution and restoration of analog videos by Lorenzo Berlincioni, UNIFI 	422 views
<ul style="list-style-type: none"> ● SMACE: A New Method for the Interpretability of Composite Decision Systems by Gianluigi Lopardo, UCA 	33 views
<ul style="list-style-type: none"> ● Public opinion monitoring through collective semantic analysis of tweets by Ioannis Pitas, AUTH 	361 views
<ul style="list-style-type: none"> ● Open-ended Evolution for Minecraft Building Generation by Matthew Barthet, UM 	29 views
<ul style="list-style-type: none"> ● mod.ai Platform and Exploratory Bot Presentation by Christoffer Holmgård, MODL 	81 views
<ul style="list-style-type: none"> ● Model Compression through Knowledge Distillation by Akis Papadopoulos, CERTH 	31 views
<ul style="list-style-type: none"> ● Joint-Based Action Progress Prediction by Davide Pucci, UNIFI 	21 views
<ul style="list-style-type: none"> ● ImageCLEF2023 Benchmarking Campaign by Ana-Maria Drăgulinescu, UPB 	33 views
<ul style="list-style-type: none"> ● Frame analysis of No-vax news in Europe with GPT-3 by Davide Alonso, Idiap Research Institute 	19 views
<ul style="list-style-type: none"> ● Ephemerality metrics for estimating healthiness of online discussions by Dmitry Gnatyshak, BSC 	17 views
<ul style="list-style-type: none"> ● Deepfake Detector Attack and Defense Analysis by Kieran Fraser, IBM/ CERTH 	42 views
<ul style="list-style-type: none"> ● Deep Piano Synthesizer by Rémi Mignot, IRCAM 	11 views
<ul style="list-style-type: none"> ● Concept Discovery in Activation Spaces with Singular Value Description by Mara Graziani, HES-SO 	52 views
<ul style="list-style-type: none"> ● CL2R: Compatible Lifelong Learning Representations by Niccolò Biondi, UNIFI 	21 views





<ul style="list-style-type: none"> • Audio Analysis for Speech Synthesis and Manipulation Detection by Luca Cuccovillo, FhG-IDMT 			72 views
<ul style="list-style-type: none"> • ALADIN: Image-Text Matching and Retrieval in VISIONE by Lucia Vadicamo & Paolo Bolettieri, CNR 			43 views
<ul style="list-style-type: none"> • AdvisiL - A Class-Incremental Learning Advisor by Adrian Popescu, CEA 			25 views
<ul style="list-style-type: none"> • Music co-creation between AI and humans by Artur Garcia, BSC 			39 views
Playlist: AI Applications for the Media Industry	7 videos	Published on: 25 May 2023	LINK
<ul style="list-style-type: none"> • AI Applications for the Media Industry presents: “AI for News Production” by AI4Media 			1.258 views
<ul style="list-style-type: none"> • AI Applications for the Media Industry presents: “Robot Journalism” by AI4Media 			567 views
<ul style="list-style-type: none"> • AI Applications for the Media Industry presents: “AI for the Next-Gen of social media” by AI4Media 			362 views
<ul style="list-style-type: none"> • AI Applications for the Media Industry presents: “AI for entertainment/movie production” by AI4Media 			328 views
<ul style="list-style-type: none"> • AI Applications for the Media Industry presents: “AI for games” by AI4Media 			211 views
<ul style="list-style-type: none"> • AI Applications for the Media Industry presents: “AI for music” by AI4Media 			559 views
<ul style="list-style-type: none"> • AI Applications for the Media Industry presents: “AI for publishing” by AI4Media 			894 views
Playlist: AI4Media 1st Open Call - Projects	7 videos	Published on: 26 May 2023	LINK
<ul style="list-style-type: none"> • Meet the CIMA project by AdVerief.ai supported under AI4Media 1st Open Call 			174 views
<ul style="list-style-type: none"> • Meet the project edgeAI4UAV by IHU supported under AI4Media 1st Open Call 			46 views
<ul style="list-style-type: none"> • Meet the InPreVIV project by JOT Internet Media supported under AI4Media 1st Open Call 			36 views
<ul style="list-style-type: none"> • Meet the RobaCOFI project by Instituut Josef Stefan supported under AI4Media 1st Open Call 			23 views
<ul style="list-style-type: none"> • Meet the SMAITE project by University of Manchester supported under AI4Media 1st Open Call 			94 views
<ul style="list-style-type: none"> • Meet the TRACES project by GATE Institute, Sofia University supported under AI4Media 1st Open Call 			20 views
<ul style="list-style-type: none"> • Meet the VRES project by Varia UG supported under AI4Media 1st Open Call 			13 views





Playlist: AI4Media 1st Junior Fellow Day 2022	9 videos	Published on: 02 June 2023	LINK
<ul style="list-style-type: none"> ML-assisted OR algorithms for multimedia network Ana Maria Drăgulinescu (UPB) 			149 views
<ul style="list-style-type: none"> DeepFake detection with capsule networks and temporal approaches Cristian Stanciu (UPB) 			85 views
<ul style="list-style-type: none"> NLP applied to articles on Covid-19 vaccination in European Newspapers David Alonso del Barrio, UPM 			44 views
<ul style="list-style-type: none"> MINTIME: Overcoming limits of video deepfake detection in the wild Davide Coccomini (CNR) 			36 views
<ul style="list-style-type: none"> A qualitative investigation of optical flow algorithms for video denoising Hannes Fassold (JR) 			15 views
<ul style="list-style-type: none"> Estimating class prevalences in ordinal classification Mirko Bunse (TU Dortmund University) 			15 views
<ul style="list-style-type: none"> Dataset shift in binary quantification Pablo Gonzalez (University of Oviedo) 			21 views
<ul style="list-style-type: none"> Deep learning for multiple trajectory prediction of 360° head movements Quentin Guimard (UCA) 			21 views
<ul style="list-style-type: none"> Video classification using a self-supervised feature extractor Sogol Haghghat (FhG-IAIS) 			19 views
Playlist: AI4Media webinars - Open Call #1	2 videos	Published on: 25 May 2023	LINK
<ul style="list-style-type: none"> 2nd Info-webinar about AI4Media's Open Call-1 			60 views
<ul style="list-style-type: none"> 1st Info-webinar about AI4Media's Open Call-1 			87 views
AI4Media workshops	5 videos	Published on: 22 Sept 2021	LINK
<ul style="list-style-type: none"> AI4Media's workshop on "European AI Vision & Policy – The Future of European AI regulation" 			116 views
<ul style="list-style-type: none"> AI4Media workshop on "Content-centered AI" - September 1st, 2021 			120 views
<ul style="list-style-type: none"> AI4Media's technical workshop on "Human- and Society-centred AI" 			169 views
<ul style="list-style-type: none"> New learning paradigms & distributed AI - AI4Media Technical Workshop 			73 views
<ul style="list-style-type: none"> AI4Media Workshop on GANs for Media Content Generation 			196 views
TOTAL VIEWS			9.285

During the period M37-M48, the AI4Media YouTube channel was significantly enriched with a variety of new content:



- **AI4Media 2nd Open Call – Projects:** This playlist includes 10 videos that introduce the projects funded and supported by AI4Media in Open Call #2. Each video showcases the progress and achievements of these innovative projects, highlighting their contributions to advancing AI in media.
- **AI4Media 2nd Junior Fellows Day 2023:** This playlist comprises 6 videos featuring recorded presentations from promising junior researchers and PhD students. These presentations were part of the AI4Media 2nd Junior Fellows Day 2023, where participants shared their experiences from the AI4Media Junior Fellows Exchange Program and discussed their research advancements during the exchange.
- **4th AI Community Workshop & AIDA Symposium 2024:** For this event, co-organised by AI4Media in collaboration with VISION and the AI Networks of Excellence, the AI4Media YouTube channel was used for live streaming the sessions, allowing a broader audience to participate virtually. This effort resulted in two playlists: one comprising 20 videos of the recorded sessions and another with 16 videos of testimonials and an after movie. These videos provide valuable insights and reflections on the workshops’ discussions and outcomes, capturing the event's highlights and memorable moments, thus extending the reach and impact of the event beyond the live attendees.
- **Insights from our partners during the plenary meeting in Thessaloniki:** This playlist features 6 videos, offering valuable insights and takeaways from significant AI4Media workshops, as well as relevant findings and achievements. The content includes:
 - Mapping the Applications, Challenges, and Potentials of AI for the Media Sector: An overview of the key insights from the AI4Media Whitepaper.
 - Updated AI4Media Strategic Research Agenda: Focusing on the latest developments in Generative AI and its implications for the media industry.
 - Towards Final Policy Recommendations: Takeaways from AI4Media policy workshops, offering guidance for future regulatory frameworks.
 - Measuring the Success of Recommender Systems for Media: Key findings from an AI4Media workshop on enhancing recommendation algorithms.
 - Challenges and Recommendations for Algorithmic Content Moderation: Relevant findings on managing and improving content moderation practices in the digital space.
 - The Media Sector’s Response to Content Scraping for Model Training: An exploration of industry responses to the challenges posed by content scraping for AI model development.
- **Real-AI Applications in Media - AI4Media Use Cases Demos:** This playlist features 7 videos showcasing the results from 7 distinct use cases. Each video demonstrates practical applications and the impact of AI technologies in these diverse areas, providing viewers with a comprehensive understanding of how AI is transforming the media landscape. The use cases include:
 - AI for Social Media and Against Disinformation
 - AI for News - The Smart News Assistant
 - AI in Vision - High Quality Video Production and Content Automation
 - AI for Social Sciences and Humanities
 - AI for Games

- AI for Human Co-Creation
- AI for Content (Re-)Organisation and Moderation

4.2.2 Performance of Social Media channels (Facebook, X, LinkedIn)

The analytics of AI4Media social media in X, Facebook (Fb) and LinkedIn (LI) show a constant increase of the followers, currently reaching a total of **1.403** followers in X, **947** in Fb, **1.031** in LI while the increase of the number in reach (summing almost 2 million) and impressions (almost 13 million) 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 **903** posts in Twitter, **740** posts in Facebook and **768** posts in LinkedIn in total. Relevant analytics in terms of followers, likes, engagement, impressions, etc. are summarised in Table 6.

Table 6: Social media networks analytics

	M3-M36			M37-M48			TOTAL		
	X	Fb	LI	X	Fb	LI	X	Fb	LI
Posts	673	527	591	230	213	235	903	740	768
Paid campaigns	72	63	-	19	19	-	91	82	-
Followers	809	762	660	594	185	371	1.403	947	1.031
Likes	13.785	22.042	2.001	9.843	3.604	1.091	23.628	25.646	3.092
Shares	1.575	389	467	545	76	67	2.120	465	534
Reach	1.003.112	502.153	58.186	55.540	257.356	21.902	1.058.652	759.509	80.088
Engagement	25.188	28.412	5.124	12.076	5.526	3.604	37.264	33.938	8.728
Impressions	5.392.498	NA	55.279	6.845.245	NA	41.671	12.237.743	-	96.950
Clicks to website	9.651	5.720	2.641	1.379	1.819	2.435	11.030	7.539	5.076

The following graph (Figure 7) illustrates the growth in the number of followers on AI4Media's LinkedIn, X (formerly Twitter), and Facebook channels from November 2020 to August 2024. The trends and patterns observed provide insights into the effectiveness of AI4Media's social media strategies and their engagement with different audiences over this period.



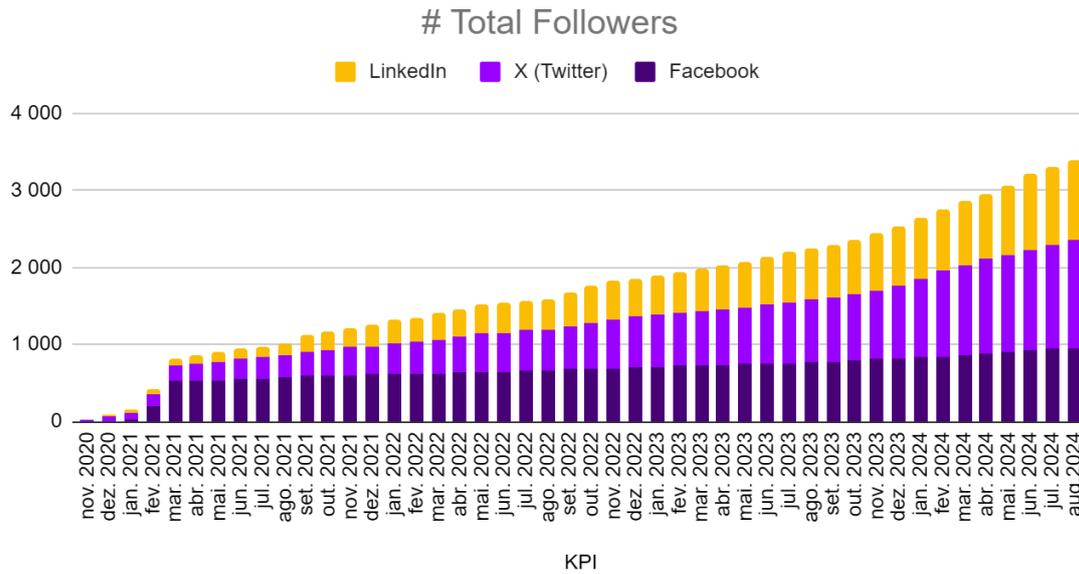


Figure 7: Followers growth from Nov2020 to August 2024

In the initial phase (November 2020 - June 2021), we observe that on LinkedIn, the follower count started with modest growth, indicating initial efforts to build a professional audience on this platform. The platform known as X showed a steady increase in followers, suggesting effective engagement through regular updates and interactions. On Facebook, the growth was also steady, though at a slightly slower pace compared to X, reflecting a gradual build-up of community interest.

During the acceleration phase (July 2021 - Dec 2022), a noticeable increase in LinkedIn followers was observed, due to targeted content that resonated with professionals in AI and media, such as preliminary scientific results and the launch of our first open call. On X, the follower count continued to rise steadily, benefiting from dynamic content and active engagement in topics relevant to AI for media. Similar to X, Facebook experienced steady growth, driven by community-building activities and the sharing of engaging content.

In the peak growth phase (January 2023 - Dec 2023), there are significant spikes in LinkedIn follower numbers during the period, which could be attributed to major events, such as conferences and high-profile scientific publications, attracting more professional interest. The X platform saw substantial growth due to increased interactions during events, successful multimedia campaigns, and key announcements such as the AI Media Observatory. The Facebook platform experienced its highest growth rate, indicating strong community engagement and effective use of multimedia to attract and retain followers.

In the stabilisation phase (January 2024 - August 2024), the growth rate on LinkedIn started to stabilise, suggesting that the platform had reached a mature follower base. On X, the growth continued but at a more stable pace, indicating sustained interest from a dedicated audience. The growth rate on Facebook also stabilised, reflecting a loyal community base and consistent content engagement.

Key Observations:





High-quality, relevant content tailored to each platform’s audience significantly contributed to the growth in followers. Peaks in growth correlate with AI4Media's major events, workshops, and successful promotional campaigns. Effective cross-platform promotion helped in leveraging followers from one platform to another, enhancing overall growth.

The evolution of followers on AI4Media's social media channels from November 2020 to August 2024 demonstrates a well-executed strategy that effectively engaged diverse audiences. The steady growth across LinkedIn, X, and Facebook highlights the success of AI4Media’s content and engagement strategies. Moving forward, maintaining this growth will require continuous innovation in content delivery and sustained interaction with the audience across all platforms.

In terms of engagement, the following graph presents the levels for AI4Media across three social media platforms: Facebook, X (Twitter), and LinkedIn.

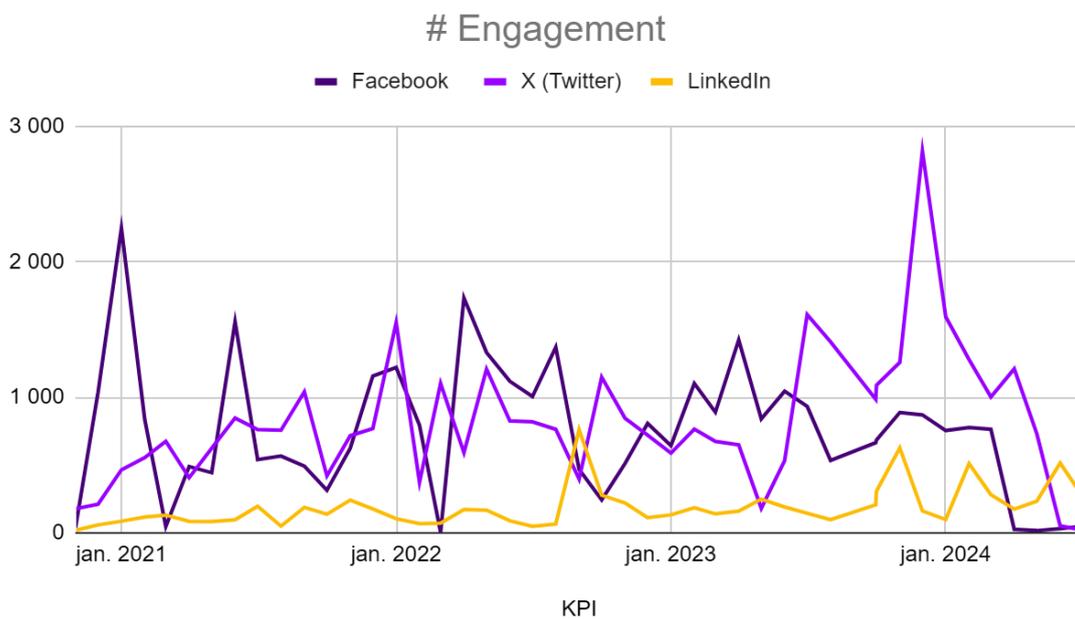


Figure 8: Engagement level in AI4Media social media

Facebook:

This channel experienced a significant spike in engagement early in 2021, peaking above 2,000 interactions. This suggests a successful launch phase, likely driven by initial campaigns and promotional activities. Throughout the period, Facebook engagement shows considerable fluctuation with several peaks and troughs. Peaks often correspond to major events or announcements, while troughs indicate periods of lower activity or less impactful content. Despite the fluctuations, Facebook maintains a relatively steady baseline of engagement, indicating a consistent and loyal user base that interacts regularly with the content.

X (Twitter):

The engagement on X started steadily, with a noticeable increase towards the end of 2021. This channel exhibits regular spikes in engagement, especially around key events and announcements. This platform appears to be effectively used for real-time updates and live



event coverage, which drive higher interaction rates. The highest engagement peak occurs around early 2024, surpassing 3,000 interactions. This corresponds to communication of participation in key events and highly engaging campaigns, showing the platform's potential for reaching a wide audience quickly.

LinkedIn:

The engagement in this channel remains consistently lower compared to Facebook and X. This is expected given LinkedIn's professional nature and the typically smaller but more focused audience. There is a gradual increase in engagement over time, with slight peaks indicating successful professional outreach efforts, such as the dissemination of research results or professional webinars. Overall, LinkedIn maintains a steady but lower level of engagement, reflecting its role as a niche platform catering to industry professionals.

Overall Conclusions:

Both Facebook and X show significant engagement peaks around major events and announcements, highlighting the importance of event-driven content in driving interaction.

X is particularly effective for live and real-time engagement, while Facebook benefits from multimedia content and community-building efforts. LinkedIn, though lower in engagement, is critical for professional and academic outreach.

Despite fluctuations, all three platforms demonstrate sustained interest and engagement over the period, indicating successful content strategies and a growing audience base.

4.2.3 Performance of YouTube channel

The [AI4Media YouTube](#) channel serves as a repository for various video content related to AI applications in the media industry. To date, the channel has uploaded a total of 128 videos, accumulating 10.356 views and 85 subscribers.

The "AI Applications for the Media Industry" playlist, boosted by a paid promotional campaign, attained 4.179 views, highlighting the effectiveness of targeted advertising in driving engagement. This playlist's success underscores the audience's strong interest in real-world use cases and practical implementations of AI technologies.

With a total of 10.356 views spread across 128 videos (including 43 videos uploaded in the final months of the project with limited promotion), the average view count per video is approximately 80 views. While the overall view count is modest, the significant viewership of the top-performing playlist suggests that targeted content can achieve high engagement, particularly when supported by effective promotional efforts.

4.2.4 Paid campaigns

In an effort to enhance visibility and engagement with its key initiatives, AI4Media conducted a series of targeted paid campaigns. These campaigns were meticulously planned by analysing and profiling different social media channels, defining an investment forecast, and segmenting the audience based on countries, gender, age, interests, job titles, and positioning. The objective of the different campaigns was to drive traffic to the AI Media Observatory, promote the Strategic Research Agenda, and increase visualisations of the "AI Applications for the Media Industry"



video series. Below is an overview of each campaign, including a detailed analysis of their analytics.

1. AI Media Observatory Launch Campaign

To boost visits following the official launch of the AI Media Observatory, AI4Media executed a paid campaign from 1 November 2023 to 31 January 2024. The campaign aimed to attract stakeholders to the Observatory's page by highlighting its value as a resource for trends, opportunities, and challenges in AI and media.

- Reach: 969,192 (7.5% Facebook/Meta, 92.5% X)
- Impressions: 3,014,654 (3.1% LinkedIn, 9.3% Facebook/Meta, 87.5% X)
- Link Clicks: 16,729 (3.8% LinkedIn, 15.5% Facebook/Meta, 80.7% X)

The campaign achieved a broad reach, with the majority of impressions and reach generated via X (formerly Twitter), indicating a high level of visibility on this platform. A significant number of link clicks came from X, demonstrating the platform's effectiveness in driving user engagement. Meta (Facebook) and LinkedIn also contributed to the traffic but to a lesser extent.

During the campaign period, the Observatory page emerged as the most visited section on the AI4Media website, underscoring the campaign's success in attracting visitors.

2. Strategic Research Agenda Promotion Campaign

From 15 December 2023 to 3 February 2024, AI4Media ran a campaign to promote its Strategic Research Agenda, aiming to increase awareness and direct traffic to the dedicated page.

- Reach: 283,789 (6.4% Facebook/Meta, 93.3% X)
- Impressions: 659,616 (3.6% LinkedIn, 7.6% Facebook/Meta, 88.8% X)
- Link Clicks: 5,061 (3.0% LinkedIn, 7.1% Facebook/Meta, 89.9% X)

Similar to the previous campaign, X proved to be the dominant platform in terms of reach and impressions, suggesting that the audience on X is highly responsive to AI4Media's content. The majority of link clicks originated from X, indicating strong user interest and engagement. Meta (Facebook) and LinkedIn played smaller roles but still contributed valuable traffic.

The campaign resulted in a substantial increase in page visits, with the highest engagement recorded in December. The data highlights the campaign's effectiveness in driving traffic and raising awareness about the Strategic Research Agenda.

3. YouTube Campaign for "AI Applications for the Media Industry" Video Series

To promote the "AI Applications for the Media Industry" video series, AI4Media launched a YouTube campaign from 1 December 2023 to 31 January 2024, targeting audiences across multiple platforms to maximize reach and engagement.

- Reach: 357,272 (3.4% Facebook/Meta, 23.3% Google Ads, 73.3% X)
- Impressions: 574,564 (3.0% Facebook/Meta, 25.0% Google Ads, 72% X)



- Link Clicks: 5,338 (4.0% Facebook/Meta, 14.2% X, 81.8% Google Ads)

Google Ads and X were the primary drivers of reach and impressions, indicating strong visibility on these platforms. The majority of link clicks came from Google Ads, highlighting its effectiveness in engaging users and driving them to the video series. X also performed well, while Meta (Facebook) had a smaller but significant contribution.

The campaign successfully increased visualisations of the video series, demonstrating the effectiveness of a multi-platform approach in reaching and engaging a diverse audience.

In conclusion, these paid campaigns have significantly boosted the visibility and engagement of AI4Media's key content. By leveraging targeted strategies across multiple platforms, AI4Media achieved broad reach, high impressions, and substantial link clicks. This comprehensive approach not only drove significant traffic to the AI4Media website but also enhanced the dissemination of its resources and insights, reinforcing its position as a leader in the field of AI and media.

4.3 Accessible Knowledge and other visual developments

To effectively communicate AI4Media's outputs and results in a clear, accessible, and engaging manner, the project has been focused on transforming key outcomes (such as deliverables) into concise, visually appealing, and user-friendly materials. These materials include factsheets, short videos, promotional banners, infographics, and booklets.

This approach to "accessible knowledge" aims to facilitate the use and potential exploitation of project results, ensuring that even those less technologically savvy can access and benefit from the information. This strategy has been crucial throughout the project, helping our target groups to easily access and utilize the findings.

The actionable knowledge is available on the website within the Resources Library under the dedicated section named "[Results in Brief](#)." These relevant materials have been also thoroughly promoted through our social media channels and extensively distributed in events, to reach a wider audience.

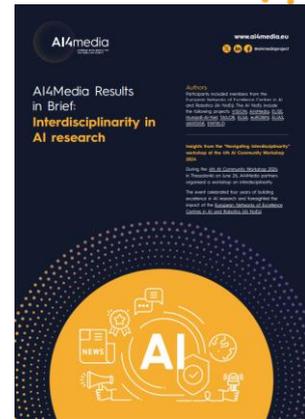
To date, the project has produced a total of 28 accessible knowledge documents in digital format. These include:

- 9 booklets
- 10 factsheets
- 3 flyers/leaflets
- 1 report
- 1 executive summary

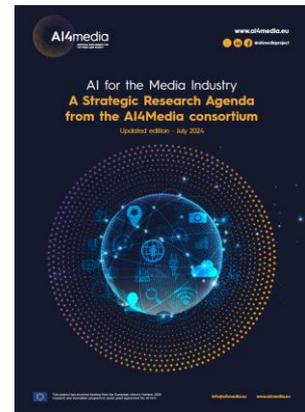
During the period M37 – M48 the following materials have been produced:



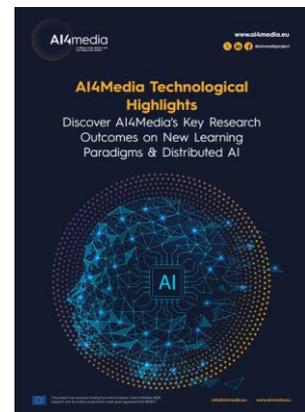
- **Interdisciplinary in AI research** ([LINK](#)) This factsheet provides insights from the "Navigating Interdisciplinarity" workshop held at the 4th AI Community Workshop in Thessaloniki in June 2024. The session explored the critical role of interdisciplinarity in conducting responsible AI research. From a multidisciplinary perspective, the workshop aimed to gather best practices and identify steps to enhance interdisciplinarity in AI research.



- **Updated AI4Media Strategic Research Agenda** ([LINK](#)) Originally released in March 2023, the SRA was updated in July 2024 to incorporate the latest advancements in Generative AI. These updates are driven by the widespread adoption and impact of Large Language Models and Large Multimodal Models.



- **Discover AI4Media's Key Research Outcomes on New Learning Paradigms & Distributed AI** ([LINK](#)) This booklet presents innovative learning paradigms specifically tailored for media content and applications. These advancements are pushing the boundaries of deep learning and state-of-the-art AI technologies.



- **Discover AI4Media's Key Research Outcomes on Trustworthy AI** ([LINK](#)) This booklet details new techniques and algorithms developed by AI4Media to foster trustworthy AI for media industry applications. It covers four key areas: Adversarial Robustness, Explainability and Interpretability; Privacy and Security; Fairness. This booklet also introduces a novel AI benchmarking tool developed as part of AI4Media.



- **Discover AI4Media's Key Research Outcomes on Content-Centered AI** ([LINK](#)) This booklet presents key outcomes on the AI's role in analysing, generating, and managing media content, emphasising technologies that enhance content creation and dissemination in the media sector.



- **Discover AI4Media's Key Research Outcomes on Human- and Society-Centered AI** ([LINK](#)) This booklet presents key outcomes of "Human- and Society-centred AI" focusing on AI technologies in the service of citizens and societies.



- **Our work for a European AI Vision for the Media Sector (v2)** ([LINK](#)) This leaflet provides an updated overview of the work for a European AI Vision for the Media sector within the AI4Media project, focusing on the advancements and providing direct access to results achieved.



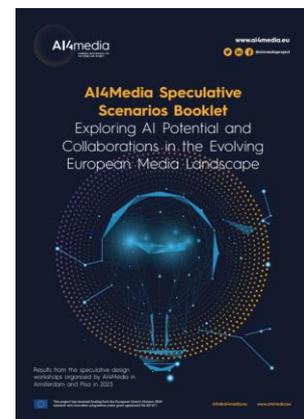
- **Exploring the Potential of Generative AI in Academic Research across Social Sciences and Humanities** ([LINK](#)) This report highlights the evolving landscape of Social Sciences and Humanities (SSH) research with the integration of generative AI, underscoring the importance of critical inquiry, interdisciplinary collaboration and responsible use of AI tools in shaping the future of academic research.



- **Success stories from AI4Media Open Call #2** ([LINK](#)) This booklet presents the success stories of AI4Media's Open Call #2, which aimed to engage research and industry actors that develop and integrate research in the field of AI to contribute to the enrichment of the pool of technological tools of the AI4Media platform. It includes testimonials from the 10 selected Open Call #2 winners.



- **AI4Media Speculative Scenarios - Exploring AI Potential and Collaborations in the Evolving European Media Landscape** ([LINK](#)) This booklet introduces the work of AI4Media on bridging the gap between research and practical application by showcasing how innovative AI techniques can address media industry challenges. Highlighting speculative scenarios from two collaborative workshops, the booklet serves as a source of inspiration for media professionals and researchers. These scenarios explore future applications of AI, illustrating the potential to transform the media landscape through advanced technologies developed within the AI4Media network.



- **What policies do we need to ensure a responsible future for AI and Media?** ([LINK](#)) This factsheet presents the insights collected during the workshop organized at the 9th General Assembly of the AI4Media consortium, by the University of Amsterdam in collaboration with KU Leuven. The workshop focused on the question, "What policies do you need to build a better future for AI and media?", aimed at refining the Pilot Policy Recommendations produced by AI4Media.



- **Media AI Observatory Flyer** ([LINK](#)) This flyer introduces the Media AI Observatory to relevant stakeholders, providing comprehensive clarity on its purpose, offerings, and benefits. The Media AI Observatory serves as a central hub for monitoring and analysing the impact of AI technologies in the media sector. It offers valuable insights, resources, and tools designed to support innovation and best practices in AI-driven media applications.



- **Policies for a Responsible Future of AI and Journalism** ([LINK](#)) This factsheet provides insights into the needed policies for a responsible future of AI and journalism. During the Joint Computation + Journalism European Data & Computational Journalism Conference 2023 AI4Media organised a workshop focusing on the question of ‘What policies do you need to build a better future for AI and Journalism?’



