

Welcome to the 6th issue of the AI4Media Newsletter!

A short statement from the AI4Media Coordinators

"As we wrap up the AI4Media project, we can't help but feel excited and proud of all its achievements. This journey has been amazing—full of challenges, but also rich in creativity, teamwork, and a shared vision that we established after the project started. Our goal was to research and develop cutting-edge AI technologies for the Media Sector, aiming to create a positive social, ethical, and economic impact. This is important as the Media play a crucial role in key social values including democracy and peace. As can be seen in this newsletter and in the numerous project resources, we believe we have met this goal to a large extent, if not fully. The partnership and collaboration have been great, and we're truly grateful to all our partners, colleagues, and EC officers for their hard work and dedication. We believe the impact we've made will endure, and we're excited to see how the connections and innovations we've fostered will continue to grow and shape the future."

Dr Yiannis Kompatsiaris - AI4Media Coordinator
(Director of the Information Technologies Institute, Centre for Research and Technology Hellas)

Dr Filaret Tsalakanidou - AI4Media Project Manager (Research Associate in the Information Technologies Institute, Centre for Research and Technology Hellas)

AI4Media's lasting legacy in advancing AI for Media

Over the past four years, AI4Media has been driven by a profound motivation to revolutionise the media industry. This effort has focused on enhancing content creation, analysis, and distribution through the innovative use of AI technologies. By building a robust network of researchers and media professionals across Europe, AI4Media has explored and implemented applications of AI that support media, society, and democracy.

AI4Media has established a legacy of innovation and collaboration among the AI research community and the media industry through its four pillars of success.

A Dynamic Network: Over 200 organisations collaborate, share ideas, and enhance visibility through joint activities and educational resources.

Media AI Observatory: 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 an expert directory.

International AI Doctoral Academy (AIDA): Promotes excellence in AI PhD education with over 80 academic courses and 50 lectures on various AI topics attended by more than 2,000 participants, also offering a repository of over 300 educational resources.

Scientific and Research Outputs: Over 400 publications, nearly 100 open-access software, and more than 40 open datasets produced by AI4Media researchers, available in AI4Media's Resources Library.

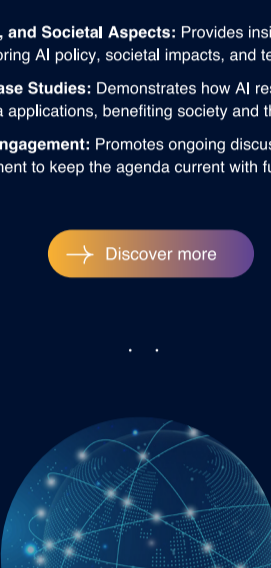
AI4Media's impact extends to several **Key Contributions** in the field of AI for media:

- AI4Media Strategic Research Agenda:** Provides strategic planning for AI research and community engagement.
- AI4Media Roadmap on AI Technologies and Applications for the Media Industry:** Explores AI's transformative potential as well as relevant challenges and risks.
- AI4Media Junior Fellows Exchange Program:** Facilitated 88 exchanges of young researchers in 65 organisations across Europe and beyond, enhancing their skills and knowledge in AI.
- AI4Media Open Calls:** Funded 20 projects developed by academia/research and SMEs, addressing significant challenges in the intersection of AI and media.
- AI4Media Use Cases:** Implemented 7 use cases providing a roadmap for the integration and use of AI across various media industry sectors.
- Technological Highlights:** Showcased key technological advances in AI for the media.
- Video Series "AI Applications for the Media Industry":** Presents AI applications in various media industry sectors with practical examples and without complex theories or explanations, in an easily digestible format suitable for the general public.

Through these initiatives and outcomes, AI4Media has left a lasting legacy in the AI and media landscape, ensuring responsible and beneficial AI advancement for all.

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Our News



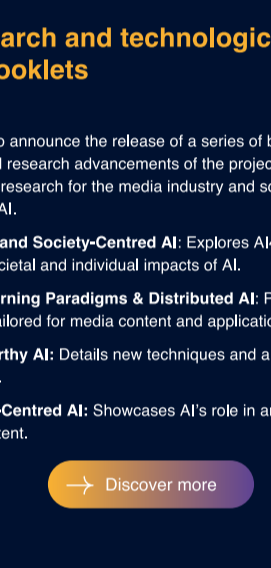
Updated AI4Media Strategic Research Agenda

The AI4Media Strategic Research Agenda (SRA), originally released in March 2023, has been updated in July 2024 to reflect the latest advancements in Generative AI. These updates are driven by the widespread adoption of Large Language Models (LLMs) and Large Multimodal Models (LMMs).

Key Highlights:

- Strategic Planning for AI Research:** Outlines research directions in machine learning paradigms, trustworthy AI, content-centred AI, and human/society-centred AI, emphasising their impact on the media industry.
- Generative AI Research:** New section examining legal, ethical, societal aspects, technology trends, and media applications of Generative AI and LLMs.
- Legal, Ethical, and Societal Aspects:** Provides insights and recommendations by monitoring AI policy, societal impacts, and technology trends.
- Real-World Case Studies:** Demonstrates how AI research translates into practical media applications, benefiting society and the economy.
- Community Engagement:** Promotes ongoing discussions, AI education, and skills development to keep the agenda current with future AI advancements.