- **European AI Vision for the Media Sector (v1)** ([LINK](#)) This flyer provides an preliminary overview of the work for a European AI Vision for the Media sector within the AI4Media project, focusing on the advancements and providing direct access to results produced within WP2.



- **AI for Audiovisual Archives** ([LINK](#)) This factsheet provides insights into the current challenges, potentials and good practices for implementing and using artificial intelligence (AI) in audiovisual archives in the Balkan and Mediterranean region, which previously has been less explored in AI4Media research. It is based on a workshop organised in March 2023 with seven audiovisual archives from the region.



During this period, the project integrated the common identity for the AI Networks of Excellence by updating all templates (including deliverables and PowerPoint presentations) and using the common identity in new materials to ensure consistency and recognition across the network (Figure 9).





Figure 9: AI4Media PPT template updated with AI NoE identity

Additionally, AI4Media designed a new visual identity for the Open Call initiative (Figure 10). Projects supported by this initiative are encouraged to display this new visual identity in their project and channels as an acknowledgment of their involvement in AI4Media.



Figure 10: AI4Media Open Calls Logo

4.4 Mass mailing & Newsletters

Mass mailing is a crucial communication activity for AI4Media, serving as a direct and efficient channel to inform and engage with its community. This strategy has been vital in ensuring timely dissemination of information about the project's activities, events, progress, and achievements. Effective mass mailing fosters a strong connection with the community, keeping stakeholders updated and involved, which is essential for the project's success.

In total, the project has distributed more than 80 mass e-mailings with the purpose of informing AI4Media's community about specific activities or events of the project. AI4Media's mailing list comprises a diverse group of contacts, including AI4Media partners, associate members, subscribers, AIDA mailing lists (managed by AUTH), and VISION & AI NoE communication club members. Additionally, AI4Media partners play an important multiplier role by distributing information among their networks, further extending the reach and impact of the communications.

AI4Media has built a robust mailing list comprising more than 1.786 contacts that includes a wide range of stakeholders:

- AI4Media Partners and Associate Members: Ensuring all key contributors and collaborators are kept informed.



- **Subscribers:** Individuals who have expressed interest in receiving updates about the project.
- **AIDA Mailing Lists:** Managed by AUTH, targeting academic and industry professionals involved in AI development.
- **VISION & AI NoE Comms Club:** Broadening the reach to include a network of excellence in AI communications.

During the period from Month 37 to Month 48, it was identified that more frequent announcements about progress, achievements, and events have a better impact compared to periodic newsletters. This led to a stronger focus on direct mailing, which included:

- **Regular Updates:** Frequent emails providing the latest updates on project milestones, research breakthroughs, and upcoming events.
- **Targeted Announcements:** Tailored communications for specific sub-groups within the mailing list to ensure relevance and higher engagement.

Regular and targeted mass mailings have significantly improved engagement levels within the AI4Media community. Stakeholders are more informed and involved, contributing to a more active and collaborative environment.

The strategy ensured that critical information reached all relevant parties promptly. This was particularly important for time-sensitive announcements such as event invitations, calls for participation, and major project milestones.

The involvement of AI4Media partners in redistributing emails to their networks created a multiplication effect, broadening the reach of each communication. This helped in engaging a wider audience and enhancing the visibility of AI4Media's efforts and achievements.

During this period, 41 mass mailings were distributed, covering various topics and updates. These included:

- **Progress Updates:** Detailed reports on project advancements and key milestones.
- **Event Announcements:** Invitations and information about upcoming events, workshops, and seminars.
- **Achievement Highlights:** Celebrating successes and sharing significant accomplishments within the project.
- **Targeted Communications:** Specific emails aimed at AI4Media Network (partners and associate members) and AI-Café lists managed by GAR ensuring focused and relevant messaging.

The mass mailing strategy of AI4Media has proven to be a powerful tool in maintaining a well-informed and engaged community, significantly contributing to the project's overall success and impact. A list of mass mailings for the period M37-M48 is presented below.

- **Mailing:** Launching a Demo video series showcasing Achievements of AI4Media Use Cases – sent on 3 September 2024



- Mailing: New Release! Booklets for AI4Media Technological and Research Highlights – sent on 29 August 2024
- Mailing: AI4Media: CLAIRE X NoEs AquA on “AI for citizens”, 28 August 2024, 16:00-17:00 CEST – sent on 26 August 2024
- Mailing: Announcing the updated AI4Media Strategic Research Agenda! – sent on 1 August 2024
- Mailing: AI-Café “AI’s Impact on Media and Democracy in the Global South” (24 July 2024) – sent on 12 July 2024
- Mailing “Invitation to AI4Media’s 2nd Demo Day “Empowering Research & Applications in Media AI” | 5July 2024 – 10h cest” – sent on 1 July 2024.
- Mailing: AI Café “EvaLMM – Evaluating LMMs on common sense and factuality & LLMaker – An LLM-powered Design Assistant for Video Games” (17 July 2024) – sent on 5 July 2024
- Mailing: “AI4Media invitation to the 4th AI Community Workshop and AIDA Symposium 2024 | 26-27 June 2024 – Online” – sent on 05 June 2024
- Mailing: AI Café: “Pressure, hype, and research ethics: exploring the potential of generative AI in academic research across social sciences and humanities” (9 July 2024) – sent on 28 June 2024.
- Mailing: “[AI-CODE] Co-creation Workshops for Media Professionals” – sent on 3 June 2024
- Mailing: “AI4Media | Events: “EU Vision for Media Policy in the Era of AI” & “Meet the Future of AI: Generative AI and Democracy” – 19 June 2024, Brussels” – sent on 23 May 2024
- Mailing: AI Café: “Building Chatbots Trained on Custom Data” (15 May 2024) – sent on 28 May 2024.
- Mailing: AI Café: “The Information Bottleneck Principle for Analysis and Design of Neural Classifiers” (11 June 2024) – sent on 30 May 2024
- Mailing: “AI4Media: Invitation to join us at the LAILEC 2024 Conference – Beyond the Rules: Regulatory Frontiers of AI and Data (5-7 June 2024, Leuven)” – sent on 15 May 2024
- Mailing: “AI4Media: Civic Innovation Fund | Call for projects 2024 Ethics in AI” – sent on 30 April 2024
- Mailing: “AI4Media: Free Webinar about “The Potential of the AioD Platform for Academic & Industry Innovators & Researchers”, 30 April 2024” – sent on 29 April 2024
- Mailing: “AI4Media: AI-Café on “Generative AI in Media: societal, ethical, and legal perspectives” | May 7, 2024 | 15h-16h CEST (online)” – sent on 25 April 2024
- Mailing: “AI4Media: Event announcement – 4th TAILOR conference “Trustworthy AI from Lab to Market” – sent on 21 March 2024



- Mailing: “AI4Media: Event announcement – Workshop on Large Language Models for media and democracy, 23-24 April 2024, Amsterdam” – sent on 19 March 2024
- Mailing: “AI4Media: European Convergence Summit & other relevant ADR events in the next months” – sent on 5 March 2024
- Mailing: “AI4Media: Report on “AI as a Public Good: Ensuring Democratic Control of AI in the Information Space” by the Forum on Information & Democracy” – sent on 1 March 2024
- Mailing: “AI4Media: CLAIRE x NoEs AquA on “Women in AI”, 6 March 2024, 16:00-17:00 CET” – sent on 27 February 2024
- Mailing: “AI4Media – New white paper on Generative AI and Disinformation – Recent Advances, Challenges, and Opportunities” – sent on 15 February 2024
- Mailing: “AI4Media: EBU Data Technology Seminar 2024” – Sent on 15 February 2024
- Mailing: “AI4Media: EC launches AI innovation package to support AI startups and SMEs” – sent on 26 January 2024
- Mailing: AI Café: “Image Generation using Midjourney, Dalle-3, and Adobe Firefly” (7 February 2024) – sent on 24 January 2024.
- Mailing: “AI4Media | (Event Invitation) LWM Hackathon by HumanE-AI-Net “Enhancing Research Productivity using ChatGPT” – sent on 16 January 2024
- Mailing: “AI4Media: Launch of new and improved AI-on-Demand (AioD) platform” – sent on 11 January 2024
- Mailing: “AI4Media wishes you Happy Holidays and a prosperous New Year!” – sent on 20 December 2023
- Mailing: “AI4Media: Large AI Grand Challenge – Call for Experts” – sent on 12 December 2023
- Mailing: “Invitation to participate in AI4Media Junior Fellow Day 2023 | 11 December 2023 – Online” – sent on 24 November 2023
- Mailing: AI Café: “AI in vision: high quality video production and content automation” (22 November 2023) – sent on 17 November 2023.
- Mailing: AI Café: Learning Between the Lines: Transfer Learning Approach for Timeseries Data (3 November 2023) – sent on 26 October 2023.
- Mailing: AI Café: The effect of No-Code/Low-Code AutoML solution on the AI Computer Vision Industry (19 October 2023) – sent on 19 October 2023
- Mailing: “The latest on AI research and applications for Media! Brought to you by the AI4Media project” – sent 31 October 2023
- Mailing: AI Café: Building Trust – The Power of Ethical AI (18 October 2023) – sent on 16 October 2023
- Mailing: “AI4Media event: Watch online a Debate on AI & Societal Impact, featuring Yoshua Bengio, Geoff Hinton, Gary Marcus and many more renowned researchers! (part



of the ELLIS, AI4Media, and AIDA Symposium on Large Language and Foundation Modes)” – sent on 12 October 2023

- Mailing: “1st AI symposium on LLM/Foundation Models focusing on cross-discipline interaction, 17-18 October 2023, Amsterdam” – sent on 09 October 2023
- Mailing: AI Café: AI, Data Spaces and Digital Product Passports, the new technological challenges for Circular Manufacturing (11 October 2023) – sent on 26 September 2023.
- Mailing: “AI4Media online workshop “Artificial Intelligence Fit for the Media Sector: A Practitioners Perspective”, 9 Oct. 2023, 10:00-12:00” – sent on 07 September 2023
- Mailing: “AI4Media | Call for papers on “Explainable, Trustworthy, and Responsible AI in Image Processing” by the Frontiers in Signal Process” – sent on 01 September 2023

In addition to mass mailings, AI4Media produced and distributed two newsletters (issue #5 and #6) to the project’s mailing lists. These newsletters were also promoted across AI4Media’s channels to maximize reach and engagement. Following the initial promotion, each article from the newsletters was individually promoted on social media, ensuring sustained visibility and engagement with the content.

The mass mailing and newsletter strategies of AI4Media have proven to be powerful tools in maintaining a well-informed and engaged community. These efforts have significantly contributed to the project’s overall success and impact by ensuring that technological advancements benefit all segments of society.

4.4.1 Newsletter issue 5 – October 2023

The fifth newsletter was launched in October 2023 and can be accessed [HERE](#) (Figure 11). The main objective of this newsletter was to inform about the progress and latest achievements of the project. Highlights included the launch of the AI Media Observatory, announcements of the projects funded under Open Call #2, the video series “AI Applications in the Media Industry,” information about AIDA’s objectives and benefits, and the promotion of the latest results and much more.

In summary, the newsletter comprised the following articles:

Featuring article:

- The AI Media Observatory is now fully launched – Author: Anna Schjøtt Hansen (UvA)

Our News:

- The ten projects from AI4Media’s second funding program are introducing fresh AI research and innovation for the media industry – Authors: Samuel Almeida, Ellie Shtereva, and Catarina Reis (F6S)
- Exploring the Future of Media: AI4Media’s Fascinating Video Series – Author: Candela Bravo (LOBA)
- AIDA: Maximising efforts toward accessible AI education and research – Author: George Bouchagiar (AUTH)



Check out our latest findings & results:

- Exploring Real-world AI Applications in Media: A Look at Seven Use Cases – Authors: Danae Tsabouraki (ATC); Birgit Gray (Deutsche Welle); Chaja Libot (VRT); Maurizio Montagnuolo (RAI); Rasa Bocyte (Netherlands Institute for Sound & Vision); Christoffer Holmgård (modl.ai); Rémi Mignot (IRCAM); Artur Garcia (BSC); Chris Georgiev (Imagga Technologies).
- Making synthetic image detection practical – Author: Akis Papadopoulos (CERTH)
- Unveiling Propaganda on News Articles: Cutting-Edge Models with Linguistic and Argumentative Features – Author: Serena Villata (UCA-3IA)
- How did the European press treat the covid-19 “no-vax” phenomenon? – Authors: David Alonso del Barrio & Daniel Gatica-Perez (IDIAP)
- Poster & Demo Sessions – Authors: Candela Bravo & Joana Martinheira (LOBA)
- Explore the new Scientific Papers page – Author: Mariana Carola (LOBA)

Great scientific outputs just one click away

- Scientific Publications
- Open Datasets
- Software

In case you’ve missed it:

- e-Symposium on Computational Politics 2023 – 1st of March, Thessaloniki (Greece)
- AI4Media @ Online Event on Generative AI in the European Parliament – 25th of May, online
- ICMR2023 – ACM International Conference on Multimedia Retrieval 2023 & MAD’23 – Workshop on Multimedia AI against Disinformation – 12-15 June, Thessaloniki (Greece)
- Meet the Future of AI: Countering Sophisticated & Advanced Disinformation – 29th of June, Brussels (Belgium)
- Second cross-cutting Theme Development Workshop “Trusted AI – The future of creating ethical and responsible AI systems” – 20 October 2022, online



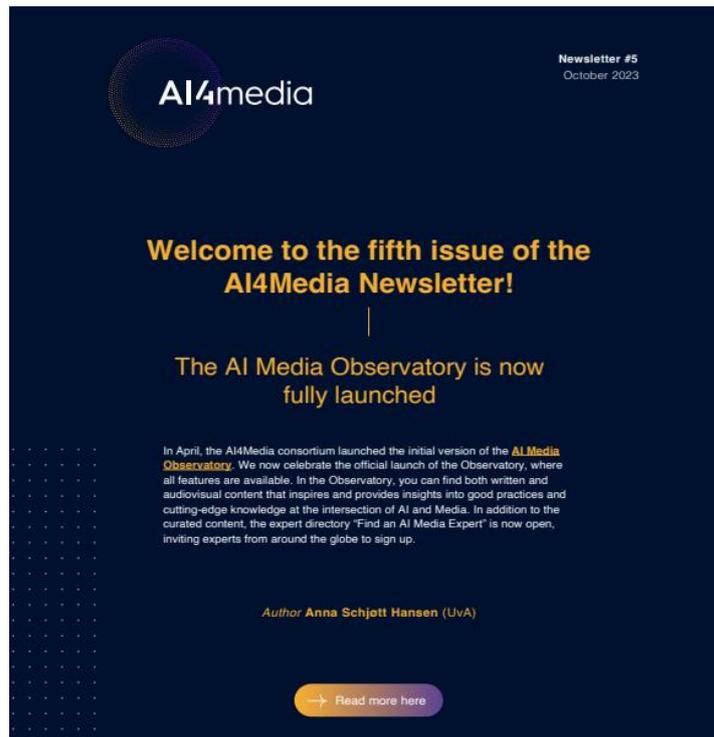


Figure 11: Newsletter #5 – screenshot

4.4.2 Newsletter issue 6 – August 2024

The sixth and final newsletter of AI4Media was launched on September 5th 2024 and can be accessed [HERE](#) (Figure 12). This newsletter is dedicated to featuring the legacy of AI4Media, highlighting the project’s technological advancements, societal impacts, contributions to legal and policy developments in AI, and much more.

In summary, the newsletter comprised the following articles:

A short statement from the AI4Media Coordinators

Featuring article:

- AI4Media’s lasting legacy in advancing AI for Media

Our News:

- Updated AI4Media Strategic Research Agenda
- AI4Media’s Achievements and Impact on Society
- AI4Media research and technological highlights – booklets
- Watch AI4Medias’ Use Cases Demo video series
- Launching the “Better Images of AI” Library
- AI4Media at the Museum! Temporary exhibition on Generative AI at NOESIS Museum, Thessaloniki
- LLMaker: Consistent Game Content Creation: A tool for iterative game content co-design



Insightful Reads:

- How to successfully integrate AI in news production? Insights from VRT – Author: Chaja Libot (Design Research, VRT)
- From speculations to future applications: AI4Media publishes scenarios envisioning the future horizons for AI in media – Authors: Rasa Bocyte and Johan Oomen (Netherlands Institute for Sound & Vision)
- How do social media platforms address AI-generated or manipulated content? – Author: Raquel Miguel (EU DisinfoLab)

In case you've missed it:

- 4th AI Community Workshop and AIDA Symposium 2024 – Thessaloniki (26-27 June 2024)
- Meet the Future of AI: Generative AI and Democracy – Brussels (19 June 2024)
- EU vision in the era of AI – Brussels (19 June 2024)

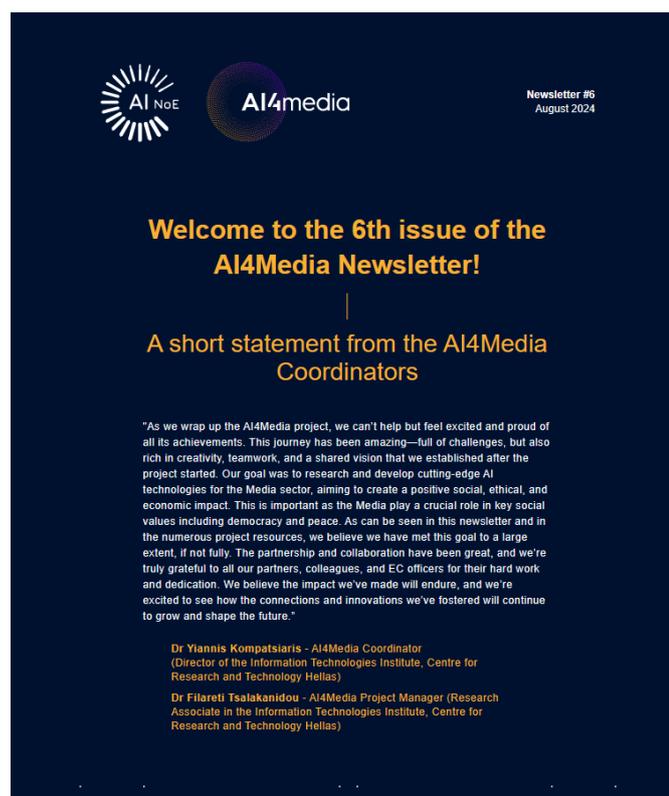
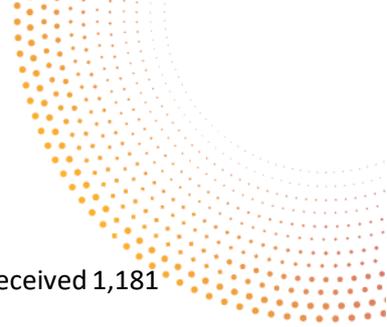


Figure 12: Newsletter #6 – screenshot

4.4.3 Newsletters performance

During the reporting period, the AI4Media newsletters have played a crucial role in disseminating information and engaging with the community. The newsletters are available on





a dedicated page on the project website, which can be accessed ([HERE](#)). This page received 1,181 views and attracted 814 unique users during this period.

The table below presents the performance results from the distribution of Newsletter #5 among AI4Media’s mailing list subscribers (marketing campaign) and its publication on social media. However, the data for Newsletter #6 is not available at the moment of submitting this deliverable due to its recent distribution.

Newsletter Issue #5

Table 7: Statistics Newsletter #5

Marketing campaign	Delivered to 436 recipients	134 Opened
Other mailing lists (VISION, ICT-48, AIDA)	Distributed to more than 2000 recipients	Opens unknown
Social Media		
Twitter (LINK)	102.000 impressions 1.811 engagements 1.068 link click	
Facebook (LINK)	11.200 reach	
LinkedIn (LINK)	33 impressions	

4.5 Media coverage

Throughout the AI4Media project, strategic media coverage has been a cornerstone in disseminating key achievements and engaging with a broader audience. The project effectively used dedicated press releases to inform stakeholders and the public about significant milestones and opportunities. These efforts were complemented and enriched by the contributions from AI4Media partners, who played a significant role in expanding the project’s reach and impact through their own media engagements and publications.

Between September 2020 and February 2022:

- Announcing the Successful Launch of AIDA, AI Doctoral Academy: Highlighting the inception of AIDA, which aims to enhance AI education across Europe.
- Open Online Survey on Artificial Intelligence (AI) for the Media Sector: Inviting stakeholders to participate in a survey to gather insights on AI’s impact on media.
- AI4Media Open Call 1: Announcing the first open call for innovative AI solutions in the media industry.
- AI4Media – Junior Fellows Exchange Program: Promoting the exchange program designed to foster collaboration and skill enhancement among early career researchers.

Between March 2023 and August 2023:

- AI4Media Unveils “AI Applications and Solutions for the Media Industry” Video Series: Transforming the Future of Media with Artificial Intelligence – 20 July 2022: Introducing a video series showcasing practical AI applications in the media sector.
- “Funding Opportunity for Delivering AI Solutions for the Media Sector” – 13 October 2022: Announcing new funding opportunities for AI-driven media solutions.



- “Online Survey Aimed at Understanding How AI Research Can Satisfy Today’s Media Needs” – 10 March 2022: Promoting a survey to better align AI research with current media industry needs.

Between September 2023 and August 2024:

During this period September 2023 and August 2024, AI4Media sent 2 dedicated press releases to European and International media outlets.

- AI4Media’s Achievements and Impact on Society: Highlighting the project’s societal contributions, including advancements in combating disinformation, improving political discourse analysis, and providing tools for better social media content management.
- AI4Media’s Lasting Legacy in Advancing AI for Media: Summarising the enduring impact of AI4Media on the media industry, showcasing key technological advancements, and reflecting on the project’s overall legacy.

To maximize the impact of its media outreach, AI4Media employed several strategies:

- Targeted Press Releases: Tailoring announcements to specific milestones and audiences to ensure relevance and engagement.
- Collaborative Media Engagement: Leveraging the networks and expertise of project partners to amplify the reach of press releases.
- Using Multiple Channels: Distributing content across various platforms, including industry blogs, academic journals, and mainstream media, to reach a diverse audience.

Contributions from Project Partners

AI4Media partners have played a significant role in enhancing media outreach by publishing articles and features in various media outlets. This collaborative effort ensured broader coverage and increased visibility for the project’s initiatives.

The list of partners’ contribution to media outreach is available in Annex 2 – List of media coverage / press clipping.

The strategic use of media coverage has been instrumental in highlighting AI4Media’s achievements and fostering a dialogue on the intersection of AI and media. Through dedicated press releases and contributions from project partners, AI4Media has successfully engaged a wide audience, promoting its mission and accomplishments across Europe and beyond.

4.6 The AI-on-Demand as a communication tool

AI4Media effectively used the AI-on-Demand (AioD) platform as a key communication tool to enhance its outreach and visibility. By regularly uploading content such as news, achievements, and event updates to the platform, AI4Media ensured that its activities and milestones were consistently showcased to a broad audience² (Figure 13).

² AI4Media page in AI-on-Demand platform: <https://www.ai4europe.eu/ai-community/projects/ai4media?category=news>



Additionally, AI4Media collaborated with the AIoD communication team to amplify the impact of key achievements and events. This collaboration included leveraging the AIoD community and its social media channels, which comprises over 4.500 followers in X³ and almost 5.000 followers in LinkedIn⁴, to disseminate information and engage with a wider network (Figure 14). Through these efforts, AI4Media successfully increased its presence within the AI community and beyond, reaching a diverse and engaged audience.

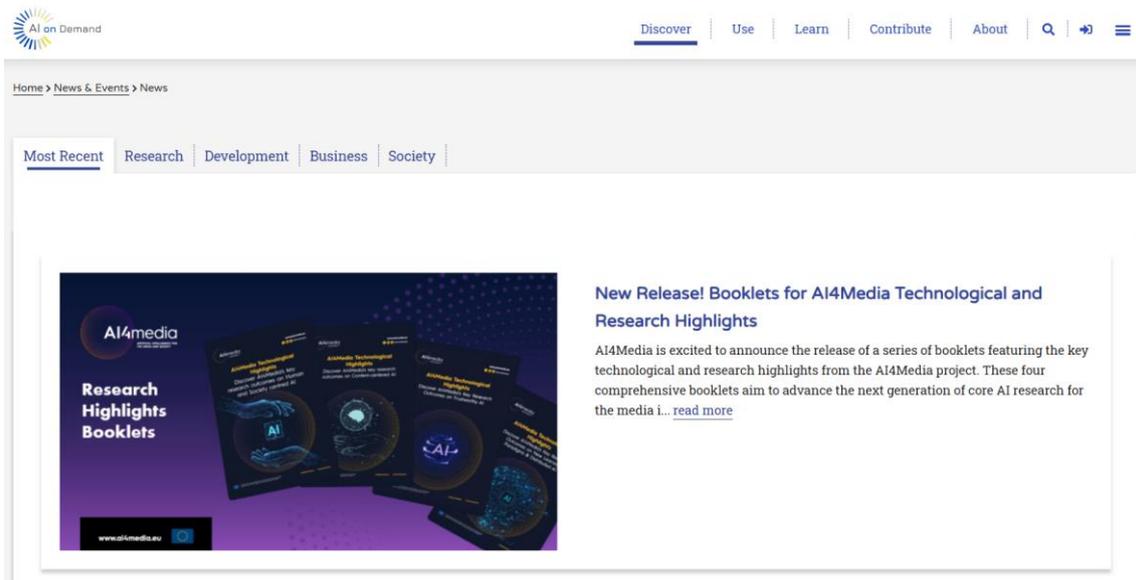


Figure 13: Screenshot of the AIoD platform - recent AI4Media news published



Figure 14: Examples of AIoD posts in X about AI4media

³ <https://x.com/AlonDemand>

⁴ <https://www.linkedin.com/company/aiondemand/>



5 Events

Over the course of its four-year duration, AI4Media has strategically participated in a total of 203 events, with 83 events organised and 118 events attended by AI4Media representatives. These engagements included roles as speakers, paper/poster presenters, stand/booth exhibitors, or general attendees. This extensive involvement has enabled the project to potentially reach over 65.368 participants, significantly enhancing awareness of AI4Media's activities and findings.

From September 2023 to August 2024 (M37-M48), AI4Media continued its active engagement by co-organising 14 events and participating in 50 events. During this period, the project reached almost 43.000 participants. Detailed lists of these events are provided below.

AI4Media's approach to communication and promotion for each event follows a structured strategy encompassing pre-event, during-event, and post-event actions. This comprehensive communication plan, thoroughly detailed in previous deliverables, ensures maximum visibility and impact for the project's contributions at these events.

By maintaining a strong presence across diverse events, AI4Media not only disseminates its research and innovations but also fosters valuable collaborations, influences policy discussions, and promotes the responsible use of AI technologies. This multi-faceted engagement strategy is integral to advancing the project's goals and enhancing its impact across the AI and media landscape.

5.1 Events (co)organised by AI4Media

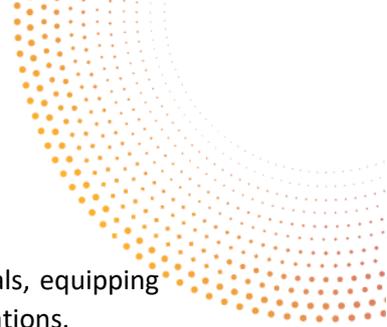
AI4Media has been instrumental in organising and co-organising a diverse array of events, each tailored to specific audiences and designed to achieve particular objectives within the AI and media sectors. Table 8 below presents the list of 14 events organised by AI4Media during the period M37 to M48.

In summary, events such as the **4th AI Community Workshop & AIDA Symposium 2024** in Thessaloniki, the **ELLIS, AIDA, and AI4Media Symposium on Large Language and Foundation Models**, and the **2nd Cross-cutting Theme Development Workshop: Trusted AI – The Future of Creating Ethical & Responsible AI Systems** are good examples of AI4Media's collaborative efforts with other projects and initiatives. These events provided platforms for networking, knowledge exchange, and the development of strategies for ethical AI implementation, addressing policy issues, and exploring the societal impacts of AI.

Policy-focused events such as "**Meet the Future of AI – Generative AI and Democracy**" and "**EU Vision for Media Policy in the Era of AI**" aimed to address high-level policy issues and future directions in AI research and applications. These events bridged the gap between technological advancements and regulatory frameworks, attracting a broad audience of AI researchers, policymakers, media professionals, and the general public.

Educational programs are also a cornerstone of AI4Media's event portfolio, where events like the "**Artificial Intelligence and Games - 6th International Summer School**", the "**CBMI2023 Special Session: Interactive Video Retrieval for Beginners (IVR4B)**", and the "**3rd International Workshop on Learning to Quantify (LQ 2023)**" provided high-quality education and training in





AI. These programs targeted students, early-career researchers, and professionals, equipping them with essential skills through both foundational theories and practical applications.

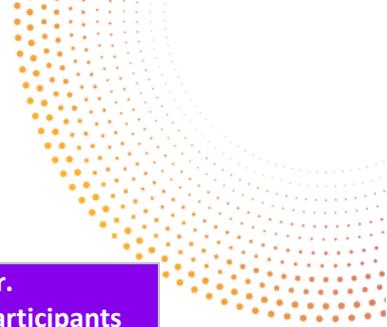
Demonstration days and community engagement activities are crucial to AI4Media's strategy. Events like "**AI4Media Open Call #2 DemoDay**", "**AI Café - Generative AI in Media: Societal, Ethical, and Legal Perspectives**", and the "**Launching Better Images of Responsible AI**" have successfully showcased innovative AI solutions and facilitated community engagement. These events attracted AI practitioners, media professionals, entrepreneurs, and the broader AI community, providing platforms for sharing success stories, demonstrating new tools, and discussing the ethical, societal, and legal implications of AI technologies.

Through these diverse events, AI4Media continues to advance AI research, foster collaboration, and promote the responsible use of AI technologies, thereby contributing significantly to the AI and media landscape.

Table 8: 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
-	Workshop on Computer Vision for Videogames at the European Conference on Computer Vision (ECCV) [29/09/2024 – Milan, Italy] LINK Partners involved: UNITN; UM >> Note: Taking place after the project end	-
1	4th AI Community Workshop & AIDA Symposium 2024 – Thessaloniki [26-27/06/2024 – Thessaloniki, Greece] LINK Organised by partner/s: VISION; AI NoEs. Partners involved: CERTH; LOBA; AUTH + participation of all AI4Media partners.	355
2	EU vision for media policy in the era of AI [19/06/2024 – Brussels, Belgium] LINK Organised by partner/s: KUL; UvA; NISV	60
3	Meet the Future of AI – Generative AI and Democracy [19/06/2024 – Online] LINK Organised by partner/s: AI4Media, Titan, veraAI, AI4Trust, AI4Debunk; AI-CODE Partners involved: CERTH; KUL	60
4	Artificial Intelligence and Games - 6th International Summer School [17-21/06/2024 – Valleta, Malta] LINK Partners involved: UM	100
5	3rd ACM International Workshop on Multimedia AI against Disinformation (MAD'24) [10-13/06/2024 – Phuket, Thailand] LINK Partners involved: CERTH; FhG IDMT; CEA	200





#	Event title Date Location URL Partner/s organisers	Nr. participants
6	AI4Media Open Call #2 DemoDay [05/06/2024 – Online] LINK Organised by partner/s: F6S	30
7	AI Café - Generative AI in Media: societal, ethical, and legal perspectives [07/05/2024 – Online] LINK Partners involved: KUL; Grassroots;	100
8	Launching Better Images of Responsible AI [12/12/2023 – Online] Organised by partner/s: NISV	30
9	2nd Junior Fellow Day [11/12/2023 – Online] LINK Organised by partner: IDIAP	13
10	Policy workshop at the AI, Media, Democracy Lab: "What Policies do you need to build a better future for AI and Media? " [28/11/2023 – Amsterdam, Netherlands] Organised by partner/s: KUL; UvA	15
11	ELLIS, AIDA, and AI4Media Symposium on Large Language and Foundation Models [17-18/10/2023 – Amsterdam, Netherlands] LINK Organised by partner/s: ELLIS; AIDA; AI4Media Partners involved: CERTH; AUTH	60
12	CBMI2023 Special Session: Interactive Video Retrieval for Beginners (IVR4B) [20-09/2023 – Orleans, France] LINK Organised by partner/s: JR	100
13	3rd International Workshop on Learning to Quantify (LQ 2023) [18/09/2023 – Torino, Italy] LINK Organised by partner/s: CNR	25
14	2nd Cross-cutting Theme Development Workshop: Trusted AI – The Future of Creating Ethical & Responsible AI Systems [13/09/2023 – Online] LINK Co-organised by: VISION; AI NoEs Partners involved: CERTH; KUL; IBM	80
	TOTAL	1.228





5.2 Events with AI4Media participation

AI4Media has actively participated in a wide range of events, including conferences, symposiums, workshops, and cultural festivals (Figure 15). This participation is manifested through speaking engagements, presentations, lectures, paper or poster submissions, and attending and distribution of promotional materials and networking. By engaging in various types of events, AI4Media ensures that it reaches diverse audiences, from researchers and media industry experts to the general public and policymakers. Table 9 below presents the list of 50 events that AI4Media participated in during the period M37 to M48.

One notable event is the **IEEE/CVF Conference on Computer Vision and Pattern Recognition**, where AI4Media presented cutting-edge research in computer vision. This top conference primarily attracts researchers, academics, and industry professionals who are deeply involved in the technical and scientific advancements in AI.

Another key event is the **Musical Festival SONAR 2024**, which represents a unique platform for AI4Media to reach a broader audience, including artists, musicians, and the general public. At this event, AI4Media showcased the intersection of AI and music as explored in Use Case 6, demonstrating how AI technologies can be applied creatively in the arts and entertainment sectors.

Additionally, AI4Media’s participation in the **eGovernment Symposium Romand** highlights its efforts to engage with policymakers and public sector professionals. This event focuses on the application of AI in government and public administration, emphasizing the importance of regulatory frameworks and ethical considerations in AI deployment.

The International **Spring School on Multimodal Foundation Models and Generative AI 2024** is another significant engagement, targeting students and early-career researchers. This educational event provided high-quality training on the latest advancements in AI, equipping participants with the skills needed to excel in the field.

By participating in a diverse array of events, AI4Media successfully disseminates its research and innovations to various segments of society. Whether it's engaging with technical experts at the **NeurIPS 2023 – 37th Annual Conference on Neural Information Processing Systems** or discussing AI’s impact on society at the **Media Literacy in the Age of AI symposium**, AI4Media demonstrates a comprehensive approach to outreach and knowledge sharing.

Through these engagements, AI4Media not only advances AI research but also fosters collaboration, influences policy, and promotes the responsible use of AI technologies across different domains and audiences.

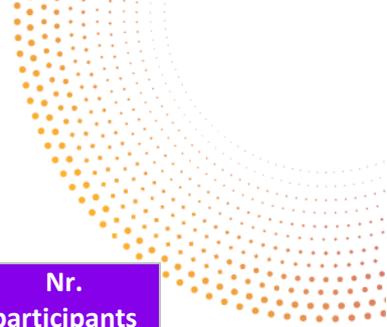
Table 9: List of events with AI4Media participation from Month 37 to Month 48 and number of participants reached

#	Event title Date Location URL Partners involved	Objective of participation	Nr. participants
-	Conference Fantastic Futures: AI for Libraries, Archives and Museums [15-18/10/2024 – Canberra, Australia] LINK Partner/s involved: NISV	Presenting work from Use Case 4 – AI for Social Sciences and Humanities	-



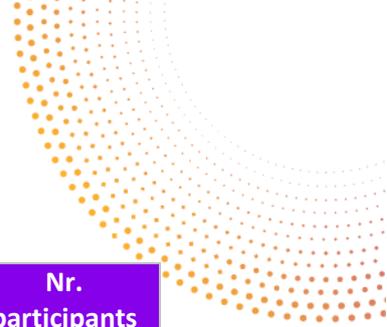
#	Event title Date Location URL Partners involved	Objective of participation	Nr. participants
	>> Note: Taking place after the project end		
-	FIAT / IFTA Conference [15-18/10/2024 – Bucharest, Romania] LINK Partner/s involved: NISV >> Note: Taking place after the project end	Attending & networking	-
-	IASA Conference - 55th Annual conference "Interdisciplinary Connections" [23-26/09/2024 – Valencia, Spain] LINK Partner/s involved: NISV >> Note: Taking place after the project end	Attending & networking	-
1	CLAIRE All Questions Answered (AQuA) – “AI for Citizens” [28/08/2024 – Online] LINK Partner/s involved: ATC; CEA	- ATC presented their achievement on "AI tools for disinformation detection" - CEA presented their achievement on YDSYO app for assessing the real-life effects of private content sharing on social media.	-
2	EASST 4S Conference [15-19/07/2024 – Amsterdam, Netherlands] LINK Partner/s involved: UvA	UVA participated in an invite only pre-conference and presented ongoing work in a conference panel	150
3	IEEE/CVF Conference on Computer Vision and Pattern Recognition [17-21/06/2024 – Seattle, USA] LINK Partner/s involved: UNITN; QMUL; CNR	- CNR gave a tutorial on Disentanglement and Compositionality in Computer Vision - UNITN organised International Workshop on Visual Odometry and Computer Vision Applications Based on Location Clues - UNITN & QMUL Chair Workshop on Computer Vision with Humans in the Loop	9.000





#	Event title Date Location URL Partners involved	Objective of participation	Nr. participants
4	TUM IEAI Speaker Series [20/06/2024 – Munich, Germany] LINK Partner/s involved: IDIAP	Invited talk to the IEAI Speaker Series on ‘Participatory AI: For whom? For what?’	65
5	Musical festival SONAR 2024 [13-14/06/2024 – Barcelona, Spain] LINK Partner/s involved: BSC	Presenting the work related with Use Case 6 – AI for Human Co-creation	500
6	ACM International Conference on Interactive Media Experiences (IMX) [12-14/06/2024 – Stockholm, Sweden] LINK Partner/s involved: IDIAP	Attending & networking	200
7	International Congress: “Towards a Responsible Development of the Metaverse” [13/06/2024 – Alicante, Spain] LINK Partner/s involved: KUL	KUL had an abstract accepted and presented its paper at the conference	65
8	International Conference on Learning Representations (ICLR 2024) [07-11/05/2024 – Vienna, Austria] LINK Partner/s involved: CNR	Presenting the research results: ViLMA a comprehensive zero-shot foiling benchmark for VidLMs (Video-and-Language Models)	300
9	eGovernment Symposium Romand [07/05/2024 – Sierre, Switzerland] LINK Partner/s involved: IDIAP	Attending & networking	50
10	AI4Media at LAILEC 2024 – Beyond the Rules: Regulatory Frontiers of AI and Data [05/05/2024 – Leuven, Belgium] LINK Partner/s involved: KUL	Presentation of AI4Media’s findings on regulatory and legal aspects	100
11	International Spring School - Multimodal Foundation Models and Generative AI 2024 [29-04/3-05/2024 – Rabat, Morocco] LINK Partner/s involved: UNITN	Attending & networking	150
12	6th International Conference on Advances in Signal Processing and Artificial Intelligence (ASPAI) [17-19/04/2024 – Funchal, Portugal] LINK Partner/s involved: JR	Attending & networking	100



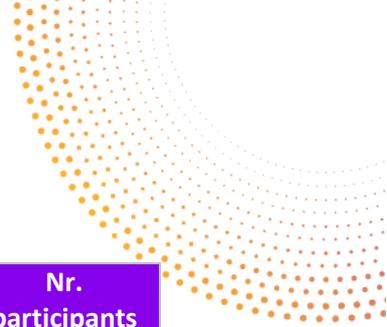


#	Event title Date Location URL Partners involved	Objective of participation	Nr. participants
13	2024 IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP 2024) [14-19/04/2024 – Seoul, South Korea] LINK Partner/s involved: AUTH	Presentation of AI4Media’s research results	300
14	Summit AI Explained by Creators [17/04/2024 – Dubai, United Arab Emirates] LINK Partner/s involved: UNITN	Keynote on Cross-Modal Understanding and Generation of Multimodal Content	250
15	“AI University Education”, IEEE Education Week [16/04/2024 – Online] LINK Partner/s involved: AUTH	Invited e-lecture	250
16	EvoStar Conference [3-5/04/2024 – Aberystwyth, UK] LINK Partner/s involved: UM	Presentation of AI4Media’s research results	200
17	AI and heritage: the application and future of AI within the heritage sector [25/03/2024 – Amsterdam, Netherlands] LINK Partner/s involved: NISV	NISV gave a pitch about the PAM service developed within the context of UC4	200
18	Game Developers Conference 2024 [18-22/03/2024 – San Francisco, USA] LINK Partner/s involved: MODL	Booth at show, talks, business development	25.100
19	Museums paving the way in an AI-driven society [20/03/2024 – Brussels, Belgium] LINK Partner/s involved: NISV	NISV gave a talk "AI for Culture and Culture for AI" highlighting work done in (1) WP2 on challenges for implementing AI in audiovisual archives, and (2) WP11 on more responsible ways to communicate about and visualise AI.	120
20	EFESCON 2024 [20/03/2024 - Xanthi, Greece] LINK Partner/s involved: CERTH	CERTH gave a keynote talk on "AI against Disinformation" summarizing the main trends and methods on multimedia verification using AI.	120



#	Event title Date Location URL Partners involved	Objective of participation	Nr. participants
21	GPU Technology Conference 2024 [18-21/03/2024 – San Jose, USA] LINK Partner/s involved: JR	JR had a poster about 'Manifold mixing model soups'	120
22	International Institute of Communication (IIC) - Europe Forum 2024 [13/03/2024 – Brussels, Belgium] LINK Partner/involved: KUL	The KUL's team presented the work done in WP2 and in particular the journey towards the policy recommendations for the use of AI in the media sector.	35
23	Media Innovation Xchange EU Conference [13/03/2024 – Brussels, Belgium + Online] LINK Partner/s involved: CERTH	The event hosted by the Belgian Presidency of the Council of the European Union. Dr Yiannis Kompatsiaris represented AI4Media in the Conference and was one of the participants of the "AI and media, reshaping the future" panel.	200
24	Europe Forum 2024 - Telecommunications & Media Forum (TMF) [12-13/03/2024 – Brussels, Belgium] LINK Partner/s involved: KUL	Attending & networking	100
25	EBU Data Technology Seminar 2024 [12-14/03/2024 – Geneva, Switzerland] LINK Partner/s involved: RAI, FhG, VRT	RAI presented the Face Management Framework, which is the system developed within WP5 and WP8 for automated annotation of TV personalities	250
26	"Generative AI: new Castalian talking spring?", Philologos Society [11/03/2024 – Online] LINK not available Partner/s involved: AUTH	Invited lecture	50
27	CLAIRE X NoEs AQuA: Women in AI [06/03/2024 – Online] LINK Partner/s involved: CNR	Panellist and representative of the AI4Media project, participating in an online event within the CLAIRE All Questions Answered (AQuA) Series, jointly organised by CLAIRE,	35



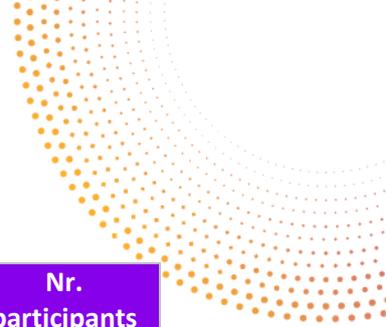


#	Event title Date Location URL Partners involved	Objective of participation	Nr. participants
		VISION, and the EU AI Networks of Excellence Centres (NoEs). The focal point of the panel discussion centered around the theme "Women in AI."	
28	Media Literacy in the Age of AI, Redefining the Possible [29/02/2024 – Skopje, North Macedonia] LINK Partner/s involved: CERTH	Attending symposium, giving presentation	200
29	Perspectives on AI Symposiums AI and Democracy: opportunities and risks [21/02/2024 – Martigny, Switzerland] LINK Partner/s involved: IDIAP	Presentation of AI4Media's research results	60
30	"AI University Education" at AHEPA (American Hellenic Educational Progressive Association) [07/02/2024 – Online] LINK not available Partner/s involved: AUTH	Panellist and e-lecturer	-
31	Workshop Artificial Intelligence - AI at the center: news, applications and rules [01/02/22024 - Milan, Italy] LINK Partner/s involved: RAI	RAI gave a talk "AI to support Rai processes" to present the results of the first white paper about UC3 and how these have impact on RAI's current and future internal workflows.	200
32	MultiMedia Modeling. MMM 2024, Video Browsing Showdown special session [29/01/2023-02/02/2024 – Amsterdam, Netherlands] LINK Partner/s involved: CNR; CERTH	Attending & networking	250
33	IEEE Winter Conference on Application of Computer Vision [04-08/01/2024 – Waikoloa] LINK Partner/s involved: UNITN, QMUL	Presentation Junior Research Fellowship conference article	1.000
34	2023 IEEE International Conference on Big Data [17/12/2023 – Sorrento, Italy]	Speaker at the event presenting results from	250



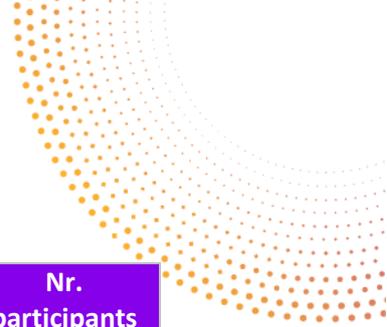
#	Event title Date Location URL Partners involved	Objective of participation	Nr. participants
	LINK Partner/s involved: RAI	the Use Case 3 – AI in Vision	
35	NeurIPS 2023 – 37th Annual Conference on Neural Information Processing Systems [10-16/12/2023 – New Orleans, USA] LINK Partner/s involved: QMUL	Attending & networking	300
36	British Machine Vision Conference [20-24/11/2023 – Aberdeen, UK] LINK Partner/s involved: UM	Attending & networking	100
37	e-lecture on “AI, System Complexity, Life, Intelligence and Environment” at the Greek Scientific Society [23/11/2023 – Online] LINK Partner/s involved: AUTH	Attending & networking	50
38	DRAMA project final event (Designing Responsible AI for Media Application) [21/11/2023 – Hilversum, Netherlands] LINK Partner/s involved: KUL; UvA	Talk about the AI ACT, about AI4Media WP2 activities and input collection for the final white paper and policy recommendations.	20
39	European social Dialogue in the audio-visual sector - meeting [20/11/2023 – Brussels, Belgium] LINK Partner/s involved: KUL	Presentation of 45 minutes about Generative AI uses in the media sector and their legal and ethical challenges. Presentation of AI4Media outcomes + materials + Q&A with the audience.	30
40	ADRF2023 – AI, Data and Robotics Forum [8-9/11/2023 – Versailles, France] LINK Partner/s involved: CEA	AI4Media’s representation at the AI NoEs stand	400
41	AI and Human Rights [02/11/2023 – Zurich, Switzerland] LINK Partner/s involved: IDIAP	Interactive presentation on the use of LLMs to classify frames as a tool to help journalists.	100
42	EIT AI Roadmap Working Session [25/10/2023 – Online] LINK not available Partner/s involved: AUTH	Attending & networking	-





#	Event title Date Location URL Partners involved	Objective of participation	Nr. participants
43	Digital Media Asia 2023 [19-20/10/2023 – Singapore] LINK Partner/s involved: ATC	Booth at conference, talks, presentation, video, leaflets	250
44	EU DisinfoLab 2023 Annual Conference [11-12/10/2023 – Krakow, Poland] LINK Partner/s involved: KUL	N. Krack Panellist for Emerging realities: AI's impact on truth, disinformation, and our perception of reality (presentation of AI4Media during the talk and after WP2 leaflet distribution to interested stakeholders)	260
45	International Conference on Multimodal Interaction (ICMI 2023) [09-13/10/2023 – Paris, France] LINK Partner/s involved: UM	Attending	150
46	IEEE ICIP 2023 Conference [08-11/10/2023 – Kuala Lumpur, Malaysia] LINK Partner/s involved: CERTH	Presentation of paper "Selecting a Diverse Set of Aesthetically-pleasing and Representative Video Thumbnails using Reinforcement Learning"	800
47	Education and Research in Computer Aided Architectural Design in Europe (eCAADe) Conference [20-23/09/2023 – Gratz, Austria] LINK Partner/s involved: UM	Attending	150
48	PAN at CLEF 2023, Conference and Labs of the Evaluation Forum, Information Access Evaluation meets Multilinguality, Multimodality, and Visualization [18/09/2023 – Thessaloniki, Greece] LINK Partner/s involved: CERTH	Invited talk on "Technological, Behavioural and Policy Aspects of Visual Online Disinformation" by Dr Yiannis Kompatsiaris (CERTH)	30
49	AstroParty 2023 [16/09/2023 – Thessaloniki, Greece] LINK Partner/s involved: CERTH	Invited talk on "Disinformation: Risks and Solutions. What should we be aware of?" by Dr Yiannis Kompatsiaris (CERTH) (in Greek)	20
50	IASA Conference & 4th ICTMD FORUM [11-15/09/2023 – Istanbul, Turkey]	Presentation "My AI is Not Your AI"	50





#	Event title Date Location URL Partners involved	Objective of participation	Nr. participants
	LINK Partners involved: NISV		
		TOTAL	41.680

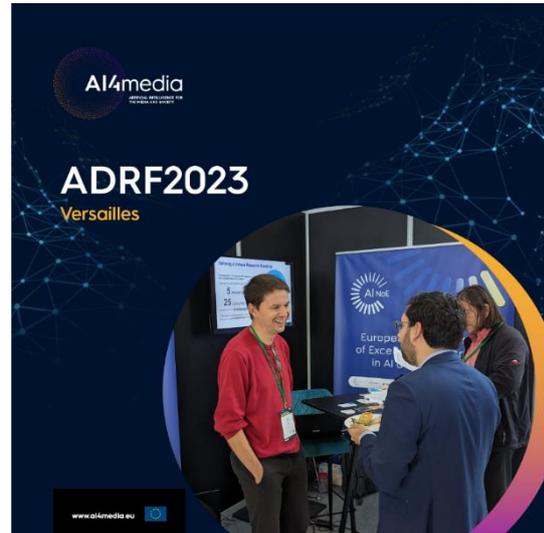


Figure 15: Photos of AI4Media partners in events (from right to left: EU vision for media policy in the era of AI; ICLR2024, 12th International Conference on Learning Representations; DRAMA project final event; ADRF2023)

Statistics about AI4Media partners' participation in events is presented in Figure 16 below.



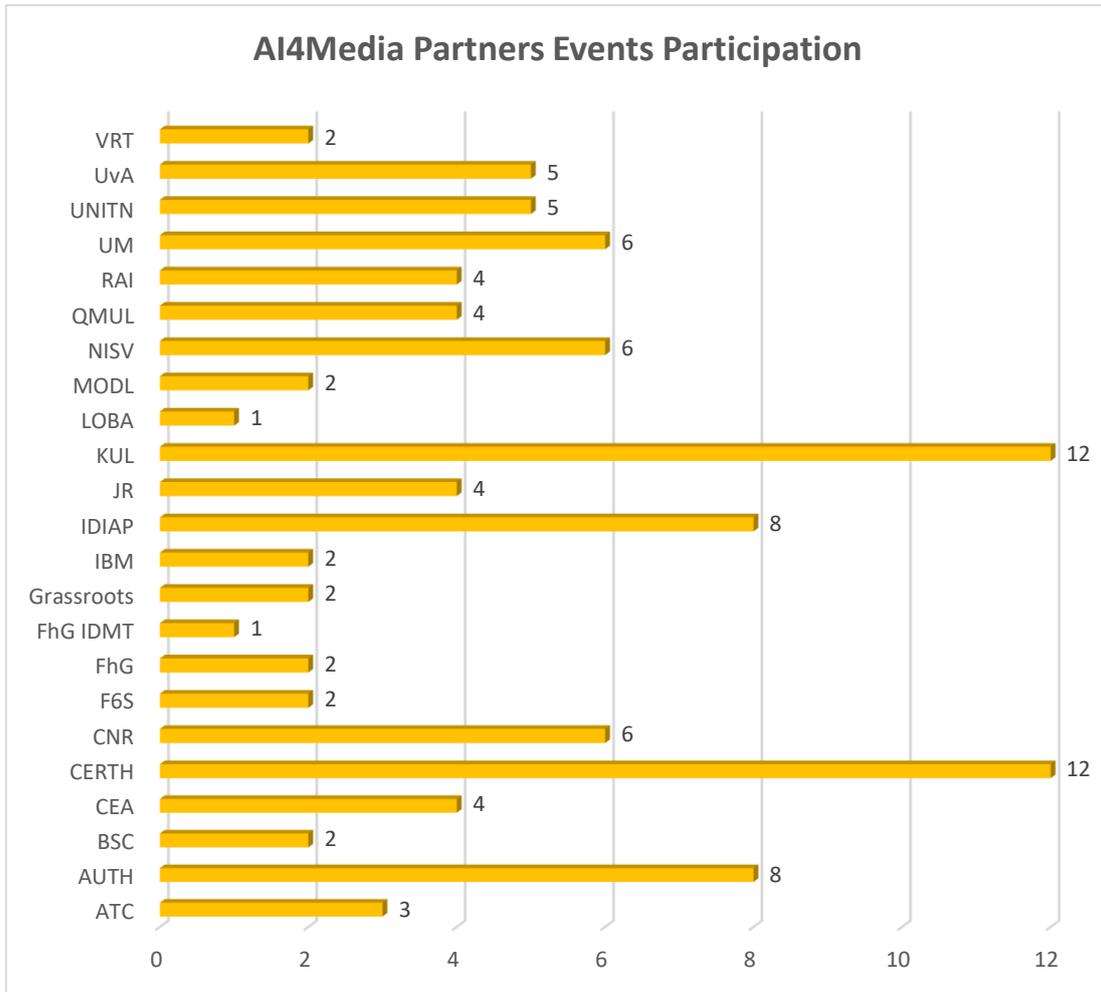


Figure 16: Partners participation in events

The graph of Figure 17 illustrates AI4Media's involvement in various events, highlighting the distribution between events organised and those participated in. Specifically, 22% of the events were organised by AI4Media, either as the main organiser or co-organiser, showcasing our leadership and active role in steering AI-focused discussions and collaborations.

The remaining 78% of the events represent AI4Media's participation through presentations, lectures, paper or poster submissions, or attendance with networking and distribution of promotional materials. This significant participation underscores AI4Media's commitment to engaging with the broader AI community, disseminating knowledge, and fostering collaborations.





Figure 17: Type of participation in events

The graph in Figure 18 provides a detailed overview of the types of events AI4Media has been involved in, reflecting our diverse engagement across different formats. AI4Media participated in 25 conferences, demonstrating their active role in presenting research and networking within the AI community.

They were involved in 15 workshops, highlighting their commitment to hands-on, collaborative learning experiences. Besides conferences and workshops, AI4Media engaged in 23 other types of events, including webinars, symposiums, seminars, seasonal schools, forums, meetings, summits, and festivals. This varied participation underscores AI4Media’s dedication to fostering knowledge exchange and collaboration across multiple event formats within the AI sector.

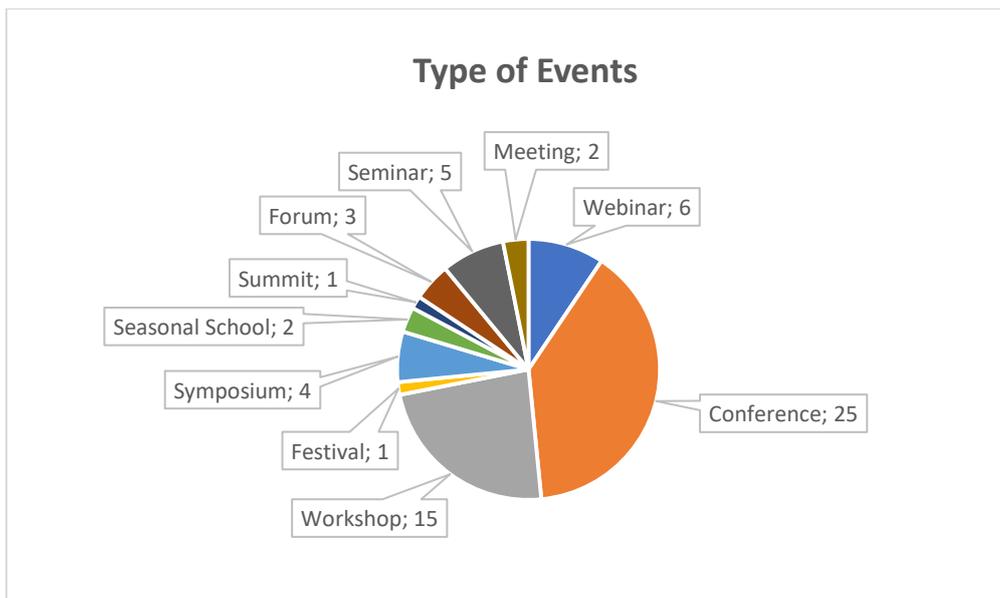


Figure 18: Type of events that AI4Media participated in and (co)organised





6 Scientific outputs

6.1 Scientific publications, dataset and software

AI4Media partners have produced an impressive volume of scientific work, with almost **430** publications generated since the project's inception. Of these, **376** publications are accessible on [Zenodo](#) and in the [Resource Library](#) on our website (Figure 19). In the period from M37 to M48 alone, approximately **132** papers were uploaded in Zenodo.

The types of resources available on Zenodo are presented in Table 10.

Table 10: Type of resources available in AI4Media's Zenodo community

Publications	334
• Conference paper	209
• Journal article	84
• Preprint	13
• Report	7
• Book chapter	4
• Book	2
• Conference Proceedings	2
• Working paper	2
• Journal	1
• Other	1
Dataset	28
Software	11
Other	3
Total	376

In addition to the publications, in AI4Media's website visitors can access to **41** open datasets and **91** open-source software tools. The software resources are organised into four categories:

- Machine Learning Tools (42 software)
- Trust-Enhancing AI (13 software)
- AI for Multimedia Content Analysis & Production (24 software)
- AI for Society (12 software)



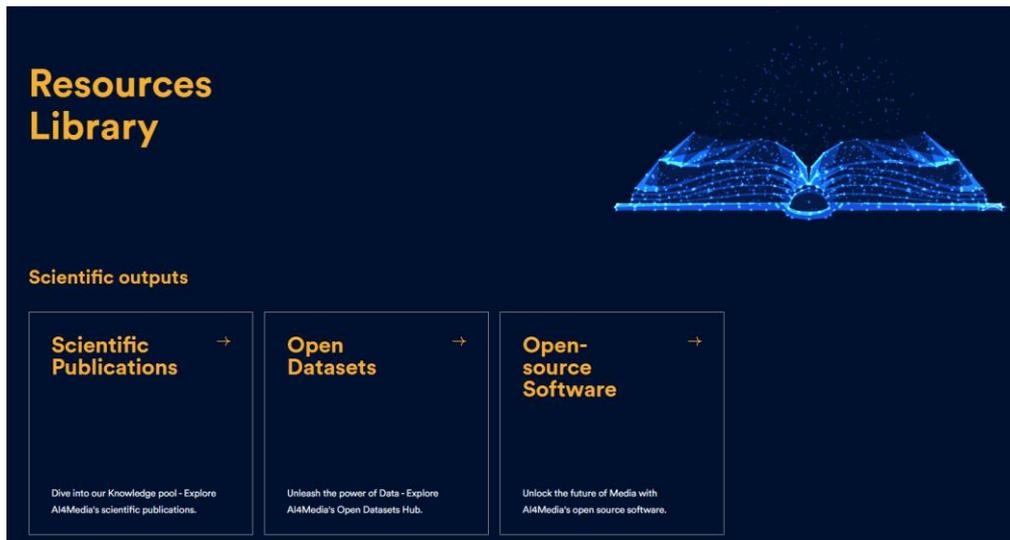


Figure 19: AI4Media's Resources Library

To disseminate these scientific outputs, AI4Media actively participates in high-level conferences and launches regular social media campaigns under the hashtag **#paperoftheweek**. These campaigns highlight our scientific publications and open datasets, which are valuable resources for advancing AI research. Additionally, these outputs are featured in our newsletters to ensure broad visibility and engagement within the research community.

7 AI4Media partners' support in Dissemination and Communication

During this period, AI4Media partners have actively contributed to dissemination and communication activities, enhancing awareness and interest in the project's objectives and progress by using their respective channels and networks. The media industry partners, in particular, have leveraged their extensive reach to ensure broad visibility for AI4Media. Additionally, the communication efforts of other consortium members through their channels have significantly contributed to comprehensive outreach and engagement, enhancing the project's overall impact.

The communication activities where AI4Media partners have contributed are the following:

- **Website Publications and Articles:** Partners across the consortium have published information about AI4Media on their websites, producing relevant articles and blog posts to highlight the project's developments.
- **Newsletters and Network Distribution:** Regular newsletters have been promoted and distributed through partners' networks and websites, ensuring wide dissemination of AI4Media updates.
- **Contributions to AI4Media Newsletters:** Partners have contributed articles and insights to the AI4Media Newsletter, enhancing its content and reach (more details in section 4.4).
- **Social Media Engagement:** AI4Media content has been actively shared on social media platforms like Twitter, LinkedIn, and Facebook, via the social media accounts of partners.
- **Content Sharing:** Relevant content created by AI4Media has been shared by partners to their audiences, amplifying the project's messages.
- **Event Participation and Organization:** Partners have publicized their involvement in, and organization of, events representing the AI4Media project, enhancing visibility and engagement.
- **Media Relations and Press Releases:** Strategic media relations have been maintained, with press releases distributed by partners to inform the public about AI4Media's advancements.
- **Word-of-Mouth Promotion:** Partners have promoted the project during meetings and various networking activities, raising awareness through direct interactions.