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AI4Media's Achievements and Impact on Society

Over the past four years, AI4Media has leveraged artificial intelligence to address key societal challenges and improve public life. The initiative has made significant strides in combating disinformation, enhancing public understanding of AI, and developing tools that support democratic processes and personal privacy. Key achievements include:

- "Artificial Intelligence: Possibilities and Challenges" Museum Exhibition:** Educating the general public (and especially young students) on AI's opportunities and risks.
- Advancing the Fight Against Disinformation:** Implementing advanced techniques to detect and counter false information.
- Successful Use of Deepfake Detection Service:** Enhancing trust in digital content through effective deepfake detection.
- Political Barometer:** Accurately predicting EU election outcomes in Greece.
- YDSYO App:** Assessing the impact of social media content.
- Analysing European Local News with NLP Tools:** Improving the analysis of local news content with natural language processing.

These achievements highlight AI4Media's substantial impact on citizens and society.

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AI4Media research and technological highlights – booklets

AI4Media is excited to announce the release of a series of booklets that highlight the key technological and research advancements of the project. These booklets aim to drive forward core AI research for the media industry and society, bolstering Europe's capabilities in media AI.

Booklet on Human- and Society-Centred AI: Explores AI4Media's contributions to understanding the societal and individual impacts of AI.

Booklet on New Learning Paradigms & Distributed AI: Presents innovative learning paradigms tailored for media content and applications.

Booklet on Trustworthy AI: Details new techniques and algorithms for trustworthy AI in media applications.

Booklet on Content-Centred AI: Showcases AI's role in analysing, generating, and managing media content.

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Watch AI4Media's Use Cases Demo video series

We are excited to announce the launch of a series of seven demo videos showcasing the remarkable achievements in AI4Media's use cases. These videos highlight the close collaboration between AI researchers and media industry professionals across Europe. Each use case addresses pressing media industry challenges and explores emerging market opportunities, demonstrating how AI can transform existing media workflows and processes.

[→ Watch now](#)

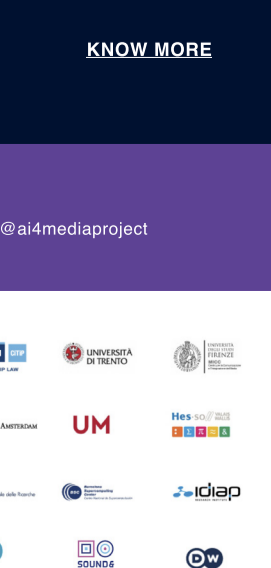


Launching the "Better Images of AI" Library

AI4Media has collaborated with Better Images of AI and AtkDESIGN to curate a series of artist commissions aimed at redefining the visual representation of artificial intelligence. Typical images of AI often reinforce misconceptions, featuring shiny robots and glowing brains. To address this, the partnership commissioned three artists and launched an open call, resulting in the creation of 14 new images that highlight the human labour, power dynamics, and resource extraction involved in AI.

These new images are now part of the Better Images of AI Library and are freely available for use. This initiative aims to foster a more nuanced and accurate visual language for AI.

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AI4Media at the Museum! Temporary exhibition on Generative AI at NOESIS Museum, Thessaloniki

AI4Media co-organised a temporary museum exhibition titled "Artificial Intelligence: Possibilities and Challenges" at the NOESIS Science Center & Technology Museum in Thessaloniki, which opened in April 2024. This exhibition targeted school children and the general public, aiming to demystify AI by exploring topics such as generative AI, AI bias, disinformation, and sustainability. Featuring numerous interactive elements, the exhibition provides an engaging and educational experience, helping to foster a better understanding of AI's potential and challenges among visitors.

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LLMaker: Consistent Game Content Creation: A tool for iterative game content co-design

LLMaker is a specialised tool designed for iterative game content co-design through chat interactions. This tool bridges human designers and a content generation system, leveraging large language models (LLMs) to interpret designer requests into actionable instructions for generating game content.

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Insightful Reads

How to successfully integrate AI in news production? Insights from VRT

Author: Chaja Libot (Design Researcher, VRT)

As part of the AI4Media project, the national public-service broadcaster for the Flemish Community of Belgium (VRT) has been integrating AI applications into their workflows. This process has provided valuable insights and best practices. VRT developed the Smart News Assistant to demonstrate the potential of new AI applications, helping key stakeholders, like editors-in-chief, assess AI's added value and make informed integration decisions.

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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)

AI4Media has released "Exploring AI Potential and Collaborations in the Evolving European Media Landscape," a booklet showcasing nine future scenarios for AI in media. Developed through speculative design workshops with media organisations, AI developers, and researchers, the scenarios include innovations like personalised news recommenders and automated podcast mixtapes. These collaborative workshops, involving over fifty participants, aimed to bridge the gap between AI research and practical applications. The booklet is designed to inspire media professionals and researchers to explore new AI-driven opportunities in the media sector.

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How do social media platforms address AI-generated or manipulated content?

Author: Raquel Miguel (EU DisinfoLab)

The rapid advancement of AI technologies has posed significant challenges in combating disinformation. Social media platforms are critical in moderating AI-manipulated and AI-generated content to prevent the spread of misinformation. EU DisinfoLab has analysed the policies of five major platforms—Facebook, Instagram, TikTok, X, and YouTube—highlighting key issues and offering recommendations.

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In case you've missed it

You may have missed it but we'll bring it back to you. Check out AI4Media's past events.

4th AI Community Workshop and AIDA Symposium 2024

26-27 June, Thessaloniki (Greece)

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Meet the Future of AI: Generative AI and Democracy

19th of June, Brussels

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EU vision in the era of AI

19 June, Brussels

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