AI4Media industry partners such as DW, IBM, ATC, NISV, VRT, RAI, F6S, MODL and IMG have used their channels and visibility to reach a wider audience and engage stakeholders effectively. By leveraging their extensive communication networks, these media partners play a crucial role in disseminating information about AI4Media, fostering public awareness, and encouraging 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](#) (more than 7,000 followers), and [LinkedIn](#) (more than 2,900 followers), and regular publications in [DW Mastodon channel](#) (5,600 followers) like the promotion of White Papers on GenAI & Disinfo from AI4Media & other EU projects; attract and encourage stakeholders to become AI4Media's associate members; promotion of AI4Media's events. Published several blogposts on their website, promoting AI4Media's public reports, or the recent article "AI in Media Tools: How to Increase User Trust and Support AI Governance" about the Trustworthy AI related work in Use Case 1, which addresses the "third party" type of transparency ([LINK](#)); Blog article for the AI Media Observatory on how to set new AI-Services in Use Case 1 demonstrator.
- **IBM** used its online presence, including dedicated sections on its website and social media platforms like X. They used these channels to share updates, research findings, and upcoming event details related to AI4Media. Regular emails were released to disseminate information about AI4Media's progress and achievements among their network. These publications included insights into new AI functionalities, ethical frameworks, and the impact of AI on journalism and media.
- **ATC** contributed to the publication of a series of white papers released by the AI4Media team. These papers provided insights into the challenges and requirements of the media industry and discussed how trustworthy AI can be integrated into media applications. These white papers aimed to align AI research with industry needs and were disseminated through AI4Media's channels. ATC promoted AI4Media through its online tools such as [Truly Media](#) and [TruthNest](#). These platforms are used for collaborative content verification and Twitter analytics, respectively. ATC highlighted these tools' capabilities in detecting disinformation and profiling social media activities, which were crucial components of the AI4Media project. ATC regularly updated its website and newsletters with news related to AI4Media's progress and achievements, and shared updates on their X channel ensuring continuous engagement with stakeholders. ATC's participation in the Digital Media Asia 2023 exhibition significantly enhanced the international visibility of AI4Media's research and use cases.
- **NISV** contributed to several white papers that were part of the AI4Media project, providing valuable insights into the use of AI in the media sector, addressing challenges, and setting research priorities. The Netherlands Institute for Sound and Vision maintained an active online presence through their website, their social media channel [X](#) (more than 2,500 followers) and publications in [Medium](#). They regularly published articles and updates about their research, use cases, and the impact of AI technologies on media and society. NISV also played a crucial role in AI4Media by providing a use case focused on AI for social sciences and humanities. They facilitated access to audiovisual archives for academic researchers and journalists, helping to uncover patterns and validate AI research outcomes
- **VRT** shared its experiences and best practices through publications. Notably, in March 2024, VRT published an article on AI4Media's official site detailing how they successfully integrated AI in news production, showcasing practical applications and benefits. VRT used its online platforms to discuss AI's role in the media. They released podcasts and articles explaining their AI governance framework and how AI is used to support content creation and fact-checking. This approach helped in making AI more tangible for both media makers and the audience (Public Media Alliance).

- **RAI** contributed to several white papers and research documents published by AI4Media, focusing on the application of AI in media and its societal impacts. These publications were distributed through AI4Media’s official channels, including their website and newsletters. RAI maintained an active presence on AI4Media’s online platforms, regularly publishing updates and articles about their contributions to the project. These included insights into AI applications in media production, content verification, and ethical AI practices. RAI collaborated on specific AI4Media use cases, particularly those involving AI applications for media verification and content creation. These projects were highlighted in various AI4Media publications and presentations, demonstrating the practical applications and benefits of their research. RAI also leveraged the contact with EBU members to encourage becoming AI4Media’s associate members and promote its achievements.
- **F6S** used the F6S platform of the largest startup community and its presence on social media platforms to share updates and information about AI4Media. This included posting about new developments, upcoming events, and significant milestones of the AI4Media project. These posts helped engage a broader audience and keep the community informed about the latest advancements and opportunities related to AI4Media. The F6S website featured articles and blogs that discussed various aspects of the AI4Media project. F6S support with the distribution of newsletters and other communication, to their extensive network of startups, investors, and industry professionals.
- **MODL** maintained an active presence on their website, where they published articles and updates regarding their contributions to the project. These articles covered a range of topics, from deep learning for procedural content generation to AI-driven advancements in media technologies. MODL also promoted the project through their channels with actions such as publication on their website and sharing in social media.
- **IMG** used their blog to share insights and updates related to AI4Media. For instance, they published detailed accounts of their participation in events and workshops, emphasizing their contributions and the outcomes of these engagements. This provided a platform for disseminating information about AI4Media to a broader audience ([LINK](#)).

Other partners have also actively contributed to raising awareness about AI4Media’s research and achievements. Their efforts have been crucial in extending the project’s reach and highlighting its progress across various platforms and networks.

- **CERTH** was involved in producing numerous scientific papers and technical reports related to AI4Media. These publications were disseminated through their website and other AI4Media channels, highlighting advancements in AI research and its applications in media. CERTH actively used social media platforms like X and LinkedIn to share updates and engage with the broader AI and media community. They posted about their participation in AI4Media events, shared links to their publications, and highlighted key findings and innovations.
- **KUL** published various papers and reports on topics such as AI regulation, content moderation, and the ethical implications of AI in media. These publications were disseminated through the AI4Media website, KUL’s own channels, as well as Medium, contributing to the broader discourse on AI and media. KUL actively engaged with their audience through social media platforms like X and LinkedIn, sharing updates about



their events, publications, and insights on AI4Media. These posts helped to reach a wider audience and foster discussions on AI and media regulation ([LINK](#)).

- **UNITN** maintained an online presence through its website and social media platforms such as Facebook, LinkedIn, and X. They posted updates about AI4Media, including news about research achievements, upcoming events, and opportunities for collaboration.
- **UNIFI** actively used their social media platforms to share and promote content and results from AI4Media.
- **AUTH** Professors and researchers from the university gave numerous interviews on various media platforms to discuss the AI4Media project. Notable interviews include:
 - Katerina Drakou on Sky Radio.
 - N. Lygeros and Maria Sfyroera on the show "Ti mas ksimeroni" on First Program Radio ERT.
 - N. Pitsiakidis on ET3 TV.
 - Maria Tsakiri on 102 FM/ET3.
 - Vaso Lykourinou on TV100.
 - Androniki Tsatsaroni on ATTICA TV.
 - Eva Karkiti on Sky Radio and 9:58 ET3.
 - Sotiris Beskos on Alpha Radio.
 - Panos Kavvadas and Marg. Mytilineos on Athens 9.84 Municipal Radio.
 - Lina Kapetaniou on "Epilogos" ERTNEWS, ERT

A. Lakasas published an article titled "Higher Education Institutes Seek Defenses against the Onslaught of ChatGPT" in Kathimerini.

I. Pitas authored several innovation articles discussing the "Political Barometer", an AI-based political forecasting system developed by AUTH. These articles were published in various national news outlets, including:

- Kathimerini
- Ethnos
- Vima
- Nea
- Makthes
- ictplus.gr
- Zougla.gr
- Thepresident.gr

AUTH issued multiple press releases and opinion articles to promote their AI4Media innovations. Examples include:

- "Artificial intelligence is not the new Tower of Babel. We must beware of technophobia instead," by I. Pitas in Euronews and Yahoo! News.
- "Beyond AI Technophobia: Formation of Citizens and Global Education Uplifting" disseminated by LOBA.

AUTH maintained an active presence on social media platforms such as X, Facebook, and LinkedIn, where they regularly posted updates about AI4Media events, research outcomes, and media appearances.

- **QMUL** promoted AI4Media through their social media platforms, including X, Facebook, and YouTube. They shared updates about their research findings, event participations, and significant milestones related to the AI4Media project. This engagement helped to reach a broader audience and keep the community informed about the latest developments.



- **UPB and UNSTPPB** maintained an active online presence, sharing updates about their research findings, participation in AI4Media events, and collaborative projects. UPB used platforms such as their official website and social media channels to keep the academic community and the public informed about their ongoing work and achievements in AI4Media.
- **UvA** maintained an active online presence, sharing updates, publications, and event announcements related to AI4Media through various social media platforms and the university's official website, and several blog post publications in [Medium](#). This helped to engage a broader audience and promote the project's findings and activities effectively. They also actively contributed to the project's newsletters, blog posts on the [AI Alliance](#) platform and numerous short reports, providing insights from workshops and activities.
- **UM** shared updates about AI4Media events and research findings on their official website and social media platforms. These updates helped in keeping the academic community and the public informed about the latest developments and activities related to AI4Media.
- **HES-SO** actively leveraged their extensive network of academic, professional, and industry contacts to distribute information about AI4Media. They used newsletters, direct emails, and professional forums to promote the project's events, research outputs, and findings.
- **CEA** actively promoted AI4Media through their website and social media platforms, sharing updates, research findings, and event announcements. This ensured continuous engagement with their network and the wider public.
- **FHG IDMT's** research on audio manipulation detection, audio provenance analysis, and music analysis technologies was prominently featured in AI4Media's publications. They released several articles about their projects and findings, helping to disseminate their work to a wider audience.
- **FhG IAIS** used its website and social media platforms to share updates about AI4Media, including research findings, event participation, and collaborative efforts. This helped to engage a broader audience and promote their work in AI and Media.
- **UCA** used its official website and dedicated research portals to publish news, research findings, and updates related to AI4Media. UCA actively posted updates on social media platforms such as X, LinkedIn, and Facebook. Regular newsletters and email campaigns were sent out to UCA's network of researchers, students, and industry partners. These communications included updates on AI4Media's progress, recent publications, and announcements of upcoming events and opportunities for collaboration.
- **CNR** used its institutional website to disseminate information about AI4Media. The website featured sections dedicated to the project, showcasing CNR's contributions, publications, and upcoming events. CNR issued press releases to highlight significant achievements and milestones within AI4Media. These press releases were shared on their website and distributed to media outlets to increase visibility and public awareness. Active engagement on platforms like X and LinkedIn allowed CNR to share real-time updates, promote events, and highlight research findings related to AI4Media.



- **BSC** maintained an active presence on social media platforms such as X and LinkedIn, with updates on AI4Media’s progress, shared links to new publications, and promoted participation in relevant events.
- **IDIAP** used social media platforms like LinkedIn to share news, promote events, and highlight research outcomes related to AI4Media. IDIAP distributed information to their network, which included updates on AI4Media’s progress, upcoming events, and opportunities for collaboration.
- **IRCAM** contributed to various AI4Media publications, providing research findings and insights into AI applications in music and sound. Their contributions were highlighted in reports and white papers published by AI4Media, which were distributed through the project’s official channels. IRCAM published articles and updates about their work. These articles covered topics such as the use of AI in music composition and sound analysis, showcasing IRCAM’s advancements and contributions to the project.
- **JR** maintained an active presence on social media platforms like LinkedIn, Facebook, and X. They shared real-time updates, event highlights, and links to publications related to AI4Media.



8 Liaison with other projects, networks and initiatives

During this period, AI4Media has strengthened and expanded its productive collaboration with several AI projects and initiatives, particularly within the ICT-48 community, the extended AI Networks of Excellence, and other prominent AI projects and initiatives. The following subsections provide a brief overview of relevant activities and their outcomes.

8.1 Liaison with ICT-48 projects (and beyond)

AI4Media is part of the ICT-48 community, which includes five foundational projects: the four Networks of AI Excellence—AI4Media, [TAILOR](#), [HumaneAI NET](#), and [ELISE](#)—and the coordination and support action (CSA) [VISION](#). These initiatives collaborate to establish a world-class AI ecosystem and position Europe as a global leader in AI technologies.

In 2022, two projects, [ELSA](#) and [euROBIN](#), joined the EU Robotics Networks of Excellence community. In 2023, the community further expanded by integrating three new projects: [ELIAS](#), [dAIEDGE](#), and [ENFIELD](#). Thus, the expanded community of European AI & Robotics NoEs now includes AI4Media, ELISE, HumaneAI NET, and TAILOR (initiated in 2020); ELSA and euROBIN (joined in 2022); and ELIAS, dAIEDGE, and ENFIELD (joined in 2023).

Funded under Horizon2020 and Horizon Europe, these networks form a crucial part of the European Commission's AI strategy, bringing together top researchers across Europe to tackle challenging AI problems. They provide a robust framework for advancing European AI research and development, ensuring its real-world impact across various domains, and consolidating Europe's leading AI competencies. The ICT-48 projects, together with the newcomers ELSA, euROBIN, ELIAS, dAIEDGE and ENFIELD engage in numerous activities to connect and mobilize the European AI community, further detailed below.

8.1.1 International AI Doctoral Academy (AIDA)

The [International AI Doctoral Academy \(AIDA\)](#) is a pan-European non-profit umbrella organisation specialised in AI PhD education. It unites leading academic institutions across Europe to promote AI excellence and democratise educational materials for PhD students both within its network and beyond. AIDA, an initiative of AI4Media, is founded and supported by the five ICT-48 H2020 projects.

The AIDA program provides access to top-quality academic materials in various formats, including academic courses (tutorials, short courses, semester courses, summer schools), thematically organized educational materials (presentations, videos, review papers), and lectures on current AI topics.

During this period, AIDA has not only maintained a high-quality educational offering but also implemented several actions to enhance clarity, user experience, and sustainability aspects, aiming to become a long-lasting reference point for AI education in Europe.



Currently, AIDA includes [80 members](#) (60 academic institutions and 20 research or industrial organizations) from 27 countries, 158 lecturers, and 239 enrolled students. It has offered 82 educational courses in various formats, attended by over 3.300 students, researchers, and professionals. Additionally, AIDA has delivered 51 lectures as part of its AI [Excellence Lecture series](#).

The AIDA web portal represents a dynamic and continuously evolving digital environment that has matured significantly over the years through dedicated improvements in user interface design, development, and content management. The multidisciplinary team behind AIDA has been proactive in aligning the portal's enhancements with both the evolving needs of its users and the cutting-edge trends in AI education and research.

Since Year 3 of the project, AI4Media, in collaboration with AIDA's Management Board, has been examining sustainability plans for AIDA, with initial ideas presented in D11.4 "Intermediate Exploitation and Sustainability Plan" delivered in M30. Efforts have since intensified to explore different options to ensure AIDA's operational sustainability post-AI4Media and ICT-48 projects. These options and efforts are detailed in D11.6 "Final Exploitation and Sustainability Plan," due in M48.

For more information about AIDA's activities and the collaboration between the ICT-48 projects, please refer to D9.4 "Final Report on AIDA Courses, Academic/Industrial Exchanges, and Synergies".

8.1.2 Theme Development workshops

During this period, AI4Media was actively involved in co-organising the 2nd Cross-cutting Theme Development Workshop (TDW) on "Trusted AI – The Future of Creating Ethical and Responsible AI Systems⁵" held online on 13 September 2023 (Figure 20). The workshop aimed to identify common goals between academia, industry, and other relevant stakeholders, and to define promising approaches for European research and innovation in Artificial Intelligence.

The workshop was co-chaired by the AI4Media project manager from CERTH, showcasing AI4Media's leadership role in steering the discussions and ensuring a focus on trusted and ethical AI. The event featured four keynote presentations from distinguished experts, setting the stage for in-depth discussions on the future of ethical and responsible AI systems. The workshop also included 14 breakout sessions, four of which were proposed and moderated by AI4Media members. These sessions focused on critical aspects of trusted AI, encouraging active participation and collaborative dialogue among attendees.

The breakout sessions moderated by AI4Media were the following:

1. **AI Explainability for Vision Tasks (CERTH):** This session delved into methods and challenges associated with making AI models interpretable and understandable, particularly in vision-related applications.
2. **Ethical Considerations and New Challenges of Generative AI (KUL):** Moderated by representatives from KUL, this session explored the ethical implications and emerging challenges posed by generative AI technologies.

⁵ <https://www.vision4ai.eu/tdw-trusted-ai/>



3. **Rigorous vs Empirical AI Privacy: Where is the Middle Ground for Defining and Evaluating Privacy in Complex Algorithms? (IBM):** This discussion, led by IBM, examined the balance between rigorous and empirical approaches to AI privacy, seeking to establish a middle ground for privacy definitions and evaluations.
4. **AI Ethics: From Principles to Practice. Putting “Ethical” and “Responsible” AI into Action (KUL):** This session focused on translating ethical principles into actionable practices within AI systems, highlighting real-world implementations and challenges.



THEME DEVELOPMENT WORKSHOP

Trusted AI - The Future of Creating Ethical and Responsible AI Systems

13th Sept
2023
9:00 - 17:30
CEST

Organising Committee

VISION AI4media elise
elsa euROBIN
HUMANE AI NET
TAILOR CLAIRE

AI NoE VISION

Figure 20: 2nd cross-cutting TDW Banner

A report summarising the key findings of the workshop is available in the VISION website⁶.

8.1.3 Joint Strategic Research Agenda

In June 2023, the EU’s six AI Networks of Excellence—AI4Media, ELISE, ELSA, euROBIN, Humane-AI-Net, and TAILOR—released a Joint Strategic Research Agenda (SRA) on AI, data, and robotics “made in Europe.” This SRA aims to provide a framework for achieving the European Union’s aspirations for AI, Data, and Robotics (ADR) to significantly advance European AI research and development, pushing the frontiers of AI, data, and robotics research, and translating these advancements into real-world impacts across various domains.

Recognizing the rapid advancements in generative AI and their profound implications for the field, an updated version of the SRA was produced in July 2024. Incorporating these advancements was essential to ensure that the strategic framework remains relevant and continues to drive innovation effectively. Generative AI represents a significant leap in AI capabilities, enabling more sophisticated data generation, creativity, and problem-solving. By

⁶ [https://www.vision4ai.eu/wp-content/uploads/2024/04/Full-Report-on-the-key-findings-from-the-Theme-Development-Workshop-Trusted-AI -The-Future-of-Creating-Ethical-Responsible-AI-Systems - 1.pdf](https://www.vision4ai.eu/wp-content/uploads/2024/04/Full-Report-on-the-key-findings-from-the-Theme-Development-Workshop-Trusted-AI-The-Future-of-Creating-Ethical-Responsible-AI-Systems-1.pdf)



integrating the latest developments in generative AI, the updated SRA aims to better position Europe at the forefront of global AI research and application.

The joint SRA was prepared by a committee led by TAILOR and ELISE, including representatives from all six NoEs, with Dr Filareti Tsalakanidou (CERTH) representing AI4Media. The committee met regularly to discuss progress and next steps. AI4Media provided substantial input and feedback to the main authors throughout this process, conducted thorough revisions of the updated version, and offered their support in producing a professional layout for the final version, which will be ready in August 2024.

The updated version of the joint SRA will be available on the VISION website⁷ in August 2024.

8.1.4 Mapping the European AI landscape

The AI Networks of Excellence, comprising VISION & ICT-48 projects, alongside ELSA, and euROBIN, have extensively collaborated to develop a [European AI Landscape Mapping](#). This initiative aims to provide a comprehensive overview of organisations across Europe—spanning academia, research, and industry—that are actively working on AI.

This mapping highlights each organisation’s areas of AI expertise, such as computer vision, natural language processing (NLP), and reasoning, as well as their relevant application areas like media, environment, and health. The goal is to create a dynamic resource that supports collaboration, knowledge sharing, and the advancement of AI research and development within Europe.

The primary purposes of the European AI Landscape Mapping are to:

- **Identify Key Players:** Highlight organisations with significant expertise in various AI domains.
- **Promote Collaboration:** Facilitate connections between researchers, institutions, and industries working on similar AI challenges.
- **Inform Policy and Strategy:** Provide insights to policymakers and stakeholders to guide the strategic development of AI within Europe.
- **Enhance Accessibility:** Make information about AI expertise readily accessible to a broader audience, including potential collaborators and investors.

Before August 2023, the groundwork for the European AI Landscape Mapping was laid through collaborative efforts involving the ICT-48 projects, euROBIN, and ELSA. A working committee, including representatives from each Network of Excellence (NoE) and input from the European Commission (EC), developed an initial AI taxonomy. This taxonomy categorised high-level AI topics and subtopics, as well as application areas and sub-areas. Following several iterations and refinements, the taxonomy was finalised in August 2023. Subsequently, a [survey](#) was distributed to the consortia members of the six NoEs to collect detailed information on their AI activities and expertise until September 2023. This phase required diligent coordination to ensure high response rates, as the detailed information gathered from these surveys would form the

⁷ <https://www.vision4ai.eu/sra/>



backbone of the mapping effort. Each organisation provided insights into their AI expertise and application areas, contributing to a comprehensive database that would soon be visualised for public access.

After data validation, organisation, and visual representation by VISION, the interactive map was finally launched in November 2023, providing an unprecedented view of AI expertise across Europe, highlighting key players and fostering potential collaborations.

During this phase, the working committee continued to meet regularly. Dr Filareti Tsalakanidou from CERTH, representing AI4Media, participated in discussions on progress, addressing any challenges that arose, and planning next steps. AI4Media played a significant role in ensuring the map's relevance and usability. Their input helped shape the tool to meet the needs of its diverse users, from academic researchers to industry stakeholders.

In addition to launching the interactive map, efforts were made to engage the broader AI community and encourage adoption of the mapping tool. AI4Media and other AI NoEs reached out to organisations beyond their immediate networks, highlighting the benefits of being included in this comprehensive AI landscape. This outreach was essential for expanding the map's coverage and ensuring it became a central resource within the AI4Europe initiative.

The AI landscape was showcased during the 4th AI Community Workshop, organised in Thessaloniki in June 2024 and hosted by AI4Media. During this event, the long-term sustainability of the mapping tool was discussed, including integrating the map into the AIoD platform. The aim is to create a living document that will continue to evolve and grow, reflecting the dynamic nature of AI research and development in Europe.

The European AI Landscape Mapping interactive tool can be accessed [HERE](#).

8.1.5 ICT-48 Community Workshops

During M37-M48, the European Networks of Excellence in AI and Robotics (AI NoEs) organised their [4th and last AI Community Workshop](#) on June 26, 2024, followed by the AIDA Symposium on AI Education beyond Borders on June 27, 2024. Both events were held in Thessaloniki, Greece, hosted by the Centre for Research and Technology Hellas (CERTH), the coordinator of AI4Media.

This two-day gathering enhanced collaboration among the AI NoEs community members and other stakeholders, offering an excellent platform to discuss current AI trends, tackle challenges, and share innovative ideas. The event brought together 110 onsite participants from a total of 355, including online participants via WebEx and Livestreaming (Figure 21).



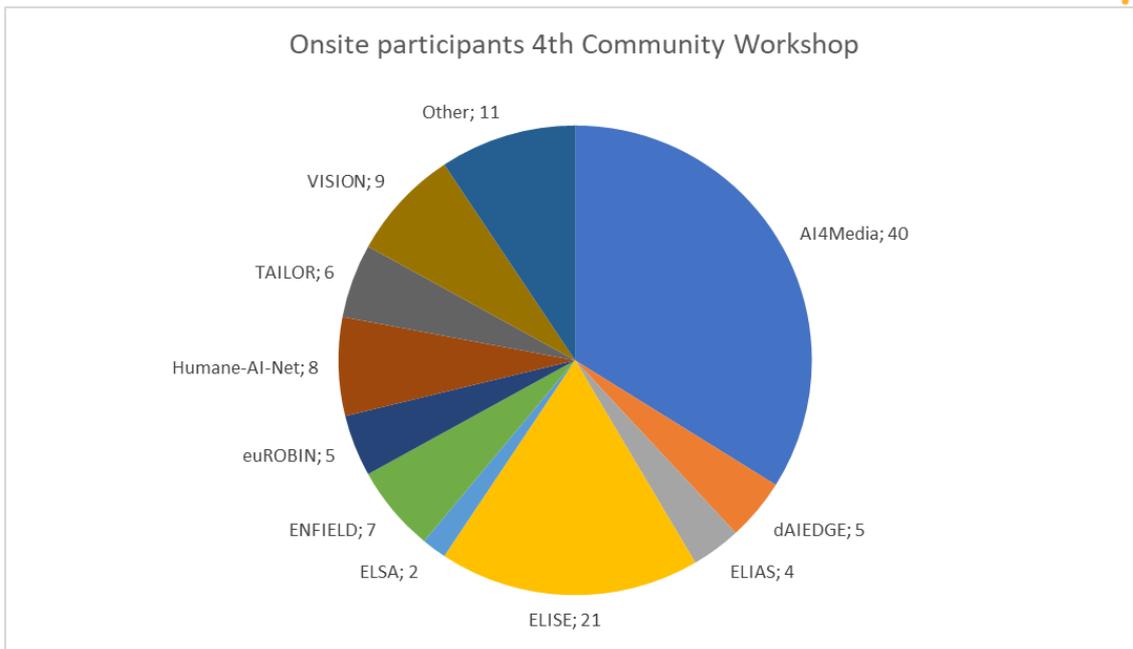


Figure 21: Onsite participants at the 4th AI Community Workshop

AI4Media played a central role as the main co-organiser of these events. The coordination and logistics were managed by AI4Media’s coordinator CERTH, ensuring a seamless experience for all attendees. The organising committee included AI4Media partners CERTH, AUTH, and LOBA, who were instrumental in event planning and execution.

In collaboration with VISION, AI4Media was particularly engaged in the following efforts:

- **Defining the Agenda:** AI4Media partners played a significant role in shaping the agenda for both days. They collaborated closely with other NoEs to ensure that the workshops and sessions addressed the most pressing topics and trends in AI. Their efforts ensured a balanced and engaging program, featuring a mix of keynote speeches, panel discussions, and interactive sessions.
- **Workshop and Session Delivery:** AI4Media partners were actively involved in suggesting and delivering workshops and sessions. They brought in experts to lead discussions on various aspects of AI, ensuring high-quality content and meaningful interactions among participants. AI4Media was involved in the following sessions:
 - AI4Media presented the project highlights in the session: “Highlights of the NoEs and introduction of the new NoEs”.
 - AI4Media organised the Parallel Workshop 2: Navigating Interdisciplinarity. This was co-organised by NISV, UvA and KUL.
 - AI4Media organised in collaboration with ELIAS the Parallel Workshop 5: Assessing and Enhancing Fairness in AI Systems.
- **Onsite Materials Design:** AI4Media was responsible for designing all the onsite materials, including badges, posters, signs, banners, and tear flags. Their meticulous attention to detail helped create a professional and cohesive visual identity for the event.





- Logistical organisation & Live Streaming management:** AI4Media efficiently managed the logistical aspects of the event. This included arranging catering, ensuring room requirements and setups were met, and handling communication with participants to provide necessary information and updates. Additionally, AI4Media managed the live streaming of the event, ensuring that sessions were accessible to a broader audience online. This effort was crucial in extending the reach of the event, allowing remote participants to engage with the content and discussions in real-time.

AI4Media's comprehensive involvement and meticulous planning were pivotal in the success of the 4th Community Workshop and AIDA Symposium. Their efforts ensured that the events not only ran smoothly but also provided valuable insights and fostered meaningful collaborations within the AI community. Some photos from the event can be seen in Figure 22.



Figure 22: Photos from the 4th AI Community Workshop and AIDA symposium.

All the recorded sessions are available on AI4Media's YouTube channel⁸ and the VISION website⁹. During the event, interviews were conducted with representatives from the AI NoEs, including an interview with AI4Media coordinator Dr Yiannis Kompatsiaris (Figure 23). These interviews, along with others, are also available on the VISION website and on the AI4Media YouTube channel¹⁰.

⁸ https://www.youtube.com/playlist?list=PLikfCu2ZikfK_Gi2MMN_Z8k2mEGRQvmsu

⁹ <https://www.vision4ai.eu/community-workshop-2024/>

¹⁰ <https://www.youtube.com/playlist?list=PLikfCu2ZikfLfx2gVWBHihyUY2MIGKL2>





Figure 23: Takeaways from the 4th AI Community Workshop & AIDA Symposium

8.1.6 All Questions Answered (AQuA) sessions

CLAIRE and VISION regularly organise All Questions Answered (AQuA) sessions, which are relaxed 1-hour online events that bring together a small group of panellists to discuss current hot topics in AI and answer questions from the community.

On 6 March 2024, an AQuA session on “Women in AI” was held, commemorating the “International Day of Women.” With women accounting for less than 25% of AI specialists, this session aimed to spotlight some of the outstanding female researchers in the AI field, celebrating their successes and addressing the obstacles they face in this male-dominated industry.

The session delved into pivotal stages and decision points in the careers of women in AI, featuring both early-stage female researchers and established female leaders in the field. The panellists were ready to answer all questions from the community, sharing their experiences and insights. AI4Media was represented in the panel by Dr Lucia Vadicamo, a researcher at ISTI-CNR (Figure 24).

The recording of the session is available on CLAIRE’s YouTube channel.¹¹

¹¹ <https://youtu.be/hskSmNDvcwk>





Figure 24: AQuA Session “Women on AI” Banners – 6 March 2024

On 28 August 2024, an AQuA session on “AI for Citizens”¹² was organised focused on exploring concrete examples of applications and actions developed by the European NoEs over the past four years, with a special emphasis on the benefits brought to citizens and the general public (Figure 25). The discussion centred around the aspects and challenges researchers faced while ensuring their work adhered to the general principles of trustworthy AI.

Panellists from AI4Media included (Figure 26):

- Ms Danae Tsabouraki from ATC who discussed “AI tools for disinformation detection.” In the scope of AI4Media’s Use Case 1. ATC, in collaboration with DW, worked on leveraging AI technologies to enhance support tools used by journalists and fact-checking experts for digital content verification and disinformation detection.
- Dr Adrian Popescu from CEA who showcased the YDSYO app¹³, which assesses the real-life effects of private content sharing on social media.

¹² <https://www.vision4ai.eu/claire-x-noes-aqua-ai-for-citizens/>

¹³ <https://ydsyo.app/>



These presentations highlighted the innovative efforts of AI4Media and demonstrated the tangible impact of AI technologies on improving tools and applications for citizens and the general public. The recording of the panel is available on CLAIRE’s YouTube channel.¹⁴



Figure 25: All Questions Answered (AQuA) banner on “AI for Citizens”, 28 August 2024.

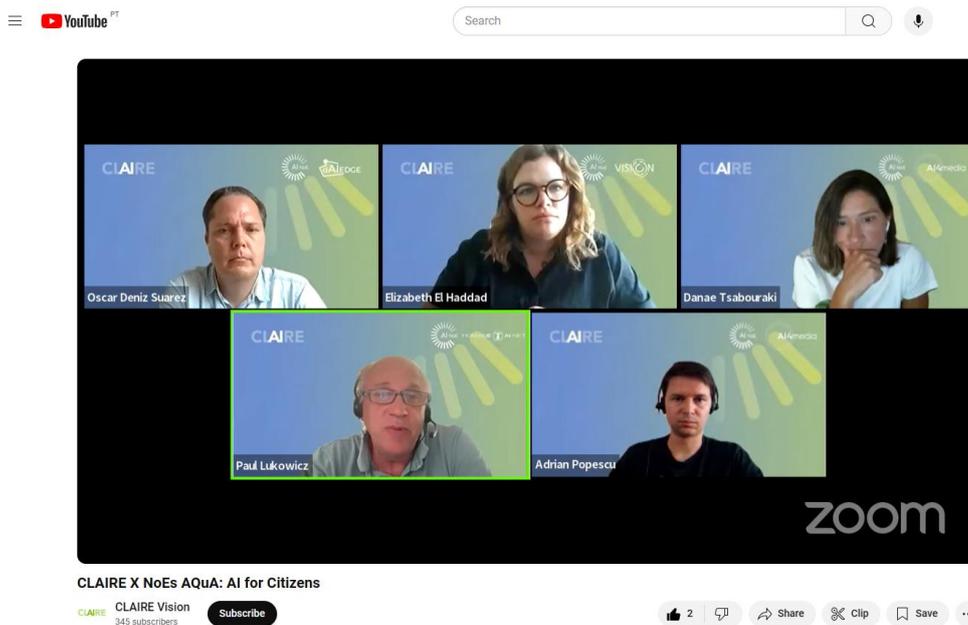


Figure 26: Screenshot during the AQuA session on AI for Citizens, 28 August 2024

8.1.7 Monthly calls for coordinating activities

The ICT-48 community (AI4Media, ELISE, HumaneAI NET, and TAILOR) and the five new NoEs (ELSA, euROBIN, ELIAS, dAIEDGE, and ENFIELD) held monthly calls to coordinate joint activities and exchange experiences and best practices. Collaboration takes place on three levels:

¹⁴ https://www.youtube.com/watch?v=QA4Tm4HAAm4&list=PLOpCnfHlK7-Ot_dTXNHjpxBes3JFoMJg&ab_channel=CLAIREVision



- The *projects managers* of VISION and the nine NoEs have monthly calls to discuss progress on joint activities and decide on next steps. The project managers also discuss 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. Dr Filareti Tsalakanidou (CERTH), the AI4Media project manager, represents the project in these calls.
- The *dissemination managers* of VISION and the nine NoEs are brought together in the so-called Communication Club, which 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 Candela Bravo (LOBA), the AI4Media dissemination manager, represents the project in the Communication Club.
- The *coordinators and project managers* of VISION and the nine NoEs organise regular calls with the Head of Unit and the Project Officers to discuss progress on joint activities like the joint SRA and the ecosystem mapping. Dr Yiannis Kompatsiaris (CERTH) and Dr Filareti Tsalakanidou (CERTH) represent the project in these calls.

8.1.8 Contribution to the AI NoEs Promotional video managed by VISION

AI4Media actively contributed to the creation of the AI NoEs promotional video, the production of which was managed by VISION. The video was publicly launched in August 2024 and is available on AI4Media's YouTube channel¹⁵ (Figure 27).

AI4Media contributed substantially to the development of the video by providing comprehensive content that highlighted the project's key achievements and research highlights. The AI4Media team reviewed and revised the script to ensure accuracy, coherence, and alignment with their objectives and messaging. Their input was crucial in crafting a narrative that effectively communicates the impact and importance of the AI Networks of Excellence.

The video features brief testimonials from notable AI4Media representatives: Dr. Yiannis Kompatsiaris, AI4Media coordinator from CERTH, shared key insights into the network's vision, achievements, and contributions to the AI community. Ms Danae Tsabouraki, WP8 leader from ATC, highlighted the importance of collaboration between researchers and industry, drawing from experiences from the AI4Media use cases.

In addition to this video, which includes testimonials from all NoEs, VISION with the help of the AI4Media dissemination manager also produced a video dedicated to AI4Media, which features longer versions of the aforementioned testimonials by Yiannis Kompatsiaris and Danae Tsabouraki.

¹⁵ <https://www.youtube.com/@ai4mediaproject>





Figure 27: Snapshot from the AI NoEs Promotional video

8.1.9 Contributions to VISION deliverables

AI4Media partners have also contributed to several VISION deliverables that summarised the outcomes of ICT-48 activities and provided insights on common experiences and lessons learnt.

More specifically, AI4Media provided contributions for the following VISION deliverables and reports. These contributions were in the form of short descriptions/summaries, filling in surveys/questionnaires, or participating in interview-like discussions.

- D2.2 - Minutes from annual meetings with coordinators and steering bodies of NoEs
- D2.5 - Report on sustainability and strategic directions of the NoEs and VISION activities
- D3.2 - Lesson learned FSTP
- D4.4 - European AI Trend Radar
- D6.6 - Updated International Outreach Report
- Technical report: Academic-Industry Collaboration Best Practices.

8.1.10 Joint dissemination activities

AI4Media has been actively collaborating with VISION the AI Networks of Excellence to enhance joint dissemination activities. This partnership has led to several key initiatives:

- **Joint Slide Deck featuring AI NoEs highlights:** AI4Media has contributed to a comprehensive slide deck showcasing the achievements and highlights of the Networks of Excellence (NoE). This deck includes success stories with significant impact on citizens and society, as well as individual and joint accomplishments.
- **Success Stories Compilation:** A compilation of success stories and notable achievements was curated between June and July 2024. This compilation highlighted success stories on the transformative effects of our projects on society, summarised summer schools to be held in 2024, and showcased both individual and joint achievements. This content



has been shared with the European Commission for further dissemination through their channels.

- **VISION Newsletter:** AI4Media regularly contributes to the VISION Newsletter, which is distributed to more than 900 recipients. This ensures widespread dissemination of our progress, events and insights.
- **Promotion in social media:** There is an active promotion of each other's events and outcomes through social media channels. This mutual support amplifies the reach and impact of our activities.

Through these joint dissemination efforts, AI4Media and VISION, along with the AI Networks of Excellence, are successfully engaging stakeholders and promoting the value and impact of our collective work.

8.2 Liaison with AI4Europe/AI-on-Demand platform

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

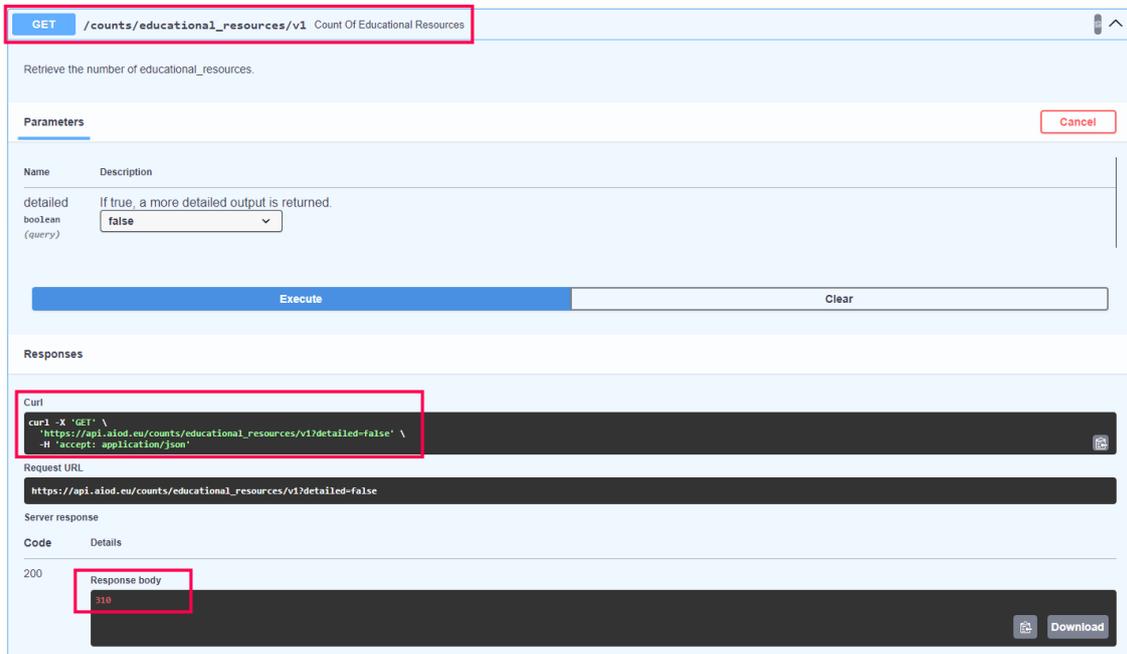
- By publishing *AI4Media resources/assets in the AI-on-Demand platform*. This has been managed under WP7 by FhG-IAIS. At the time of writing of this deliverable, there are 174 AI assets published in the [AI Assets Catalog](#) which are linked to AI4Media. In relation to the total number of 595 published entries, it can be seen that AI4Media has contributed a significant share (i.e. 29%) to the Asset Catalog offering¹⁶.
- By publishing AI4Media events, AI-café, launches and announcements 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 AI-Builder Marketplace (formally known as AI4EU Experiments Marketplace)*. This has been managed under WP7 by FhG-IAIS. The AI-Builder Marketplace 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, 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. Since 2023, there has been significant growth in the marketplace, in particular by the results of the ICT-49 projects. AI4Media contributed a total of 51 models (35 single models, 16 composite solutions). At the time of preparation of this deliverable the marketplace included a total of 398 models, 70 of which were composite solutions.
- By collaborating to automatically upload and synchronise the *AIDA educational resources on the AI-on-Demand platform*. LOBA and the University of Zaragoza have successfully implemented the technical steps necessary to achieve seamless integration between the AI Doctoral Academy (AIDA) web portal and the AI-on-Demand (AloD) platform. By creating connectors to the API metadata of the AloD (see Figure 28), this integration allows for the synchronised visualisation of over 400 educational resources from AIDA directly through the AloD library (see Figure 29). This synchronisation ensures

¹⁶ Numbers as of 18/08/2023.



that users of the AIoD platform can access a comprehensive and up-to-date collection of AIDA’s educational resources in real-time, enhancing the accessibility and reach of these valuable materials across the AI community.

- By collaborating with University College Cork (AI4Europe Coordinator) in the definition of a European AI Educational Taxonomy¹⁷ and the AI PhD Curriculum¹⁸.



GET /counts/educational_resources/v1 Count Of Educational Resources

Retrieve the number of educational_resources.

Parameters

Name	Description
detailed boolean (query)	If true, a more detailed output is returned. false

Execute **Clear**

Responses

Curl

```
curl -X 'GET' \
  'https://api.aiod.eu/counts/educational_resources/v1?detailed=false' \
  -H 'accept: application/json'
```

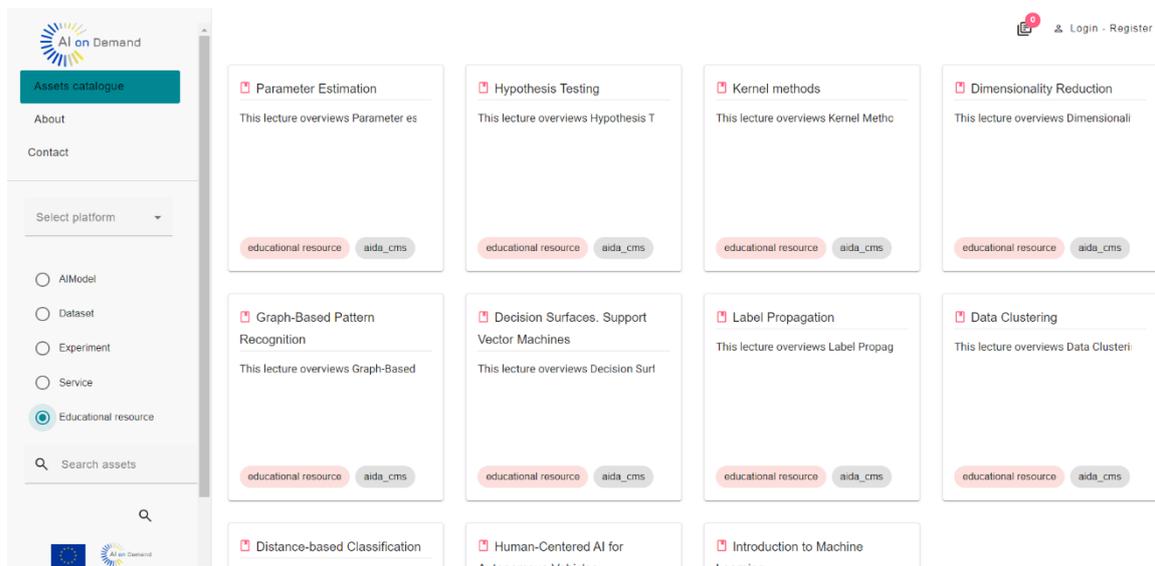
Request URL

```
https://api.aiod.eu/counts/educational_resources/v1?detailed=false
```

Server response

Code	Details
200	Response body 310

Figure 28: AI-on-Demand API Metadata



AI on Demand

Assets catalogue

About

Contact

Select platform

AIModel
 Dataset
 Experiment
 Service
 Educational resource

Search assets

Parameter Estimation
 This lecture overviews Parameter es
 educational resource aida_cms

Hypothesis Testing
 This lecture overviews Hypothesis T
 educational resource aida_cms

Kernel methods
 This lecture overviews Kernel Methc
 educational resource aida_cms

Dimensionality Reduction
 This lecture overviews Dimensionali
 educational resource aida_cms

Graph-Based Pattern Recognition
 This lecture overviews Graph-Based
 educational resource aida_cms

Decision Surfaces. Support Vector Machines
 This lecture overviews Decision Surf
 educational resource aida_cms

Label Propagation
 This lecture overviews Label Propag
 educational resource aida_cms

Data Clustering
 This lecture overviews Data Clusteri
 educational resource aida_cms

Distance-based Classification
 educational resource aida_cms

Human-Centered AI for Autonomous Vehicles
 educational resource aida_cms

Introduction to Machine Learning
 educational resource aida_cms

Figure 29: AI-on-Demand library interface

¹⁷ <https://www.i-aida.org/aida-taxonomy/>

¹⁸ <https://www.i-aida.org/phd-curriculum/>

More information about the collaboration with / support to the AI4Europe project and the AIoD platform can be found in D7.4 “Final version of the integration result with the AI-on-Demand Platform”.

8.3 Liaison with ELLIS and AIDA

AI4Media collaborated with ELLIS and AIDA to organise two events.

8.3.1 1st ELLIS, AI4Media, and AIDA Symposium on Large Language and Foundation Models

AI4Media, in collaboration with ELLIS and AIDA, co-organised the first ‘ELLIS, AI4Media, and AIDA Symposium on Large Language and Foundation Models’¹⁹ on 17 and 18 October 2023 in Amsterdam, the Netherlands (Figure 30). This symposium marked a significant milestone in the AI research community, bringing together renowned researchers from various AI subdisciplines across Europe.

The past year has been pivotal with the introduction of ChatGPT and GPT-4, heralding a new era of AI research focused on foundation models. These models have demonstrated that scale has an unexpectedly profound impact on generalization and highlighted the critical importance of multimodality.

The symposium featured keynote speeches, panel discussions, and interactive sessions, all designed to delve deep into the transformative potential of large-scale AI models. The discussions underscored how these models are reshaping our understanding of AI and opening new avenues for research and application.



Figure 30: 1st ELLIS, AI4Media, and AIDA Symposium on Large Language and Foundation Models in Amsterdam

8.3.2 AIDA Symposium 2024

AI4Media, together with VISION and the other AI NoEs, collaborated with AIDA to organise the AIDA Symposium 2024²⁰, which was co-located with the 4th AI Community Workshop held in Thessaloniki in June 2024 (see section 8.1.5). This joint effort highlighted the collective strengths and synergies of these leading AI initiatives, fostering a rich environment for knowledge exchange and collaboration.

¹⁹ <https://sites.google.com/view/ellisfms2023/home>

²⁰ <https://www.vision4ai.eu/community-workshop-2024/>



The AIDA Symposium 2024, themed “AI Education beyond Borders,” focused on advancing AI education across Europe and beyond. The event featured a series of engaging keynotes and panel discussions on various aspects of AI education, including training AI expertise for Europe, integrating AI tools in education, and exploring innovative educational methodologies.

AI4Media played a pivotal role in shaping the agenda, ensuring that the sessions addressed key topics and emerging trends in AI education. The collaboration also extended to logistical aspects, with AI4Media contributing to the design of event materials and the management of live streaming, enhancing the accessibility and impact of the symposium.

All the recorded sessions are available on AI4Media’s YouTube channel²¹. Some photos from the event can be seen in Figure 31 below.



Figure 31: Photos from the AIDA symposium 2024 in Thessaloniki

8.4 Liaison with EU projects on AI and disinformation

In addition to collaborating with the ICT-48 community and other AI NoEs, AI4Media has strengthened its partnerships with other EU projects focusing on topics relevant to AI4Media’s objectives, such as AI and disinformation. These projects include [vera.ai](#), [AI4Trust](#), [TITAN](#), [AI4Debunk](#), and [AI-CODE](#).

During this period, AI4Media has engaged in the following activities and events with these projects.

8.4.1 White Paper on “Generative AI and Disinformation: Recent Advances, Challenges, and Opportunities”

Researchers from AI4Media, vera.ai, AI4Trust, and TITAN, in collaboration with the European Digital Media Observatory (EDMO) have published a new white paper titled "Generative AI and Disinformation: Recent Advances, Challenges, and Opportunities" in February 2024. The paper aims to deepen the understanding of the disinformation-generation capabilities of state-of-the-art AI, as well as the use of AI in developing new disinformation detection technologies, along with the associated ethical and legal challenges.

The authors explore the multifaceted role of generative AI in the context of disinformation, examining both its potential to produce and spread false information and its capacity to detect and debunk it. They provide a thorough analysis of the current state of generative AI

²¹ https://www.youtube.com/playlist?list=PLikfCu2ZIkfK_Gi2MMN_Z8k2mEGRQvmsu



technologies, highlighting recent advancements and identifying significant challenges that researchers and practitioners face.

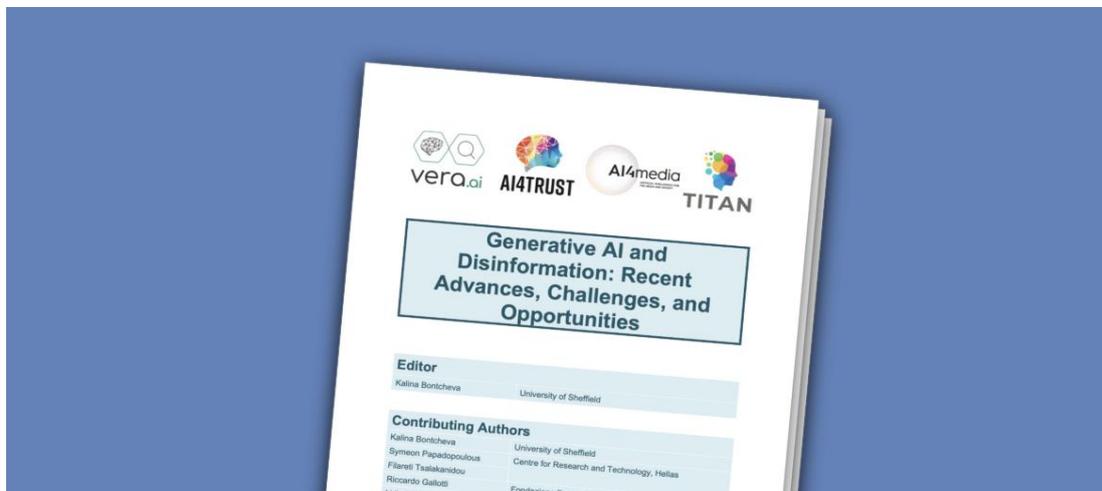


Figure 32: White paper on Generative AI and Disinformation

The white paper is available at the EDMO website²² (Figure 32).

8.4.2 3rd ACM Int. Workshop on Multimedia AI against Disinformation (MAD'24) Workshop

On 10 June 2024, the EU projects AI4Media, vera.ai, and AI4Debunk co-organised the third edition of the joint workshop on Multimedia AI against Disinformation (MAD'24). The event took place in Phuket, Thailand.

Dr Luca Cuccovillo, who is part of both the AI4Media and the vera.ai teams, and Prof. Duc Tien Dang Nguyen kicked off the workshop with a keynote talk titled "Multimedia AI vs Information Disorder: A Journey of Discovery."

The sessions covered a range of pertinent topics:

- "Synthetic Audio Generation and Detection": Presentations were given by experts from Fraunhofer SIT, ATHENE, and Fraunhofer IDMT, who discussed interventions in synthetic audio technologies.
- "Evaluation of AI Models": CERTH-ITI and TU-Berlin provided insights into the methodologies and challenges of evaluating AI models.
- Young Scholar Presentation: Matyas Bohacek, a young scholar, presented an extensive report on his efforts to create a photorealistic deepfake of a real news anchor using only open-source tools, limited data from the internet, and a consumer laptop.
- "AI for Video and Image Analysis": Insights were shared by representatives from CERTH-ITI and UPB on advanced AI techniques for video and image analysis.
- "AI for Automated Fact-Checking": This session included the presentation of the CREDULE dataset and the EVVER-Net architecture for early misinformation detection by

²² <https://edmo.eu/2024/02/13/new-white-paper-on-generative-ai-and-disinformation-recent-advances-challenges-and-opportunities/>



CERTH-ITI. It also featured a description of the NewsPolyML multilingual dataset for fake news assessment curated by TU-Berlin.

The workshop concluded with an in-depth evaluation of explainable AI features tailored for claim detection, conducted by DFKI. This included an extensive crowdsourcing experiment to assess the efficacy of these features.

MAD'24 provided a valuable platform for researchers and practitioners to share insights and advancements in the use of multimedia AI to combat disinformation.

Event summary and conclusions are available in the vera-ai website²³.

8.4.3 Meet the Future of AI – Generative AI and Democracy Workshop

On 19 June 2024, AI4Media and five European-funded projects focused on AI and disinformation (TITAN, vera.ai, AI4Trust, AI4Debunk, and AI-CODE), in collaboration with the European Commission, hosted the event "Meet the Future of AI - Generative AI and Democracy" in Brussels. The gathering brought together approximately 60 participants to explore the critical interplay between AI and democratic processes, presenting innovative AI-powered solutions to counter disinformation and fostering insightful discussions. This was the second workshop in the series of 'Meet the Future of AI' workshops – the first one, titled "Meet the Future of AI: Countering Sophisticated & Advanced Disinformation", was co-organised by AI4Media, TITAN, vera.ai, and AI4Trust in Brussels, in June 2023²⁴.

The event featured distinguished speakers and knowledgeable panellists (Figure 33). Krisztina Stump, Head of the Unit in charge of combating online disinformation at the European Commission, delivered the opening speech. Topics addressed by the experts included the threats and opportunities of generative AI for mis- and disinformation, as well as public expectations and the role of AI in news and politics. The conference concluded with remarks from Peter Friess of the European Commission's DG CONNECT, who highlighted the importance of bridging knowledge and competencies among stakeholders, both large and small.

Event summary and conclusions available in the vera-ai website²⁵.

²³ <https://www.veraai.eu/posts/mad24-workshop-in-phuket-summary>

²⁴ <https://www.veraai.eu/posts/meet-the-future-of-ai-report>

²⁵ <https://www.veraai.eu/posts/meet-the-future-of-ai-2024-event-summary>





Figure 33: Speakers' Event banners for the Meet the Future of AI – Generative AI and Democracy Workshop



Figure 34: Participants during the Meet the Future of AI 2024 event (photos from vera.ai)

8.5 Liaison with ADRA and ADRA-e

AI4Media has established a robust collaboration with the AI, Data, and Robotics Association (ADRA) and ADRA-e, engaging in several key activities to advance the fields of AI, data, and robotics in Europe.

AI4Media participated in the #ADRF23 – European AI, Data, and Robotics Forum Workshop,²⁶ held in Versailles on 8-9 November 2023 (Figure 35). This significant event gathered leading experts, researchers, and industry stakeholders to discuss the latest advancements and trends in AI, data, and robotics. AI4Media supported the design of the event booth, ensuring it prominently featured the identity of the AI Networks of Excellence (NoEs). Dr Adrian Popescu from CEA represented AI4Media in the stand of AI NoEs.

²⁶ <https://2023.adrforum.eu/>





Figure 35: AI NoE stand during #ADRF23, Versailles – 8-9 November 2023

AI4Media also made substantial contributions to ADRA's Strategic Research, Innovation, and Deployment Agenda on AI, Data, and Robotics²⁷, which was published in November 2023, providing valuable insights and expertise. The agenda outlines the future direction for research, innovation, and deployment in AI, data, and robotics, with a strong emphasis on ethical and responsible AI practices. AI4Media's input was crucial in addressing the key challenges and opportunities in the field, helping to create a comprehensive roadmap for future developments.

8.6 Liaison with the European AI Alliance

AI4Media has established a collaboration with the [European AI Alliance](#), publishing blogposts on the Alliance's blog on a regular basis (Figure 36). The project published the following blog posts and events:

- AI4Media Use Cases demo-video on AI application in Media now live! (uploaded on September 4, 2024 - awaiting publication by the AI Alliance editorial board)
- New Release! Booklets for AI4Media Technological and Research Highlights (uploaded on 29 August 2024 - awaiting publication by the AI Alliance editorial board)
- The updated AI4Media Strategic Research Agenda on AI for the Media Industry – New section about Generative AI!²⁸ (published on August 2024)
- From speculations to future applications: AI4Media publishes scenarios envisioning the future horizons for AI in media²⁹ (published on May 2024)
- Launch of the AI Media Observatory by the AI4Media project³⁰ (published on November 2023)

²⁷ <https://www.adr-association.eu/topic-groups/strategic-research-innovation-and-deployment-agenda-srida>

²⁸ <https://futurium.ec.europa.eu/en/european-ai-alliance/blog/updated-ai4media-strategic-research-agenda-ai-media-industry-new-section-about-generative-ai>

²⁹ <https://futurium.ec.europa.eu/en/european-ai-alliance/blog/speculations-future-applications-ai4media-publishes-scenarios-envisioning-future-horizons-ai-media>

³⁰ <https://futurium.ec.europa.eu/en/european-ai-alliance/blog/launch-ai-media-observatory-ai4media-project>



- AI technologies applied in the media industry: Insights and challenges³¹ (published on September 2023)
- Join AIDA: A European initiative to make AI education and research accessible at global level³² (published on July 2023)
- The AI4Media Strategic Research Agenda on AI for the Media Industry³³ (published on July 2023)
- AI4Media: A European Excellence Centre for Media, Society and Democracy³⁴ (published on June 2023)
- AI Café: EvaLMM -- Evaluating LMMs on common sense and factuality & LLMAKER - An LLM-powered Design Assistant for Video Games³⁵
- AI Café: "Pressure, hype, and research ethics: exploring the potential of generative AI in academic research across social sciences and humanities"³⁶
- AI Café: "Generative AI in Media: societal, ethical, and legal perspectives"³⁷
- AI Café: "Image Generation using Midjourney, Dalle-3, and Adobe Firefly"³⁸
- 2nd Junior Fellow Day 2023 – Online³⁹
- AI Café: "AI in vision: high quality video production and content automation"⁴⁰
- AI Café: Learning Between the Lines: Transfer Learning Approach for Timeseries Data⁴¹
- AI-Cafe: The effect of No-Code/Low-Code AutoML solution on the AI Computer Vision Industry⁴²

³¹ <https://futurium.ec.europa.eu/en/european-ai-alliance/blog/ai-technologies-applied-media-industry-insights-and-challenges>

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

³³ <https://futurium.ec.europa.eu/en/european-ai-alliance/blog/ai4media-strategic-research-agenda-ai-media-industry>

³⁴ <https://futurium.ec.europa.eu/en/european-ai-alliance/blog/ai4media-european-excellence-centre-media-society-and-democracy>

³⁵ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/ai-cafe-evalmm-evaluating-lmms-common-sense-and-factuality-llmaker-llm-powered-design-assistant>

³⁶ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/ai-cafe-pressure-hype-and-research-ethics-exploring-potential-generative-ai-academic-research-across>

³⁷ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/ai-cafe-generative-ai-media-societal-ethical-and-legal-perspectives>

³⁸ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/ai-cafe-image-generation-using-midjourney-dalle-3-and-adobe-firefly>

³⁹ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/2nd-junior-fellow-day-2023-online>

⁴⁰ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/ai-cafe-ai-vision-high-quality-video-production-and-content-automation>

⁴¹ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/ai-cafe-learning-between-lines-transfer-learning-approach-timeseries-data>

⁴² <https://futurium.ec.europa.eu/en/european-ai-alliance/events/ai-cafe-effect-no-codelow-code-automl-solution-ai-computer-vision-industry>

- 1st AI symposium on LLM/Foundation Models focusing on cross-discipline interaction⁴³
- AI Café: AI, Data Spaces and Digital Product Passports, the new technological challenges for Circular Manufacturing⁴⁴
- AI4Media workshop “Artificial Intelligence Fit for the Media Sector: A Practitioners Perspective”⁴⁵



Figure 36: AI4Media blogpost on the European AI Alliance blog

8.7 Liaison with the Better Images of AI initiative & AIXDESIGN

During the course of AI4Media, communication about AI has become mainstream. While this has increased societal awareness of the topic, it has also produced some misconceptions, misrepresentations and unjustified fears. Visual narratives play an important role in this - stock imagery that portrays futuristic environments where AI has unlimited power is far removed from the reality of AI research. The commonly used visuals of shiny humanoid robots, glowing blue brains or menacing figures like the Terminator limit the public's understanding of the current use and workings of AI systems, and completely ignore aspects related to ethics, labour and power dynamics that are key in understanding the current AI landscape.

Responding to this, AI4Media decided to partner with [Better Images of AI](#) and [AIXDESIGN](#) to challenge and transform the stereotypical and often misleading imagery commonly associated with AI. The inspiration and foundation for this partnership was the ongoing activities of the

⁴³ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/1st-ai-symposium-llm-foundation-models-focusing-cross-discipline-interaction>

⁴⁴ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/ai-cafe-ai-data-spaces-and-digital-product-passports-new-technological-challenges-circular>

⁴⁵ <https://futurium.ec.europa.eu/en/european-ai-alliance/events/ai4media-workshop-artificial-intelligence-fit-media-sector-practitioners-perspective>

Better Images of AI initiative dedicated to creating and promoting more accurate, diverse and representative visuals of artificial intelligence. Specifically, it has produced a catalogue of alternative AI stock imagery and a guide for image creators and communicators. AlxDESIGN joined the partnership as a design lab conducting critical AI research with an active global community of designers and artists interested in AI. From the AI4Media side, this collaboration was led by the Netherlands Institute of Sound and Vision (NISV).

The partnership resulted in a series of artist commissions aimed at reimagining a better visual language for AI. To define the scope of the call, NISV conducted an informal survey within the consortium to identify the most urgent needs for new imagery. The results of this indicated a clear lack of visuals that portray the intangible, abstract or neglected aspects of AI development - such as the hidden human labour costs, ethical dilemmas and power imbalances. Based on these results, an open call for artists was launched⁴⁶ in August 2023 to create a set of imagery that avoids perpetuating unhelpful myths about AI. The call, invited artists from different backgrounds to develop better images that responded to at least one of the following topics:

- **Explainable AI:** the gap between the language and logic of AI models and human interpretability;
- **Machine in the loop:** highlighting the central role that humans play in the decision-making process when designing AI;
- **AI governance:** visualising questions that related to accountability, policy and regulations governing AI development.

In total, 30 applications were received in response to the call. The evaluation committee, composed of representatives from NISV, Better Images of AI and AlxDESIGN teams assessed the applications based on the following criteria:

- The artist's familiarity with AI and ability to critically engage with AI discourse;
- Creativity and alignment of their proposed artists concept with (at least) one of the three topics in the open call;
- Interest in creating stock images that could be used for communication purposes.

At the end of the evaluation process, three artists were selected:

- **Clarote:** a designer and illustrator. She was drawn to explore machine-in-the-loop as the topic that is intertwined with more abstract matters of accountability, responsibility and bias in AI models, but also brings the materiality/physicality of the human and their surroundings to the discussion around AI;
- **Anne Fehres & Luke Conroy:** an artist duo specialising in multidisciplinary visual art projects. They also focused on the machine-in-the-loop topics as way to disrupt

⁴⁶ a) <https://blog.betterimagesofai.org/open-call-for-artists-apply-by-25th-september/>;

b) <https://nadiapiet.notion.site/CLOSED-Better-Images-of-Responsible-AI-with-AlxDESIGN-d8775657ed37440c9ec695d85002b31c>

conventional, superficial depictions of AI by representing the intricate dance between humans and machines, underscoring the centrality of human agency and ethics;

- **Jazmin Morris:** a creative computing artist and educator who was inspired by explainable AI topic as a challenge to communicate complex systems - such as neural networks or generative AI - in accessible ways to the public.

Each artist received a €1,500 stipend to provide at least three images for the Better Images of AI library. After an initial briefing, each artist worked independently to create images, meeting two times with the project team to present concepts, ask questions and receive feedback. At the end of the process, the artists produced a total of 11 images published under creative commons licence in the Better Images of AI library⁴⁷. Each image is accompanied by a description contextualising the visual metaphors portrayed (see Figure 37).

Braided Networks 2 by Jazmin Morris & AI4Media
<https://linktr.ee/jmmorris>
www.ai4media.eu/



Download free

Small - 640 x 715
Medium - 1280 x 1430
Large - 2560 x 2860

Braided Networks 2 captures the model in a bright green tracksuit wearing the braided hair sculpture. The model is an active part of the network in this image, holding two of the nodes that are attached to her braids in her hands and taking ownership of the data within them. This image particularly references the 'human in the machine'. By placing the model at the centre of the network and reminding us that there is no technology without humanity, the image challenges traditional methods of illustrating neural networks, pushing them into a cheerful and contemporary format. 'Braided Networks' is a series of photographs that illustrate neural networks whilst referencing AI bias and the hidden human labour behind AI. The series focuses on a young brown woman with cornrows wearing and/or handling braided hair, sculpted into the form of a traditional network diagram. The hair sculpture builds on existing methods of illustrating neural networks through a combination of spherical braids representing nodes, and linear braids connecting the spheres representing complex layers and architectures within the network structure. Hair braiding is used as a medium to symbolise repetition, patterns, loops and geometry, themes also found in artificial intelligence. The intentional centering of a brown, female model and references to African-Caribbean hair and aesthetics throughout the series responds to a lack of representation and identity-related

What can I do with this image ?



This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use.

Figure 37: Example of one of the artist images on the Better Images of AI library.

Next to the three artists, a smaller open call was launched to invite anyone interested in image making to experiment with the creation of alternative AI visuals, with an opportunity to win three micro-grants of €300. All the submitted images are available via an online 'Community Garden'⁴⁸.

The outcomes of this partnership have already produced widespread, high-profile impact. A few examples:

- DAIR (Distributed AI Research Institute), founded by Timnit Gebru, has frequently used the produced images in their communication, including to contextualise their research on TESCREAL⁴⁹;

⁴⁷ <https://betterimagesofai.org/images>

⁴⁸ <https://nadiapiet.notion.site/Better-Images-of-AI-Community-Gallery-a8ebbb3aab7d46b4bf922bf7c3e24e6b>

⁴⁹ <https://www.dair-institute.org/tescreal/>



- A number of platforms that are prominent advocates for AI ethics and governance in Europe and beyond have started using the images on a regular basis (see Figure 38). This includes the [Reuters Institute for the Study of Journalism](#), [Tech Policy Press](#), [Scottish AI Alliance](#), [Reset Tech](#) (Figure 38);
- One of the images was used as the cover of the Cambridge Journal of Artificial Intelligence⁵⁰ (see Figure 39).

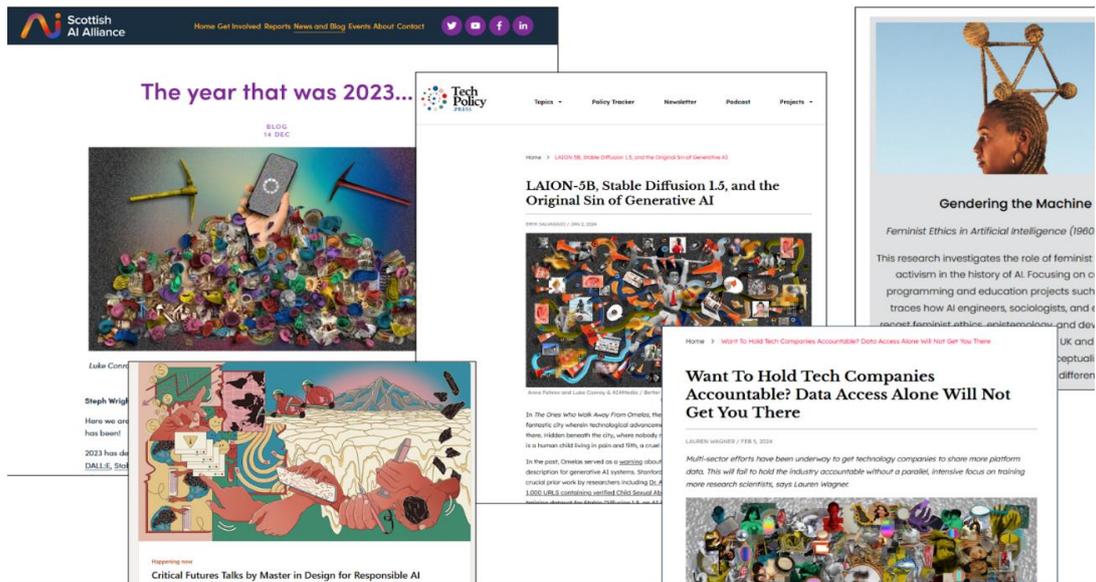


Figure 38: Examples where the AI4Media commissioned images have been used

⁵⁰ <https://cjai.co.uk/journal/volume-1-issue-1/>



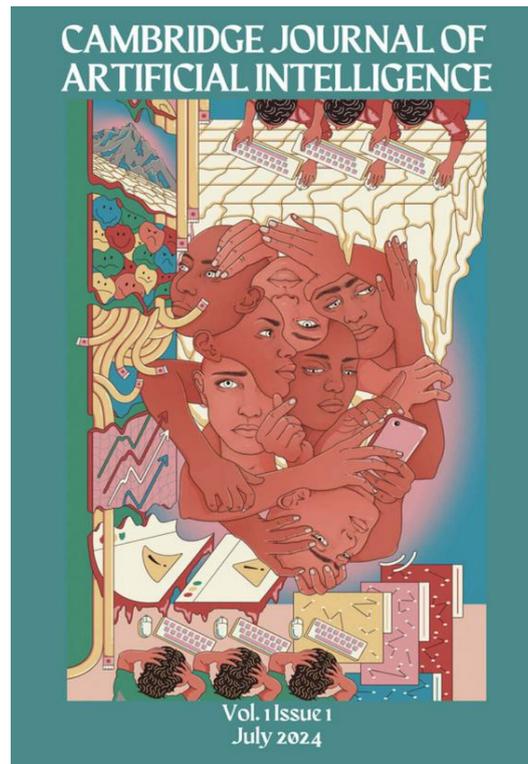


Figure 39: Clarote's images on the cover of the Cambridge Journal of Artificial Intelligence

The results of the partnerships are also reflected in the AI4Media Observatory which follows the guidelines and principles stipulated by Better Images of AI for avoiding the use of stereotypical images of AI and Robots. This is included in the [Observatory editorial guidelines](#).

In July 2024, a new web interface⁵¹ was launched on the AI4Media website, featuring the artists and the images created through this initiative. This interface not only showcases the innovative visuals but also provides context and insights into the themes explored by the artists, furthering the mission to develop a more accurate and insightful representation of AI.

8.8 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.

[AI-on-Demand platform](#); [BIAS project](#); [Ethical AI Training Organisation](#); [Ai4 – Artificial Intelligence Conferences](#); [Towards AI](#); [HiPEAC](#); [Fact-Check by MedDMO](#); [ELLIS](#); [ENFIELD](#); [euROBIN](#); [Humane AI Net](#); [TAILOR](#); [ELIAS](#); [ELISE](#); [dAIEDGE](#); [EURACTIV Technology](#); [TITAN - AI Coaching to Fight Disinformation](#); [DOT Europe](#); [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](#)

⁵¹ <https://www.ai4media.eu/better-images-of-responsible-ai/>



[Agency; StairwAI – Artificial Intelligence for SMEs; AI HQ; Robotics & AI - EU; GenoMed4AI; EX4MIND; s.X.AIPI Project; URBANTECH project; SwissCognitive, AI Venture, Advisory & Research; EMERGE project;](#) and more.

8.9 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.

One hundred and eleven (111) organisations from around the world have already joined the AI4Media network and have become [AI4Media associate members](#). This includes 40 academic organisations (universities), 14 research centres, 42 SMEs and industry from the ICT & media sector, 9 public organisations (e.g. public service media) and 6 other (see Figure 40).

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.

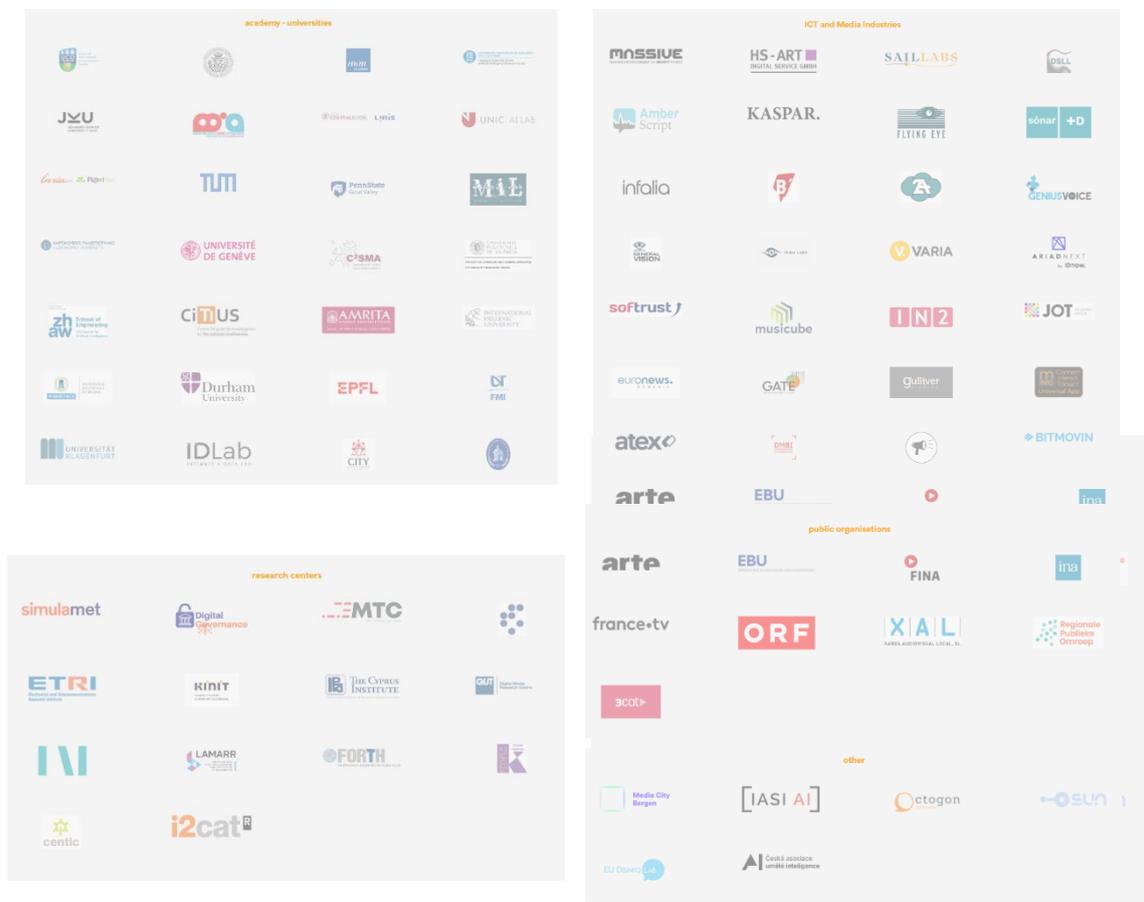


Figure 40: AI4Media associate members



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 110 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, 78 organisations that are members of the International AI Doctoral Academy. Figure 41 below visualises this network.

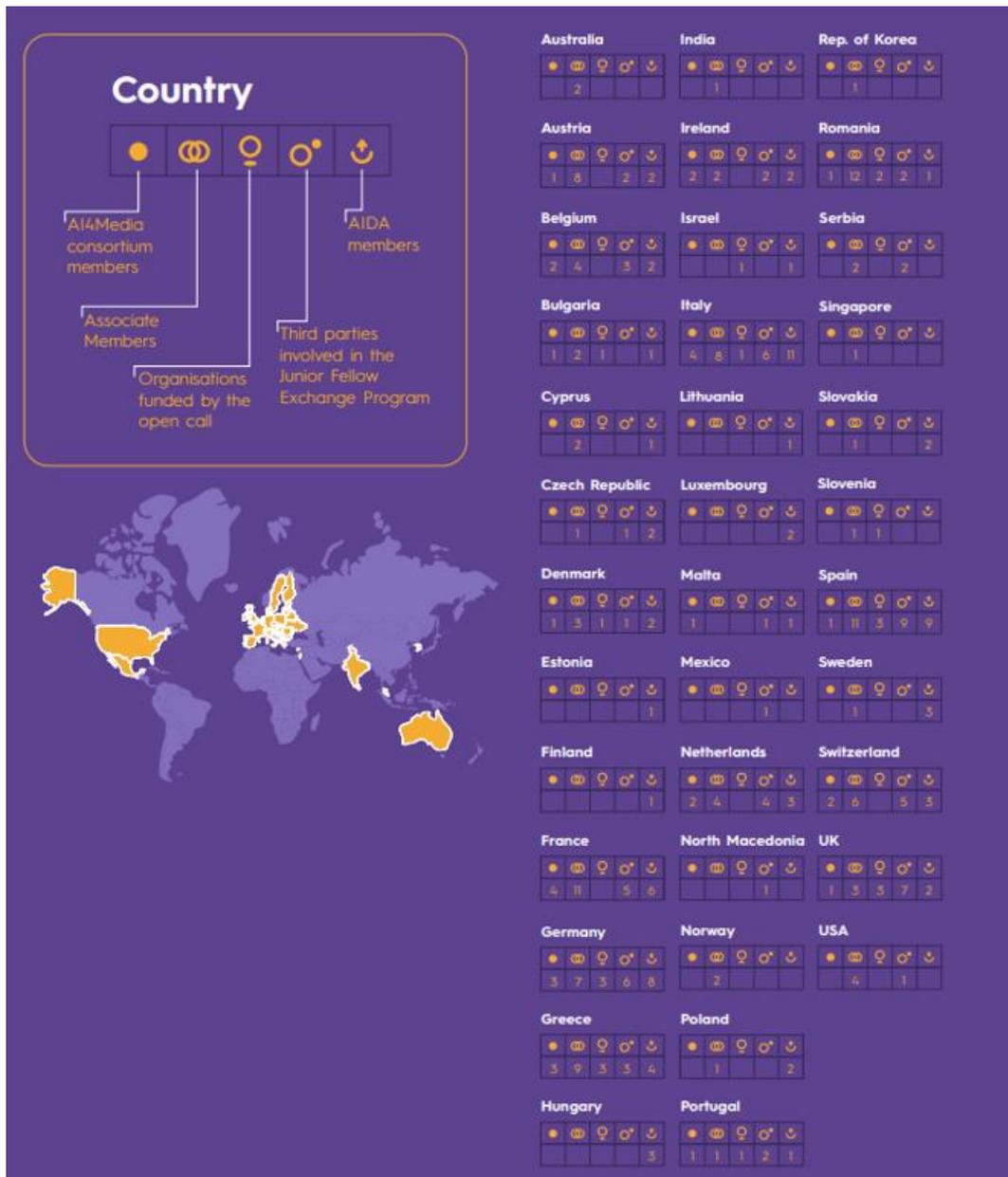


Figure 41: The AI4Media extended network





9 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 11 below.

Table 11: AI4Media KPIs status according to DoA

KPI8.2	WP11 – KPI current status
> 2,000 social media followers	3.381 followers in total
> 1,000 newsletter members	1.786 subscribers ⁵²
> 1,000 monthly unique website visits by end of project	>2.000 monthly visits
> 2,000,000 cumulative audience reach/impressions by end of project	1.898.249 cumulative reach in social media 12.334.693 impressions in social media 65.368 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 12 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 12: AI4Media KPIs status according to D11.1

Channel/tool	Metric method	Success criteria	Current status
Website	Number of visits	10.000 unique page views	93.571 sessions 164.351 page views ✓
		5.000 unique visitors to the website	56.918 users ✓
	Time spent on the website	Average of 1 minute or more on the website	1m10s ✓
	Number of countries	Visitors from 60 different countries	163 ✓
Promotional materials	Number of materials distributed	6.000 flyers distributed	> 5.550 ✓
	Number of contacts from stakeholders	150 contacts on the subscribers mailing list	1.786 ✓
Social media		500 followers on Facebook	947 ✓
		500 followers on X	1.403 ✓

⁵² 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 7.



Channel/tool	Metric method	Success criteria	Current status	
	Number of followers and engagement	500 followers on LinkedIn	1.031	✓
		500 clicks to website	23.645	✓
Press releases	Number of publications from media coverage	At least 5	150	✓
Newsletter	Number of newsletters dispatched	At least 2 per year	6 newsletter & 80 mass mailing	✓
External events, conferences, workshops	Number of events/meetings to disseminate the project	60 events attended by partners to disseminate the project	203	✓
Promotional videos	Number of videos	At least 2	128	✓
	Number of views	500 views	10.356	✓

Based on this analysis, it can be concluded that 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.



10 Conclusions

The AI4Media project has successfully reached and often exceeded its communication and dissemination objectives, demonstrating substantial progress and impact over the project period.

Key achievements include:

- **Website Performance:** The AI4Media website saw consistent growth in user numbers and engagement, with a notable increase in traffic and interactions from diverse international audiences. The high engagement rates from organic search and referral channels indicated effective content optimisation and broad appeal.
- **Social Media Engagement:** The project's social media strategy, which included regular posts, targeted campaigns, and interactive content, significantly boosted engagement and visibility. Platforms such as Facebook, X (formerly Twitter), and LinkedIn played crucial roles in reaching different audience segments, with notable engagement peaks around major project events.
- **Event Participation:** AI4Media organised and participated in numerous events, which not only enhanced its visibility but also facilitated valuable networking and collaboration opportunities within the AI and media communities.
- **Knowledge Dissemination:** The launch of the AI Media Observatory and the Virtual Centre of Excellence (VCoE) as well as the strategic leverage from the AI-on-Demand platform provided central hubs for disseminating AI4Media's research outputs, educational resources, and policy insights. These platforms have been instrumental in promoting the project's innovations and supporting informed decision-making among stakeholders.

Looking ahead, AI4Media is committed to maintaining and expanding its impact. The AI4Media Virtual Centre of Excellence will remain operational for five years post-project, ensuring ongoing access to resources. The network's established links and relationships will continue to foster collaboration and knowledge sharing. Synergies with other AI Networks of Excellence and platforms like AI-on-Demand are also being explored to ensure alignment with broader AI advancements and initiatives.

These efforts will help sustain the project's legacy, ensuring that AI4Media's contributions to the AI and media sectors continue to benefit stakeholders and drive innovation long after the project's official conclusion.



11 Annexes

11.1 Annex 1 – Revised communication plan

Following relevant recommendations from the third project review, we updated our dissemination strategy and developed a communication plan to reach a wider audience, including industry professionals, AI researchers, policymakers, and the general public, across various channels. As requested, the communication plan was sent to the EC (Project Officer) on April 29th, 2024. In the following, we present this plan.

Artificial Intelligence (AI) is revolutionising the media industry, enhancing content creation, analysis, and distribution, and providing deeper insights into complex social dynamics both online and offline through the analysis of citizen activities, interests, and opinions. AI's integration across the media value chain empowers the industry to support a democratic society, enrich our lives, and foster creativity like never before. However, the deployment of AI also introduces significant ethical challenges and risks for individuals and society at large.

In response to these opportunities and challenges, the AI4Media Network of Excellence has established an extensive network of researchers throughout Europe and beyond, dedicated to exploring AI's applications in media, society, and democracy.

Over the span of nearly four years, AI4Media has successfully established a significant link between AI and the media industry, positioning itself as a lighthouse of innovation, collaboration, and progress within both domains.

AI4Media has built and empowered a vibrant community of over 200 organisations ranging from academia to industry that brings together expertise in AI research, media, ethics, regulation, and communication. The methodology and workplan implemented in AI4Media have fostered impactful collaboration and knowledge sharing, aimed at addressing shared objectives and challenges, leading to truly remarkable results.

At its core, AI4Media's value is built on four main pillars or achievements:

- A dynamic network;
- The AI Media Observatory;
- The AI Doctoral Academy (AIDA);
- An impressive array of scientific and research outputs.

These elements collectively underscore AI4Media's significant impact in bridging Artificial Intelligence with the media sector, demonstrating a commitment to innovation and excellence in this interdisciplinary field.

The AI4Media dynamic network

At the core of AI4Media is its strong and active network of more than 200 organisations, including [project partners](#), [associate members](#), and [AIDA members](#). This collaborative network

unites experts from different areas, creating a space for sharing ideas, resources, and new developments.

AI4Media welcomes Associate Members from entities and organisations from academia or industry, and EU funded projects/ initiatives, interested in AI applications for the media industry, who are keen on contributing to groundbreaking research and technological advancements.

AI4Media Associate Members enjoy several benefits:

- Participate in joint projects with our consortium members.
- Access a vast pool of AI knowledge and expertise.
- Receive the latest updates on project activities, such as events, achievements, and calls for participation.
- Get early access to technical demos and systems created in the project.
- Increase your organisation's visibility through AI4Media's communication platforms.
- Enjoy opportunities for cross-organisational visits and staff exchanges via the AI4Media Junior Fellows Exchange program, supported by the AI4Media mobility fund.
- Engage with the AI Doctoral Academy, which offers a venue for sharing and accessing AI courses and educational materials.
- Either contribute to or benefit from the insights provided by the AI Media Observatory.

The AI Media Observatory

In a rapidly evolving landscape, the [AI Media Observatory](#) acts as both a compass and a map, guiding stakeholders through the complexities of AI in media. This asset is pivotal in identifying trends, opportunities, and challenges, serving as a crucial resource for informed decision-making. Through the Observatory's insights, we can navigate the future, anticipating shifts and shaping media practices and policies in an age dominated by AI.

The Observatory aims to be a central resource for up-to-date information, research findings, and expert insights that highlight both the opportunities and challenges presented by AI technologies and applications. By offering access to a wide range of perspectives and facilitating connections between stakeholders, the Observatory seeks to support informed decision-making and foster responsible AI development and usage in media. Ultimately, its goal is to contribute to the advancement of a media landscape that leverages AI in ways that are innovative, ethical, and beneficial to society as a whole.

The AI Media Observatory is **designed for a wide audience, including media professionals, AI researchers, policymakers, educators, and anyone interested in the intersection of AI and media**. It's particularly useful for those in the media industry looking to understand and apply AI technologies, as well as for AI experts who are exploring the impacts and applications of their work in the media sector. Policymakers and regulators can find insights and data to help shape guidelines and standards for ethical AI use in media, while educators and students can access a wealth of information for teaching and research purposes. Essentially, the Observatory serves anyone who wants to stay informed about how AI is transforming the media landscape and its implications for society at large.



Grounded in the expertise of over 30 leading research and industry partners specialising in AI and media, the Observatory offers a multi-faceted view of AI's integration into the media landscape.

The Observatory features three distinct sections:

- **Your AI Media Feed:** This section serves as a repository for the latest updates and events related to AI in the media sector. It highlights new trends, shifts in policy, and the social implications of AI, drawing from both AI4Media consortium research and external sources. It's a comprehensive source for staying up-to-date on how AI is reshaping the media industry.
- **Let's Talk AI and Media:** Designed as an engaging space for learning, this section uses video formats to present expert insights on the opportunities and challenges AI brings to the media world. Featuring talks, interviews, and roundtable discussions, it offers accessible views into current trends and advancements in AI, shared by leading figures in the field.
- **Find an AI Media Expert:** Recognising the need for specific expertise, this directory allows users to easily locate and contact experts in various aspects of media and AI, be it technical, legal, or social. Aimed at assisting civil society and media professionals in their quest for knowledge, this tool facilitates direct connections with specialists in the field.

Together, these components create a rich ecosystem of knowledge and expertise, enabling stakeholders to navigate the complexities of AI in media with confidence. The European AI Media Observatory not only supports the responsible advancement of AI in the sector but also contributes significantly to the wider understanding of AI's role and its effects on our world.

The International AI Doctoral Academy - AIDA

The [International AI Doctoral Academy](#) (AIDA) is a collaborative initiative aiming to provide top-notch AI education and research, making advanced knowledge accessible and attracting PhD students from all over Europe. AIDA is a place of excellence, bringing together students and researchers from different backgrounds to advance AI research.

AIDA aims to enhance the landscape of AI education and collaboration across Europe, by striving for academic excellence and making the industry more appealing to young talent, encouraging them to stay and thrive in Europe.

AIDA's **main objectives** are:

- **Promoting excellence and relevance:** AIDA aims to position European academic and industry settings as top choices for emerging talents, offering enticing reasons for these bright minds to build their careers within Europe.
- **Educating the next AI Innovators:** Through a range of educational programmes including courses, student exchanges, AI Mellontology symposiums, and summer schools, AIDA is



dedicated to nurturing a new generation equipped with cutting-edge AI knowledge and skills.

- **Sharing educational resources:** By creating a platform for universities to exchange PhD-level AI educational materials, AIDA enhances the learning experience and resource pool available to students and educators alike.
- **Standardising PhD Education:** Establishing a charter that enables the sharing, accreditation, and recognition of PhD education credits in AI across European universities, AIDA fosters a more unified and standardised approach to AI education.

AIDA's **main users and beneficiaries** are:

- **Universities and research centres:** By joining AIDA, these institutions not only boost their visibility but also enrich their educational offerings, making them more attractive to prospective students and top talents in AI.
- **Lecturers and professors:** Participation in AIDA allows educators to extend the reach of their courses, tap into a vast pool of educational resources, and foster collaborations with peers across Europe.
- **AI PhD students and postdocs:** Students and early-career researchers can access high-quality AI courses, attend interesting lectures on various AI topics, benefit from an extensive repository of educational materials, and receive an AIDA Certificate of Course Attendance, enhancing their academic and professional profiles.

AIDA offers a **variety of courses, lectures and educational materials:**

- **Short courses/tutorials:** Focused sessions on specific AI topics, ranging from 5 to 16 hours, designed to provide deep dives into niche areas of AI.
- **Semester courses:** These are more extensive courses, usually part of university curriculums, offering 40 hours of instruction and 5-7 academic credits.
- **Seasonal schools:** Including summer schools, these are immersive educational experiences focusing on AI and its applications.
- **Educational resources repository:** A wealth of materials such as workshop recordings, presentations, and reports are made accessible to enrich learning and research.
- **AI PhD curriculum and benchmarking:** Showcasing the subjects covered in European AI PhD programmes and providing guidelines for maintaining educational excellence.
- **AI Excellence Lecture Series:** Featuring talks by leading AI scientists, this series aims to inspire and educate with insights from some of the most respected voices in the field.
- **Community-driven events:** Events like the AI Mellontology Symposium encourage community engagement, offering platforms for knowledge exchange and networking.

AIDA is shaping up to be a cornerstone for AI education in Europe, facilitating collaboration, standardisation, and innovation across the European's academic and research landscape.



Scientific and research outputs

The legacy of AI4Media is deeply embedded in its significant contributions to the scientific and technological community, particularly through its **publications, open datasets, open source software tools, white papers but also public reports like roadmaps, strategic research agendas**, etc. These outcomes are available in the [Resources Library](#) on the project website. In addition to their academic relevance, these invaluable resources serve as key agents of transformation, equipping researchers, professionals, and policymakers across the globe with the means to drive innovation forward. AI4Media advocates for the open sharing of knowledge, thereby democratising access to information and resources that facilitate new advances in the AI field, particularly in its intersection with media.

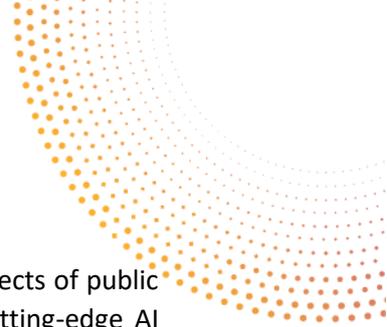
The scope of AI4Media's research endeavours is both ambitious and forward-thinking, targeting essential areas of AI that promise to redefine the interface between AI and media. This includes the development of innovative machine learning paradigms, the pursuit of trustworthy AI through the exploration of its robustness, explainability, fairness, and privacy; the focus on content-centric AI for enhanced media content analysis and creation; and the emphasis on human and society-centric AI technologies to better understand the dynamics of online communication and information dissemination. Such targeted research is instrumental in maintaining and expanding Europe's leadership in media AI, contributing to a society that is better informed and more closely connected. At the same time, AI4Media research focuses on ethical and legal aspects and societal impact of AI for media, closely monitoring the policy and regulatory landscape and exploring societal, political, economic and environmental risks.

In essence, AI4Media embodies a commitment to collaborative innovation and the open exchange of knowledge and resources. Through its ongoing contributions, active dissemination, and communication efforts, AI4Media is actively shaping a future where AI and digital advancements enrich the media landscape, aiming to foster a society that is more knowledgeable, connected, and empowered.

The main **target groups or beneficiaries of the scientific accomplishments** achieved by AI4Media include:

- **Researchers and academics:** Individuals and institutions focused on advancing the field of AI benefit from open access to new research findings, datasets, and software tools. These resources can help accelerate their own projects and foster new discoveries within the academic community.
- **AI professionals and developers:** Those involved in the practical application and development of AI technologies in the industry can use these advancements to innovate and improve AI applications, leading to more efficient, effective, and ethical AI solutions.
- **Media industry stakeholders:** Professionals within the media sector, including journalists, content creators, and media companies, stand to gain from AI technologies that can analyse and generate content, personalise media consumption, and optimise distribution channels, thereby enhancing the media landscape.





- Policymakers and regulators: With AI increasingly influencing various aspects of public and private life, policy makers and regulators can use insights from cutting-edge AI research to inform guidelines, regulations, and policies that ensure the responsible use of AI, protecting citizens’ rights and promoting ethical standards.
- Lecturers and students: The educational sector benefits from access to the latest AI research and tools, enriching AI curricula and providing students with up-to-date knowledge and skills that are critical for future careers in technology and beyond.
- General public and society at large: Ultimately, the broader society benefits from the advancements in AI that can lead to improved services, new forms of entertainment, enhanced public engagement, and solutions to complex social challenges.

Each of these groups plays a unique role in the ecosystem of AI development and application, and the advancements made by projects like AI4Media have the potential to significantly impact their work, studies, policies, and daily lives.

Target groups of communication strategy

The AI4Media project employs a comprehensive multichannel communication strategy to reach and engage various target groups effectively. In alignment with the previously mentioned information, the **primary target groups for AI4Media, along with the respective communication and dissemination objectives for engaging them**, are specified as follows:

<p>Target group 1</p>	<p>AI Researchers</p> <p>Individuals conducting cutting-edge research contributing to advancing the state-of-the-art AI techniques and methodologies applicable to media applications. Enhancing collaboration and sharing the ground breaking research and developments of AI researchers contribute to advancing AI technologies and applications for the media industry.</p>
<p>Communication & dissemination objectives</p>	<ul style="list-style-type: none"> ● Enhance awareness of the latest scientific findings, methodologies, and technologies developed by AI4Media. ● Provide access to open AI software, datasets and publications developed by the project as well as to other public reports (e.g. the white papers aligning AI research with media industry needs or the Strategic Research Agenda on AI for the media). ● Foster collaboration and knowledge sharing between the AI research community and the media industry, contributing to advances in AI developments and innovation in real-case applications. ● Encourage the use of AI4Media’s open datasets and software for further research.





<p>Target group 2</p>	<p>AI practitioners</p> <p>Professionals actively engaged in the development, deployment, and utilisation of AI technologies in the media industry (AI researchers, data scientists and machine learning engineers, AI developers, ethical AI experts, media technologists). AI practitioners have an important role in bridging the gap between cutting-edge AI research and practical applications within the media industry.</p>
<p>Communication & dissemination objectives</p>	<ul style="list-style-type: none"> • Showcase practical applications and the impact of AI4Media innovations in the media industry. • Provide access to cutting-edge AI tools and software developed by the project as well as to other public reports (e.g. the white papers aligning AI research with media industry needs). • Create opportunities for practitioners to contribute to the project through feedback, use cases, and collaborative development.

<p>Target group 3</p>	<p>Media industry professionals</p> <p>Media organisations, news outlets, journalists and fact-checkers, game developers, music industry professionals, as well as technology companies exploring or using AI. Media industry professionals play a key role in shaping the project's research direction and ensuring that AI innovations are effectively integrated into the media sector.</p>
<p>Communication & dissemination objectives</p>	<ul style="list-style-type: none"> • Highlight the benefits and opportunities AI technologies offer to the media sector, including content creation, distribution, and audience engagement. • Showcase how AI can be leveraged to innovate in the media landscape, demonstrate successful applications of AI4Media outcomes in solving industry-specific challenges through the seven AI4Media use cases and the application projects funded by the open calls. • Highlight the benefits of collaboration with AI experts.





<p>Target group 4</p>	<p>Educational institutions (scholars, PhD students interested in AI and media education)</p> <p>Educational institutions are recognised as crucial actors, offering specialised knowledge and training in AI technologies and their applications within the media industry. They play a vital role in nurturing a new generation of AI talent, equipping the future workforce with the cutting-edge skills necessary for innovation in AI and media.</p>
<p>Communication & dissemination objectives</p>	<ul style="list-style-type: none"> ● Integrate AI4Media research findings and technologies into educational programmes and curricula through the AI Doctoral Academy - AIDA. ● Foster interest and competence in AI among PhD students across disciplines through the AI Doctoral Academy - AIDA. ● Enhance internships, joint research projects, and knowledge exchange.

<p>Target group 5</p>	<p>Policy makers and regulators</p> <p>Individuals and organisations involved in the formulation of AI policy and regulations, especially concerning ethical and legal frameworks. Engaging policy and decision makers is crucial for ensuring that the project's findings and innovations are integrated into future regulations and policies.</p>
<p>Communication & dissemination objectives</p>	<ul style="list-style-type: none"> ● Inform about the implications of AI innovations on media and society, emphasising ethical, legal, and societal aspects. ● Provide in-depth analysis of the European AI policy and regulatory landscape. ● Provide access to public project reports that can inform policy making (e.g. the Strategic Research Agenda, the Roadmap on AI for the Media industry, the factsheets on different legal/societal/ethical aspects of media AI applications). ● Provide continuous updates on ethical, legal, and societal aspects of media AI from all over the world through the Observatory. ● Provide evidence-based recommendations for AI governance, regulatory frameworks, and policy-making. ● Engage in dialogue to shape supportive policies that foster innovation while ensuring ethical AI use.





<p>Target group 6</p>	<p>General public</p> <p>Broader audience interested in the implications of AI for media, ethical considerations, and technological innovations. 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.</p>
<p>Communication & dissemination objectives</p>	<ul style="list-style-type: none"> ● Increase awareness and understanding of AI’s role and impact in media and everyday life (e.g. through the series of videos on AI and media). ● Increase awareness and understanding of the project’s contributions to societal advancements. ● Demystify AI technologies, addressing concerns and highlighting benefits through clear, accessible communication. ● Encourage public discourse about ethical AI use, privacy, and digital rights.

Communication channels

The multichannel communication approach employed by AI4Media is designed to engage a wide array of target groups effectively. The website's growing traffic, the strategic use of social media, the informative YouTube channel, comprehensive newsletters, mass mailing and press releases, as well as leverage the collaboration with the ICT48+5 projects, and other EC-funded projects, AI platforms and EC channels, collectively contribute to a robust communication strategy. This strategy ensures that the project's findings, innovations, and opportunities are accessible, engaging, and beneficial to a diverse range of stakeholders, from specialised AI researchers and media industry professionals to policymakers and the general public, thereby maximising the potential for awareness, engagement, and collaboration across the AI and media landscapes.

Here's an overview of the main communication channels and tools used by the AI4Media project:

AI4Media website as the central information hub

The [AI4Media website](#) acts as the project's central information hub, with significant traffic directed from various communication actions like social media activity, press releases, and newsletters. The website's performance metrics since the launch of the website show a notable increase in user engagement, visits, and interactions with our content.



Since its release, the website has attracted **over 53,000 users**, suggesting a significant level of interest and reach of the project's website and the effectiveness of the project's marketing and outreach efforts. When comparing the number of users with the page views of 154,000, this suggests that, on average, visitors are viewing multiple pages per visit, which is a positive indicator of user engagement, implying that visitors are finding the content relevant and are motivated to explore more than just the landing page. The value of 106,000 user engagement and **7,800 files downloaded** also indicates that the website not only attracts visitors but also successfully engages them with its content.

This highlights the website's effectiveness in capturing interest and disseminating information to a global audience, evidenced by the wide geographical distribution of its visitors.

The communication objectives of the AI4Media website are summarized below:

- To increase awareness of the AI4Media project, its goals, activities, and achievements among a broad audience, including AI researchers, media professionals, policy-makers, and the general public.
- To engage visitors with interactive and compelling content that encourages participation in events, discussions, and collaboration opportunities through the AI4Media network.
- To effectively curate and continually update the AI Media Observatory with relevant and insightful content that empowers stakeholders to navigate the complexities of AI in the media industry.
- To serve as a primary platform for sharing AI4Media's research findings, technological innovations, open datasets, and software tools.
- To highlight and provide access for the AI Doctoral Academy (AIDA), including course materials, upcoming events, and opportunities for PhD students and researchers.
- To provide a repository of policy recommendations, ethical insights, and best practices derived from AI4Media's work.

Social media for widespread engagement

AI4Media leverages major social media platforms - [Facebook](#), [LinkedIn](#), [X](#) (former Twitter), and [YouTube](#) - to engage with its target audiences. The project has built a growing community across platforms comprising: 1,338 followers and 1,028,394 reach in X; 920 followers and 729,760 reach in Facebook; 834 followers and 68,413 reach in LinkedIn; and 8,053 views in YouTube.

The social media strategy involves:

- Regular posts of an average of 15 posts per month across platforms, to maintain a consistent presence, promoting various project activities, events, and results.
- Effectively tailoring content to address target groups, including AI researchers, media industry professionals, policy-makers, and the general public. Additionally, leveraging



the unique strengths of each platform, i.e. viral and broad-reach content on X, fostering community engagement on Facebook, and facilitating professional networking on LinkedIn.

- To enhance reach and visibility, specific content is boosted through paid campaigns, followers' campaigns, engagement campaigns, and click campaigns.
- Retweeting/sharing and interacting with accounts from relevant AI/media organisations, experts, relevant projects and initiatives to foster community engagement.
- Regular monitoring of social media analytics to understand audience behaviour and adapt strategies to maximize engagement and reach.

AI4Media's YouTube channel serves as a repository for videos that promote the project and its activities. The channel has significantly grown in both content and viewership, featuring 75 videos (summing 8,053 views) that aim to inform the general public about AI's potential in the media through practical examples and to share relevant AI advances among AI experts.

Newsletters and mass mailing for comprehensive updates

The project's [newsletters](#), distributed to the project's mailing list and promoted across AI4Media's channels, serve as a comprehensive update on progress, achievements, and upcoming events. In addition to this, AI4Media actively sends mass mailing involving targeted emails to inform its community about specific activities or events. With a database of 1,700 contacts, mass mailing serves as an efficient way to disseminate information directly to AI4Media partners, Associate Members, subscribers, AIDA members, VISION, NoE+5 projects, and other AI related projects and initiatives such as AI-on-Demand or DIH. Furthermore, these actions both encourage and amplify the multiplier effect of these communications aiming to achieve a higher reach.

Organisation of / participation in events for excellence dissemination

AI4Media has been very active in the organisation of / participation in 136 events (organising 67 and participating in 69 events up to now). Such activities play a crucial role in achieving different objectives:

- Public dissemination of progress and results enhancing the project's visibility and reach;
- Facilitate the sharing of findings, exchange of ideas, and discussions;
- Create connections with peers, potential partners, and industry representatives;
- Engage with policymakers and decision-makers contributing to informed, evidence-based decision-making processes;
- Inspire young researchers and PhD students, on the positive impact of AI research on society;



- Make complex concepts accessible and resonating with a broader audience, ensuring the project's achievements reach beyond traditional academic circles.

This exposure at various types of events attracts attention from a wider and more diverse audience, including AI experts, policymakers, industry stakeholders, and the general public.

Communication action plan

This subsection presents a comprehensive communication action plan aimed at promoting AI4Media's unique elements and key outcomes. This plan is designed to effectively inform and engage various stakeholders about AI4Media's core assets and how they can be used or benefited from even after the project concludes. This is the strategic approach tailored for different facets of the project.

AI4Media narrative and key outcomes	
Objective: To spread awareness about AI4Media's core assets and their benefits beyond the project's lifespan.	
Communication actions	Relevant task
Develop and disseminate a new project brochure highlighting the main outcomes.	T11.4
Revise the "About" section of the website with an updated narrative.	T11.3
Create social media campaigns to support and enhance exploitation of Key Exploitable Results.	T11.4
Consider leveraging EC channels like the Horizon Results Platform for promoting Key Exploitable Results.	T11.6
Collaborate with VISION on actions to promote the NoEs legacy, which include producing and distributing the NoEs video, hosting the 4th AI NoEs Community Workshop & AIDA symposium in Thessaloniki on 26-27 June 2024, and other related activities.	T11.5
Publish blogposts in the European AI Alliance blog.	T11.5
Channels	Target Groups
<ul style="list-style-type: none"> • AI4Media website • Social media • Press release • EC channels • Mass mailing • VISION and ICT48+5 channels 	<ul style="list-style-type: none"> • AI researchers • AI practitioners • Media professionals • Policy-makers, general public

Network of Associate Members

Objective: Encourage participation in the [network](#), emphasising its collaborative strength and diversity, and showcasing the success stories and innovations that have emerged from this collaboration.



Communication actions		Relevant task
Develop feature articles and video interviews with key members discussing their roles, achievements, and the network's impact.		T11.4
Engage social media, particularly LinkedIn, to create campaigns and publish “calls to action” in relevant LinkedIn Groups, highlighting the benefits of joining the network.		T11.4
AI4Media’s partners support to promote becoming an associate member among their channels and networks (especially on LinkedIn).		T11.4
Produce and communicate a booklet with the success stories from the projects supported under Open Call #2.		T10.1
Channels	Target groups	
<ul style="list-style-type: none"> • Social media in particular professional networks such as LinkedIn • Specialised forums such as AI Alliance, DIH, AI-on-Demand platform • Newsletters and mass mailing 	<ul style="list-style-type: none"> • AI researchers • AI practitioners • Media professionals 	

AI Media Observatory		
Objective: Emphasise the purpose of the Observatory and its role in tracking and sharing the latest trends and innovations in AI for media, AI regulation and ethics, providing valuable insights and resources.		
Communication actions		Relevant task
Improve and enhance the information about the Observatory in the website .		T11.1
Enhance the content of the Observatory to also address AI literacy and AI demystification, targeted at the general public.		T2.4
Create a flyer about the Observatory’s purpose and for whom it is for.		T11.4
Launch a dedicated paid campaign on social media platforms.		T11.4
Organise an online workshop or AI-Café to promote and clarify the purpose of the Observatory and how to benefit from it.		T7.2/T2.4
Publish blogposts in the European AI Alliance blog		T11.5
Promote the Observatory (presentation and/or distribution of flyers) and key outputs during the participation in relevant events targeted to different target groups including general public, namely: <ul style="list-style-type: none"> • Launching Better Images of Responsible AI (12 Dec 2023, Online - LINK) • Europe Forum 2024 - Telecommunications & Media Forum (TMF) (12-13 Mar 2024, Brussels - LINK) 		T11.4

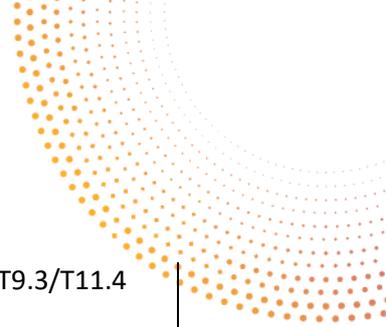


- International Conference - Museums paving the way in an AI-driven society (20 Mar 2024, Brussels - [LINK](#)) Presenting work on AI for Culture and Culture for AI and responsible ways to communicate and visualise AI.
- AI Café on “Generative AI in Media: societal, ethical, and legal perspectives” (7 May 2024, Online - [LINK](#))
- EDMO Media Literacy Working Group meeting (16 May 2024, Brussels - [LINK](#))
- LAILEC 2024 – Beyond the Rules: Regulatory Frontiers of AI and Data co-located with the Big Data Value Association’s Data Week 2024 (5 June 2024, Leuven - [LINK](#))
- “EU vision for media policy in the era of AI” (19 June 2024, Brussels) Co-organised with the Belgian Media Authority).
- “Meet the Future of AI 2024 - Generative AI and Democracy” (19 June 2024, Brussels) Co-organised with the projects of the disinformation cluster.
- 4th AI NoE Community Workshop (26 June 2024, Thessaloniki - [LINK](#)) Co-organised with the ICT48+5 projects.
- AIDA symposium on ‘AI Education beyond Borders’ (27 June 2024, Thessaloniki - [LINK](#)) Co-organised with the ICT48+5 projects.
- IASA Conference - 55th Annual conference "Interdisciplinary Connections" (23-26 Sept 2024, Valencia - [LINK](#))

Channels	Target groups
<ul style="list-style-type: none"> ● AI4Media website ● Social media (X, Facebook & LinkedIn) ● EC channels ● Events (conferences, workshops, etc.) 	<ul style="list-style-type: none"> ● AI researchers ● AI practitioners ● Media professionals ● Policy-makers, general public

AI Doctoral Academy - AIDA	
<p>Objective: Inform about AIDA and its offers/benefits for the different target groups; promote AIDA’s course offering and educational resources; promote the Academy's contribution to nurturing the next generation of AI talent, highlighting student success stories.</p>	
Communication actions	Relevant task
Improve the UX and UI of the AIDA website , enhancing usability and streamline processes. Set up feedback loops with end users.	T9.3/ T11.3
Creation and distribution of AIDA flyer.	T9.3/T11.4
Interviews of the AIDA Head (Prof. Ioannis Pitas) to national and European news outlets and publications as well as presentations to relevant stakeholder groups.	T9.3/T11.4
Publish interviews or testimonials from students and lecturers.	T9.3/T11.4
Newsletter article featuring academy news and opportunities.	T9.3/T11.4

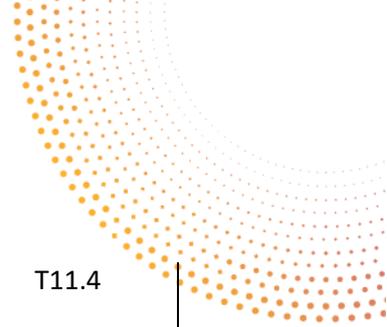




Publication of posts on both AI4Media’s and AIDA’s social media platforms about the benefits of being an AIDA member, course offering, other events and educational resources.	T9.3/T11.4
AI4Media partners’ support to promote AIDA among their channels and networks (especially on LinkedIn).	T11.4
Request AIDA members to communicate in social media, internal forums or other channels about being a member of AIDA and the benefits.	T9.3
Promote AIDA during participation in relevant events (presentation and/or distribution of flyers), namely: <ul style="list-style-type: none"> • “AI University Education”, AHEPA (American Hellenic Educational Progressive Association) (7 Feb 2024, Online) Panel and e-lecture • “Generative AI: new Castalian talking spring?”, Philologos Society (11 Mar 2024, Online) Invited lecture • “AI University Education”, IEEE Education Week (16 April 2024, Online - LINK) • AIDA symposium on ‘AI Education beyond Borders’ (27 June 2024, Thessaloniki - LINK) Co-organised with the ICT48+5 projects • Deep Learning School @UniCA 2024 (1-5 July 2024, Sophia Antipolis - LINK) Organised by UCA 	T9.3
Channels	Target groups
<ul style="list-style-type: none"> • AIDA website • AI4Media and AIDA Social media platforms • AIDA members’ channels • Events (conferences, workshops, seminars, etc.) 	<ul style="list-style-type: none"> • Education institutions • AI researchers and PhD students • AI lecturers • AI practitioners

Scientific and research outputs	
Objective: Showcase the project’s contributions to advancing AI for media research through publications, open datasets, and software, emphasising the impact on the field.	
Communication actions	Relevant task
Release and communicate accessible summaries of research findings, namely: <ul style="list-style-type: none"> • 4 booklets featuring selected technological highlights/ achievements of the project and their impact on the Media industry, per domain: human and society centred AI; content-centred AI; trustworthy AI; new learning paradigms and distributed AI. 	WP6, 5, 4, 3
Continue publishing scientific outputs in relevant open access repositories (Zenodo, GitHub, etc.).	T11.4

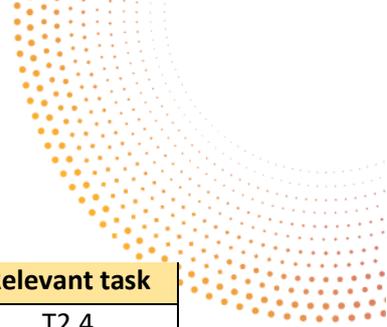




Promote via social media scientific publications (#paperoftheweek campaign), open datasets and software.	T11.4
Create tutorials and demonstrations of the open-source software developed by project partners.	T11.4
Disseminate research results by publishing papers in renowned scientific journals, high-profile conference proceedings etc. Numerous new papers have been submitted for /accepted for publication since the last project review. These are/will be shared in our Zenodo repository and project website.	T11.4
<p>Participate in and organise scientific workshops to showcase AI4Media’s research results, for example:</p> <ul style="list-style-type: none"> ● 2023 IEEE International Conference on Big Data (15-18 Dec 2023, Sorrento - LINK) ● EBU Data Technology Seminar 2024 (12-14 Mar 2024, Geneva - LINK) ● 2024 IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP 2024) (14-19 April 2024, Seoul - LINK) ● 3rd ACM International Workshop on Multimedia AI against Disinformation (MAD’24) (10-13 June 2024, Phuket - LINK) ● IEEE / CVF Computer Vision and Pattern Recognition Conference (CVPR) (17-21 June 2024, Seattle - LINK) <ul style="list-style-type: none"> ○ Organising tutorial on Disentanglement and Compositionality in Computer Vision ○ Organising International Workshop on Visual Odometry and Computer Vision Applications Based on Location Clues ○ Chair Workshop on Computer Vision with Humans in the Loop ● European Conference on Computer Vision (ECCV) (29 Sept 2024, Milan - LINK) Workshop on Computer Vision for Videogames. 	T11.4
Channels	Target groups
<ul style="list-style-type: none"> ● AI4Media website ● Scientific journals ● Events (conferences, workshops) ● Repositories (Zenodo, GitHub, other) 	<ul style="list-style-type: none"> ● AI researchers ● AI practitioners

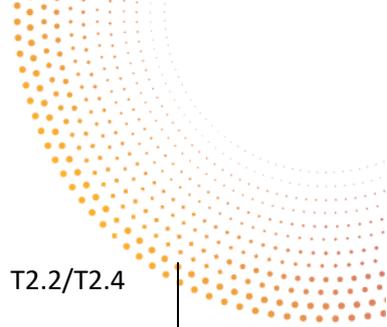
Policy outreach
<p>Objective: To inform and influence policy-makers and industry regulators on the potential social, economic, and political impacts of media AI technologies, advocating for informed policy decisions that support innovation while addressing ethical, societal, and economic concerns.</p>





Communication actions	Relevant task
Develop and distribute the White Paper focused on the comprehensive impacts of AI in the media sector, including social, economic, and political dimensions.	T2.4
Publish and promote the updated version of the AI4Media Strategic Research Agenda (SRA)	T2.3
Create targeted policy briefs that summarise research findings and offer concise, actionable recommendations for policymakers and industry stakeholders.	T2.2
Publish blogposts in the European AI Alliance blog	T2.2/T11.5
<p>Organise workshops involving policymakers, industry leaders, and academics to discuss the findings of the AI4Media project and explore practical implications and policy needs.</p> <ul style="list-style-type: none"> ● Europe Forum 2024 - Telecommunications & Media Forum (TMF) (12-13 Mar 2024, Brussels - LINK) ● LAILEC 2024 – Beyond the Rules: Regulatory Frontiers of AI and Data co-located with the Big Data Value Association’s Data Week 2024 (5 June 2024, Leuven - LINK) ● EU vision for media policy in the era of AI (19 June 2024, Brussels) Co-organised with the Belgian Media Authority. ● Meet the Future of AI 2024 - Generative AI and Democracy (19 June 2024, Brussels) Co-organised with the projects of the disinformation cluster. ● IASA Conference - 55th Annual conference "Interdisciplinary Connections" (23-26 Sept 2024, Valencia - LINK) 	T2.2/T11.5
<p>Present research outcomes and policy recommendations at relevant forums, conferences, and seminars that attract policymakers and relevant stakeholders in the media and technology sectors.</p> <ul style="list-style-type: none"> ● International Symposium “Media Literacy in the Age of AI: Redefining the Possible” (29 Feb 2024, Skopje - LINK). Participation of the project coordinator in the "<i>AI Foundations and the Cutting Edge</i>" panel and keynote talk on "<i>AI in media: The good, the bad, the ugly</i>". ● Media Innovation Xchange EU Conference (13-14 Mar 2024, Brussels - LINK) Participation of the project coordinator in the "<i>AI and media, reshaping the future</i>" panel, together with representatives from the EC, Open AI and DPG Media. ● eGovernment Symposium Romand (7 May 2024, Sierre - LINK) ● AI Café on “Generative AI in Media: societal, ethical, and legal perspectives” (7 May 2024, Online - LINK) ● 4th AI NoE Community Workshop (26 June 2024, Thessaloniki - LINK) Co-organised with ICT48+5. 	T11.4





Engage directly with policymakers through one-on-one meetings, roundtable discussions, and expert panels to advocate for the adoption of the project's recommendations.	T2.2/T2.4
Communicate via social media relevant policy recommendations and policy insights produced by AI4media	T11.4
Channels	Target groups
<ul style="list-style-type: none"> ● AI4Media website ● Mass mailing ● Social media channels ● EC channels ● Events (Conference, workshops) ● Publications 	<ul style="list-style-type: none"> ● Policy makers (national/European legislators, government representatives) ● European Commission representatives. ● Regulators (media regulators, data protection agencies) ● Academia and research community ● Media professionals ● General public

Use case achievements	
Objective: Communicate and create awareness about AI4Media's use cases, highlighting the results stemming from the collaboration between AI researchers and media professionals, towards advancing the applications of AI in the media industry.	
Communication actions	Relevant task
Produce and communicate video interviews or testimonials highlighting the main outcomes (demo) and lessons learned from each use case.	WP8/T11.4
Disseminate the publication of the 2nd set of WP8 white papers that discuss a) potential applications of Generative AI in the media industry and b) challenges, lessons learned, and best practices for the integration of AI research outputs in media platforms and workflows, through dedicated blog posts and social media posts.	T8.4/T11.4
Produce and communicate a booklet on "Speculative Scenarios – exploring AI potential and collaborations in the evolving European media landscape", presenting the speculative scenarios developed in the two Speculative Design Workshops organised in Amsterdam and Pisa. Each scenario serves as a pitch for the application of AI4Media's AI technologies into future media application scenarios.	WP8/T11.4
Publish blogposts in the European AI Alliance blog	T11.5
Promote the use cases demos during the participation in relevant events, namely: <ul style="list-style-type: none"> ● 2023 IEEE International Conference on Big Data (15-18 Dec 2023, Sorrento - LINK) Presentation of UC3 achievements. 	T11.4



- AI workshop "AI at the center: news, applications and rules" (1 Feb 2024, Milan - [LINK](#)) Presentation of UC3 achievements.
- EBU Data Technology Seminar 2024 (12-14 Mar 2024, Geneva - [LINK](#)) Presentation of UC3 achievements.
- International Conference - Museums paving the way in an AI-driven society (20 Mar 2024, Brussels - [LINK](#)) Presentation of UC4 achievements.
- AI and Heritage Conference: the application and future of AI within the heritage sector (25 Mar 2024, Amsterdam - [LINK](#)) Presentation of UC4 achievements.
- Musical festival SONAR 2024 (13-15 June 2024, Barcelona - [LINK](#)) Presentation of the UC6 demonstrator for music composition in a live music festival.
- EU vision for media policy in the era of AI (19 June 2024, Brussels) Co-organised with the Belgian Media Authority. Presentation of UC2 and UC4 achievements in the panel on "*Practitioners views on AI opportunities in media*".
- 4th AI NoE Community Workshop (26 June 2024, Thessaloniki - [LINK](#)) Co-organised with the ICT48+5 projects.
- FIAT / IFTA Conference (15-18 October 2024, Bucharest - [LINK](#))
- International Broadcasting Convention (13-16 September 2024, Amsterdam - [LINK](#)) Demo and presentation of UC1.
- Conference Fantastic Futures: AI for Libraries, Archives and Museums (15-18 Oct 2024, Canberra - [LINK](#)) Presentation of UC4 achievements.

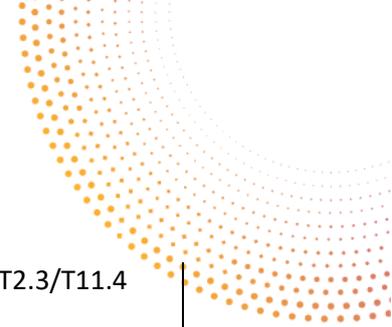
Channels	Target groups
<ul style="list-style-type: none"> ● YouTube channel ● Social Media ● AI4Media website ● EC Channels ● Partners' own channels ● Newsletter and Mass mailing ● Events (conference, workshops) 	<ul style="list-style-type: none"> ● AI researchers ● AI practitioners ● Media professionals ● Policy makers

Generative AI and LLMs in media – Results and findings from AI4Media

Objective: Effectively communicate and create awareness about the work done on generative AI within the AI4Media project. This involves highlighting the significance of recent advances in generative AI and large language models (LLMs) for the media industry, showcasing ongoing research activities, addressing ethical and trustworthy AI aspects, and promoting collaboration and knowledge dissemination among stakeholders.

Communication actions	Relevant task
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<p>Publish and promote the updated version of the AI4Media Strategic Research Agenda (SRA), highlighting the new section dedicated to generative AI and LLMs for the media, main research themes, challenges, and potential impacts.</p>	<p>T2.3/T11.4</p>
<p>Share insights on AI-Cafés, webinars and workshops from the analysis of technical, legal, ethical, and societal aspects of generative AI, emphasising the project's commitment to ethical and trustworthy AI.</p> <ul style="list-style-type: none"> ● AI Café on “Image Generation using Midjourney, Dalle-3, and Adobe Firefly” (7 Feb 2024, Online - LINK) ● AI Café on “Generative AI in Media: societal, ethical, and legal perspectives” (7 May 2024, Online - LINK) ● EU vision for media policy in the era of AI (19 June 2024, Brussels) Co-organised with the Belgian Media Authority. ● Meet the Future of AI 2024 - Generative AI and Democracy (19 June 2024, Brussels) Co-organised with the projects of the disinformation cluster. 	<p>T2.4/T7.2</p>
<p>Promote AI4Media's research results on generative AI and LLM in media during participation in relevant events, namely:</p> <ul style="list-style-type: none"> ● NeurIPS 2023 – 37th Annual Conference on Neural Information Processing Systems (10-16 Dec 2023, New Orleans - LINK) ● Workshop Artificial Intelligence - AI at the center: news, applications (1 Jan 2024, Milan - LINK) ● WACV 2024 - IEEE/CVF Winter Conference on Applications of Computer Vision (4-8 Jan 2024, Waikoloa - LINK) ● MultiMedia Modeling. MMM 2024, Video Browsing Showdown special session (29 Jan 2023 - 2 Feb 2024, Amsterdam - LINK) ● Perspectives on AI Symposiums - AI and Democracy: opportunities and risks, Symposium (21 Feb 2024, Martigny - LINK) ● “Generative AI: new Castalian talking spring?”, Philologos Society (11 Mar 2024, Online) Invited lecture ● EvoStar Conference (3-5 April 2024, Aberystwyth - LINK) ● Summit AI Explained by Creators (17 April 2024, Dubai - LINK) Keynote on Cross-Modal Understanding and Generation of Multimodal Content ● 6th International Conference on Advances in Signal Processing and Artificial Intelligence (ASPAI) (17-19 April 2024, Funchal - LINK) ● International Spring School - Multimodal Foundation Models and Generative AI 2024 (29 Apr - 3 May 2024, Rabat - LINK) ● International Conference on Learning Representations (ICLR 2024) (7-11 May 2024, Vienna - LINK) ● ACM International Conference on Interactive Media Experiences (IMX) (12-14 June 2024, Stockholm - LINK) 	<p>T11.4</p>



<ul style="list-style-type: none"> • Artificial Intelligence and Games - 6th International Summer School (17-21 June 2024, Valletta - LINK) • TUM IEAI Speaker Series, Invited talk (20 June 2024, Munich - LINK) 	
<p>Summarise and disseminate research outcomes related to generative AI and LLMs from technical work packages (WPs 3, 4, 5, 6). Share publications, software, datasets, and methodologies through open repositories and the project website.</p>	<p>WPs 3,4,5,6</p>
<p>Showcase the achievements of the core research activities and the outcomes of the internal open call projects focused on LLMs through various channels.</p>	<p>WP5/T11.4</p>
<p>Publish results from the LLM projects on the AI-on-Demand platform as AI assets or case studies.</p>	<p>WP7</p>
<p>Highlight the integration of generative AI in use case demonstrators and research activities. Prepare and disseminate a white paper discussing opportunities, challenges, and recommendations regarding generative AI in media sectors.</p>	<p>WP8</p>
<p>Continue educational activities focusing on generative AI, including symposiums, lectures, courses, and educational resources for AIDA students.</p>	<p>WP9</p>
<p>Utilize various communication channels to disseminate information on generative AI research within AI4Media. This includes creating a trending topic on social media #GenerativeAI4Media with updates on all the above-mentioned results and findings, newsletter articles, press releases, online events, and publications in relevant AI platforms (AI Alliance, DIH).</p>	<p>T11.4</p>
<p>Publish relevant blogposts in the European AI Alliance blog</p>	<p>T11.5</p>
<p>Organise various events dedicated to generative AI:</p> <ul style="list-style-type: none"> • Organise a session dedicated to generative AI in Media and other fields in the 4th AI NoE Community Workshop (26 June 2024, Thessaloniki - LINK) Co-organised with the ICT48+5 projects. • Discuss the impact of generative AI in education in the AIDA symposium on 'AI Education beyond Borders (27 June 2024, Thessaloniki - LINK) Co-organised with the ICT48+5 projects. • Organise the 3rd ACM International Workshop on Multimedia AI against Disinformation (MAD'24) (10-13 June 2024, Phuket - LINK) Exploring the use of generative AI for disinformation spread and detection. • Organise the "Meet the Future of AI 2024 - Generative AI and Elections" event (19 June 2024, Brussels) co-organised with the projects of the disinformation cluster. 	<p>T11.4 , WP6</p>



- Organise a temporary interactive exhibition titled “Artificial Intelligence: Possibilities and Challenges” ([LINK](#)) in the NOESIS Science Center and Technology Museum in Thessaloniki, Greece. The exhibition will open on April 26th, 2024, and will offer an engaging introduction to AI, exploring its benefits and risks, also putting an emphasis on generative AI and its impact, e.g. on disinformation spread and environmental footprint. The exhibition will target the general public and will include visits from elementary and high-school students from local schools in the greater area of the city of Thessaloniki.

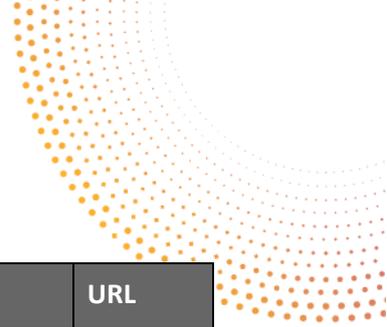
Channels	Target groups
<ul style="list-style-type: none"> • AI4Media website • AIDA portal • Social media platforms (Twitter, LinkedIn, Facebook) • Newsletters and Mass mailing • Press releases • EC channels • AI Alliance and AI-on-Demand platforms • Events (conference, workshops) 	<ul style="list-style-type: none"> • AI researchers and professionals • Media industry stakeholders • Policy makers and regulators • Academic community • General public interested in AI and media intersections

List of events (to be organised or attended)

This section provides a summary of all events that AI4Media plans to organise or participate in in the next few months, along with the topics or results that will be promoted at each event.

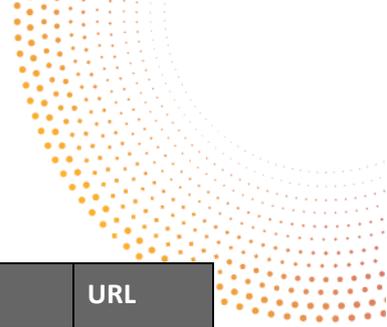
Date	Event Title	Location	URL
10-16 Dec 2023	NeurIPS 2023 – 37 th Annual Conference on Neural Information Processing Systems	New Orleans	LINK
12 Dec 2023	Launching Better Images of Responsible AI	Online	LINK
15-18 Dec 2023	2023 IEEE International Conference on Big Data	Sorrento	LINK
1 Jan 2024	Workshop Artificial Intelligence - AI at the center: news, applications and rules, Workshop	Milan	LINK
4-8 Jan 2024	WACV 2024 - IEEE/CVF Winter Conference on Applications of Computer Vision	Waikoloa	LINK
29 Jan-2 Feb 2024	MultiMedia Modeling. MMM 2024, Video Browsing Showdown special session	Amsterdam	LINK
1 Feb 2024	AI workshop "AI at the center: news, applications and rules"	Milan	LINK





Date	Event Title	Location	URL
7 Feb 2024	Panelist and e-lecturer, “AI University Education”, AHEPA (American Hellenic Educational Progressive Association)	-	-
7 Feb 2024	AI Café on “Image Generation using Midjourney, Dalle-3, and Adobe Firefly”	Online	LINK
21 Feb 2024	Perspectives on AI Symposiums - AI and Democracy: opportunities and risks, Symposium	Martigny	LINK
29 Feb 2024	International Symposium “Media Literacy in the Age of AI: Redefining the Possible”	Skopje	LINK
11 Mar 2024	Invited lecture “Generative AI: new Castalian talking spring?”, Philologos Society	Online	-
12-13 Mar 2024	Europe Forum 2024 - Telecommunications & Media Forum (TMF)	Brussels	LINK
12-14 Mar 2024	EBU Data Technology Seminar 2024	Geneva	LINK
13-14 Mar 2024	Media Innovation Xchange EU Conference	Brussels	LINK
20 Mar 2024	International Conference - Museums paving the way in an AI-driven society	Brussels	LINK
25 Mar 2024	AI and heritage Conference: the application and future of AI within the heritage sector	Amsterdam	LINK
26 Apr 2024 - onwards	Temporary interactive exhibition titled “Artificial Intelligence: Possibilities and Challenges” at the NOESIS Science Center and Technology Museum	Thessaloniki	LINK
3-5 Apr 2024	EvoStar Conference	Aberystwyth	LINK
14-19 Apr 2024	2024 IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP 2024)	Seoul	LINK
16 Apr 2024	Invited e-lecture “AI University Education”, IEEE Education Week	Online	LINK
17 Apr 2024	Keynote on Cross-Modal Understanding and Generation of Multimodal Content at the Summit AI Explained by Creators	Dubai	LINK
17-19 Apr 2024	6th International Conference on Advances in Signal Processing and Artificial Intelligence (ASPAI)	Funchal	LINK
29 Apr - 3 May 2024	International Spring School - Multimodal Foundation Models and Generative AI 2024	Rabat	LINK
7 May 2024	eGovernment Symposium Romand	Sierre	LINK





Date	Event Title	Location	URL
7 May 2024	AI Café - Generative AI in Media: societal, ethical, and legal perspectives	Online	LINK
7-11 May 2024	International Conference on Learning Representations (ICLR 2024)	Vienna	LINK
16 May 2024	EDMO Media Literacy Working Group meeting	Brussels	LINK
5 June 2024	LAILEC 2024 – Beyond the Rules: Regulatory Frontiers of AI and Data co-located with the Big Data Value Association’s Data Week 2024	Leuven	LINK
10-13 June 2024	3rd ACM International Workshop on Multimedia AI against Disinformation (MAD’24)	Phuket	LINK
12-14 June 2024	ACM International Conference on Interactive Media Experiences (IMX)	Stockholm	LINK
13-15 June 2024	Musical festival SONAR 2024	Barcelona	LINK
17-21 June 2024	Artificial Intelligence and Games - 6th International Summer School	Valetta	LINK
17-21 June 2024	IEEE / CVF Computer Vision and Pattern Recognition Conference (CVPR) <ul style="list-style-type: none"> ● Tutorial on Disentanglement and Compositionality in Computer Vision ● International Workshop on Visual Odometry and Computer Vision Applications Based on Location Clues ● Chair Workshop on Computer Vision with Humans in the Loop 	Seattle	LINK
19 June 2024	EU vision for media policy in the era of AI	Brussels	-
19 June 2024	Meet the Future of AI 2024 - Generative AI and Democracy	Brussels	-
20 June 2024	TUM IEAI Speaker Series, Invited talk	Munich	LINK
26 June 2024	4th AI NoEs Community Workshop	Thessaloniki	LINK
27 June 2024	AIDA symposium on ‘AI Education beyond Borders’	Thessaloniki	LINK
1-5 July 2024	Deep Learning School @UniCA 2024	Sophia Antipolis	LINK
13-16 September 2024,	International Broadcasting Convention	Amsterdam	LINK
23-26 Sep 2024	IASA Conference - 55th Annual conference "Interdisciplinary Connections"	Valencia	LINK

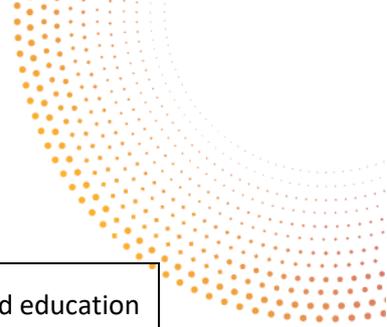


Date	Event Title	Location	URL
29 Sept 2024	Workshop on Computer Vision for Videogames at the European Conference on Computer Vision (ECCV)	Milan	LINK
15-18 Oct 2024	FIAT / IFTA Conference	Bucharest	LINK
15-18 Oct 2024	Conference Fantastic Futures: AI for Libraries, Archives and Museums	Canberra	LINK

11.2 Annex 2 – List of media coverage / press clipping (conducted by partners)

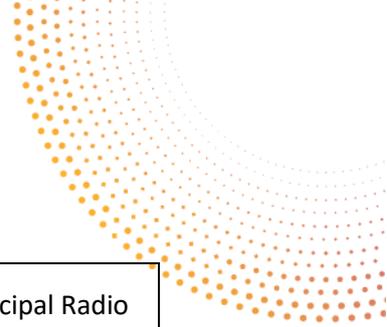
“Artificial intelligence is not the new Tower of Babel. We must beware of technophobia instead” published by AUTH on May 2023 at:
<ul style="list-style-type: none"> • Euronews (LINK) • YahooNews (LINK) • Eurasia diary (LINK)
AI and the Fight Against Technophobia published by AUTH on May 2023 at:
<ul style="list-style-type: none"> • Unite AI (LINK)
More than 10 Articles and 15 interviews in national/local radio and TV by AUTH
<ul style="list-style-type: none"> • I. Pitas: the human characteristics of ChatGPT (March 2023) (LINK) • AMP News Agency (March 2023) • Innovative system for political polling based on AI, ERT News (Feb. 2023) • AI Professor Talks Future of AI and its Potential Impact on Society, EM360 podcast (April 2023) (LINK)
Publications in the AI Alliance platform:
<ul style="list-style-type: none"> • AI4Media: A European Excellence Centre for Media, Society and Democracy (June 2023) (LINK) • The AI4Media Strategic Research Agenda on AI for the Media Industry (July 2023) (LINK) • Join AIDA: A European initiative to make AI education and research accessible at global level (July 2023) (LINK)
Publications in Medium:
<ul style="list-style-type: none"> • Is data fixable? On the need of socially-informed practices in ML research and education - Part 1: Deployment failures and approaches to data by UCA (January 2023) (LINK)





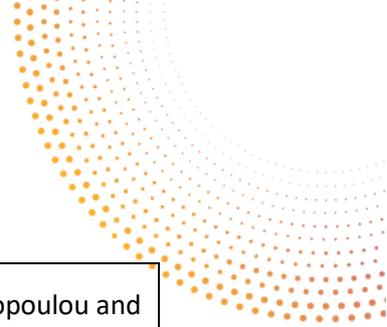
<ul style="list-style-type: none"> ● Is data fixable? On the need of socially-informed practices in ML research and education - Part 2: A more holistic perspective on data creation and expectations, by UCA (January 2023) (LINK)
<ul style="list-style-type: none"> ● Is data fixable? On the need of socially-informed practices in ML research and education - Part 3: AI ethics and our ML education practices, by UCA (January 2023) (LINK)
<ul style="list-style-type: none"> ● Blog series: More policies and initiatives need to support responsible AI practices in the media by UvA (July 2024) (LINK)
<ul style="list-style-type: none"> ● Blog series: AI regulation is overlooking the need for third-party transparency in the media sector by UvA (July 2024) (LINK)
<p>Can AI research be stopped? No, but it should become more open, democratic and scientific, published by AUTH on April 2023 at:</p>
<ul style="list-style-type: none"> ● IIoT World (LINK)
<ul style="list-style-type: none"> ● Lavnch (LINK)
<ul style="list-style-type: none"> ● i40today (LINK)
<ul style="list-style-type: none"> ● 360tech (LINK)
<p>Promotion at DW Innovation channel</p>
<ul style="list-style-type: none"> ● AI4Media public reports
<ul style="list-style-type: none"> ● UC1 results article: AI in Media Tools: How to Increase User Trust and Support AI Governance
<p>Promotion conducted by AUTH in several national and international media outlets</p>
<ul style="list-style-type: none"> ● Promotion of AI4Media interview, Sky Radio, Katerina Drakou
<ul style="list-style-type: none"> ● Promotion of AI4Media interview, on N. Lygeros and Maria Sfyroera, show "Ti mas ksimeroni", First Program Radio ERT
<ul style="list-style-type: none"> ● Promotion of AI4Media interview, N. Pitsiakidis ET3 TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview, Maria Tsakiri 102 FM/ET3
<ul style="list-style-type: none"> ● Promotion of AI4Media interview, Vaso Lykourinou, TV100
<ul style="list-style-type: none"> ● Promotion of AI4Media interview, Androniki Tsatsaroni, ATTICA TV,
<ul style="list-style-type: none"> ● Promotion of AI4Media interview, Eva Karkiti , Sky Radio, 9:58 ET3
<ul style="list-style-type: none"> ● Promotion of AI4Media interview, Sotiris Beskos, Alpha Radio
<ul style="list-style-type: none"> ● Promotion of AI4Media article by A. Lakasas "Higher Education Institutes Seek Defenses Against the Onslaught of ChatGPT", Kathimerini





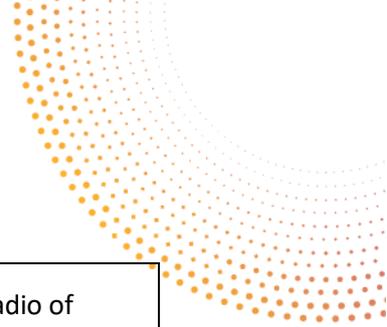
<ul style="list-style-type: none"> ● Promotion of AI4Media Panos Kavvadas, Marg. Mytilineos Athens 9.84 Municipal Radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview, "Epilogos" ERTNEWS, ERT, Lina Kapetaniou
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas on "Political Barometer: New political forecasting system using Artificial Intelligence from Aristotle University of Thessaloniki"
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas "Political Barometer: Aristotle University of Thessaloniki introduces an innovative forecasting system based on Artificial Intelligence."
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas "Political Barometer: The innovative system from Aristotle University of Thessaloniki that makes predictions based on Artificial Intelligence."
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas "Political Barometer: Innovative forecasting system based on Artificial Intelligence."
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas "Forecasting election results with artificial intelligence - Presentation tomorrow."
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas "Nea Dimokratia at 30.6% according to the Political Barometer of Aristotle University of Thessaloniki."
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas "Press conference for the presentation of the innovative forecasting system "Political Barometer"
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas "AUTH: Election trend forecasting system with Artificial Intelligence."
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas "Elections 2023: Twitter as a political barometer - What the hashtags reveal."
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I.Pitas and Takis Tsoukalelis on thefestival.gr
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas and O. Xenopoulou, EKP meetings, ERA 1st program,
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article on Political Barometer "Software predicts election results." by A. Lakasas in Kathimerini
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas and Vangelis Kokolakis, ANT1
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas and Petros Kirkilis, SKAI 100.3
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I. Pitas "International Lead: Aristotle University Model 'Reads' Tweets and Predicts Government - What Comparison with Polls Reveals," in Ethnos





<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas and Foteini Stefanopoulou and Chrysa Nanou, ET3 radio,
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas and A. Maggiriadis for ET1 TV
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas A. Kalyviotis on TV100.
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas Pan. Manis on ET3
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas Maria Vlachou on TV100
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas Giorgos Apostolidis on Athens FM 984
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on FM104.9 APE-MPE with Sot. Kyriakidis
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article " by Elena Karavasili in "Makedonia"
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by E. Saltou, "The tweets in the battle of prediction", in "Nea"
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation opinion article by I.Pitas "Can AI research be stopped? No, but it should become more open, democratic and scientific", disseminated by LOBA
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas and Ellis Stewart on EM360
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas to One Channel TV in 'One live magazine' broadcastA. Nikolaou
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas to ET1 Channel on AI trends and technophobia
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas and Sara Tsela on "Impact of AI and LLM in Labor Market and Economy", Navtemporiki TV
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on on the First Program of ERY in the show hosted by Areti Bitas about AI topics
<ul style="list-style-type: none"> ● Promotion of AI4Media article by I.Pitas "Artificial intelligence is not the new Tower of Babel. We must beware of technophobia instead " by I. Pitas in Euronews,Yahoo!news
<ul style="list-style-type: none"> ● Promotion of AI4Media article by I.Pitas "Artificial intelligence is not the new Tower of Babel" on Eurasia diary
<ul style="list-style-type: none"> ● Promotion of AI4Media article by I.Pitas "AI and the Fight Against Technophobia" on unite.ai



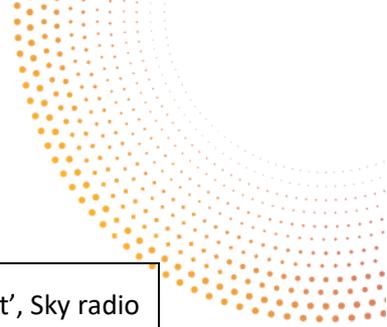


<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas at the Municipal Radio of Larissa with Ms. E. Papakalousi on AI topics
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on Vergina TV with Theodora Apota on AI topics
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas and Sotiris Letsios on "Orthodox Truth"
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation by I. Pitas article "The Barometer Goes Twitter" in Vima
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article by I.Pitas "Political Barometer: Estimating election results through Artificial Intelligence and emotional analysis of political tweets."
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on APE-MPE FM104.9 with Sot. Kyriakidis about the Political Barometer
<ul style="list-style-type: none"> ● Promotion of AI4Media article by I.Pitas "The story of an imaginary city and the fears surrounding Artificial Intelligence." on APE-MPE, Makedonia Newspaper, Naftemporiki, Ethnikos Kirix, Real.gr, Zougla.gr, thepresident.gr, cretalive.gr, proson.gr
<ul style="list-style-type: none"> ● Promotion of AI4Media article by I. Pitas "The Artificial Intelligence exit poll" on Kathimerini
<ul style="list-style-type: none"> ● Press release by LOBA 31/5/2023: Opinion Article "Beyond AI Technophobia: Formation of Citizens and Global Education Uplifting": Article by I.Pitas "Conversations About AI - Part 1: Overcoming Technophobia Through Education", 21st Century Tech Blog and Article "Beyond AI Technophobia: Formation of Citizens and Global Education Uplifting", unite.ai,
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on AI with Thanasis Karagiannis on SKAI Radio,
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on AI with Vasiliki Chatzileri on ANT1 TV
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article with I. Pitas "Artificial Intelligence: the nightmare is much closer than you think (referring to I. Pita's views." by G. Triantis
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on AI with Andreas Papastamatiou, Maria Sfyroera on "Apolitos Sxetiko" at ET1 first program
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on AI for the Political Barometer with Eleni Poimenidou on "Radio Thessaloniki"
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on Municipal Radio with Nausika Gratziou,
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on the Political Barometer with Eleni Poimenidou



<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on the Political Barometer with Sotiris Kyriakidis, APE-MPE "Agency 104.9FM,"
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on the Political Barometer with Aspasia Vouzi on 102 fm ET3,
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on the Political Barometer with Antonis Antzoletos on SKAI Radio-Kathimerini
<ul style="list-style-type: none"> ● Promotion of AI4Media article by I. Pitas "Work and Artificial Intelligence" , othernews.gr
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation interview with I. Pitas on AI and LLM on the show "Sindeseis" on ET1 Television with Konstantina Vrettou
<ul style="list-style-type: none"> ● Promotion of AI4Media lecture "What is Artificial Intelligence?" by I. Pitas in Eratyra on Estia of Sunday, echoflorina.gr, e-ptolemeos.gr, kozanilife.gr, kozanimedia.gr, oladeka.com
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on Dion TV on "What is Artificial Intelligence?"
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on ERA Kozani, "What is Artificial Intelligence?"
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on Skai Radio, "What is Artificial Intelligence?"
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on Athens FM 984, "What is Artificial Intelligence?"
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on the show of Dimitris Golia, Alpha Radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas in the webcast on 'AI and new cybersecurity issues' by P. Savvidis,
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on AI in the radio broadcast 'One day in Athens' by G. Apostolidis, Athens FM
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on AI in the broadcast 'Connections' on National AI policies, ET1 TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on AI in One Channel TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on AI in the broadcast 'Atairiastoi', Sky TV,
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on AI in Vergina TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on AI in the broadcast 'ActionNow', Action24 TV





<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on AI in the broadcast 'Euranet', Sky radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on AI in the broadcast 'ActionNow', Action24 TV
<ul style="list-style-type: none"> ● Promotion of AI4Media invited lecture with I. Pitas on What is AI? in the Journalists' Union of Macedonia-Thrace,
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'AI and Mass Media' in the broadcast 'Agency FM' by Mr. S. Kyriakidis, ANA-MPA radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Deep fakes and youngster undressing' in the broadcast of Action24 TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'AI development' in the broadcast of Mr. P. Kiriklis, SKY 100.3 FM radio,
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Artificial General Intelligence' in the in the broadcast of Mr. T. Spiliopoulos, Naftemporiki TV
<ul style="list-style-type: none"> ● Promotion of AI4Media invited lecture with I. Pitas on What is AI? in the Journalists' Union of Greece
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on the AI Act in the broadcast of Mr. G. Apostolidis, 984 FM radio,
<ul style="list-style-type: none"> ● Promotion of AI4Media invited lecture with I. Pitas on What is AI? in the Journalists' Union of Macedonia-Thrace
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'AI and Mass Media' in the broadcast 'Agency FM' by Mr. S. Kyriakidis, ANA-MPA radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on the AI and employment to Ms. A. Vouzi, 102 FM ET3
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on the AI and employment to Ms. Th. Apota, Vergina TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on the AI and Fake Identities, in ERA 1 radio broadcast 'Morning itineraries in ERA 1 radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on the AI Act on APE-MPE, .amna.gr, ot.gr, onlarissa.gr, .paraskhnio.gr, matrix24.g
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on the AI Act to Mr. G. Magkriotis, Flash FM
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on Generative AI in Vergina TV



<ul style="list-style-type: none"> ● Promotion of AI4Media with I. Pitas invited panelist 'AI in Medicine: ethics and legal issues' 7th Greek Pulmonology conference
<ul style="list-style-type: none"> ● Promotion of AI4Media with I. Pitas invited panelist on 'AI and Books' 20th International Book Fair, Thessaloniki, Greece Political barometer and Euro-elections
<ul style="list-style-type: none"> ● Promotion of AI4Media innovation article on Greece Political barometer and Euro-elections by I. Pitas on amna.gr, parapolitika.gr, makthes.gr, ictplus.gr, vetonews.gr, ertnews.gr, anixneuseis.gr
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at Parapolitika FM
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at ERT3 102 FM Radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at Sky FM
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at Talk FM Radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at ERT1 Radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at ANA-MPA Praktoreio 104.9FM Radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at Naftemporiki TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at ERT3 TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at Ertnews TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at Vergina TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at Dion TV
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' again at ANA-MPA Praktoreio 104.9FM Radio
<ul style="list-style-type: none"> ● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' at 102.5FM Radio Ena



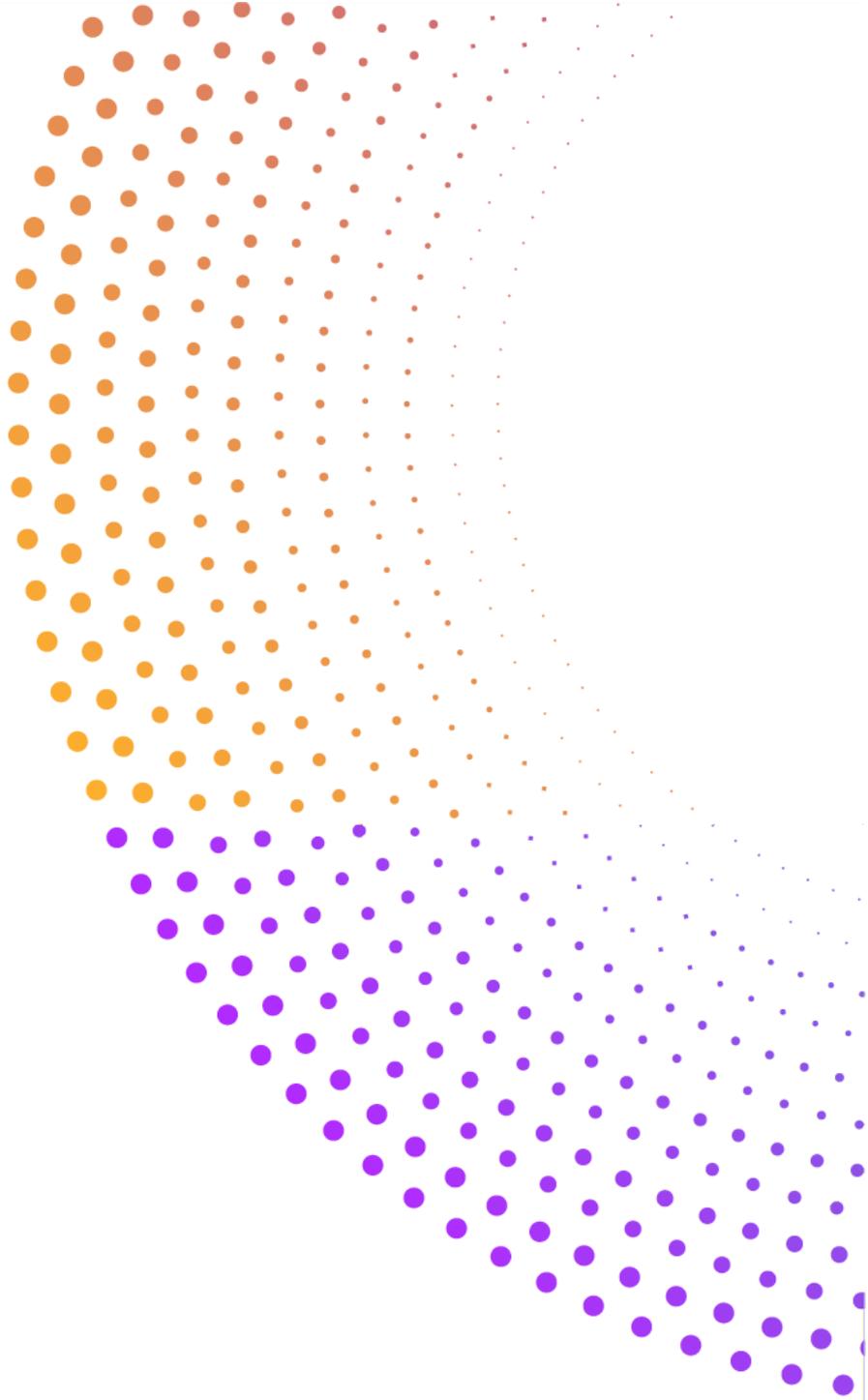
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| <ul style="list-style-type: none">● Promotion of AI4Media interview with I. Pitas on 'Political barometer and Euro-elections' again at ERT1 Radio |
| <ul style="list-style-type: none">● Promotion of AI4Media interview with I. Pitas on 'AI and call centers' at Alpha Radio 989 FM |
| <ul style="list-style-type: none">● Promotion of AI4Media invited lecture with I. Pitas on 'AI in Medical Imaging' at the summer school "Artificial Intelligence and Machine Learning in Biomedical Engineering", Kalandra, Greece |
| <ul style="list-style-type: none">● Promotion of AI4Media innovation article "For or against pollsters" by I.Pitas on Ethnos.gr |
| <ul style="list-style-type: none">● Promotion of AI4Media innovation article "Reliability of opinion polls" by I.Pitas on Magnesia News, Anixneuseis.gr |





AI4media

ARTIFICIAL INTELLIGENCE FOR
THE MEDIA AND SOCIETY



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