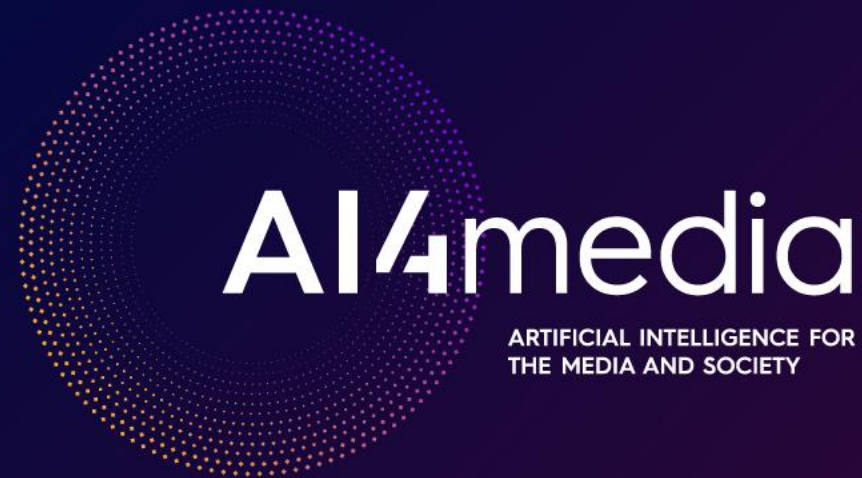


# AI4Media – A European Excellence Centre for Media, Society and Democracy



**Dr Vasileios Mezaris**  
Information Technologies Institute  
Centre for Research and Technology Hellas



# | The AI4Media Consortium



9 universities



9 research centres



12 industrial partners



15 European countries

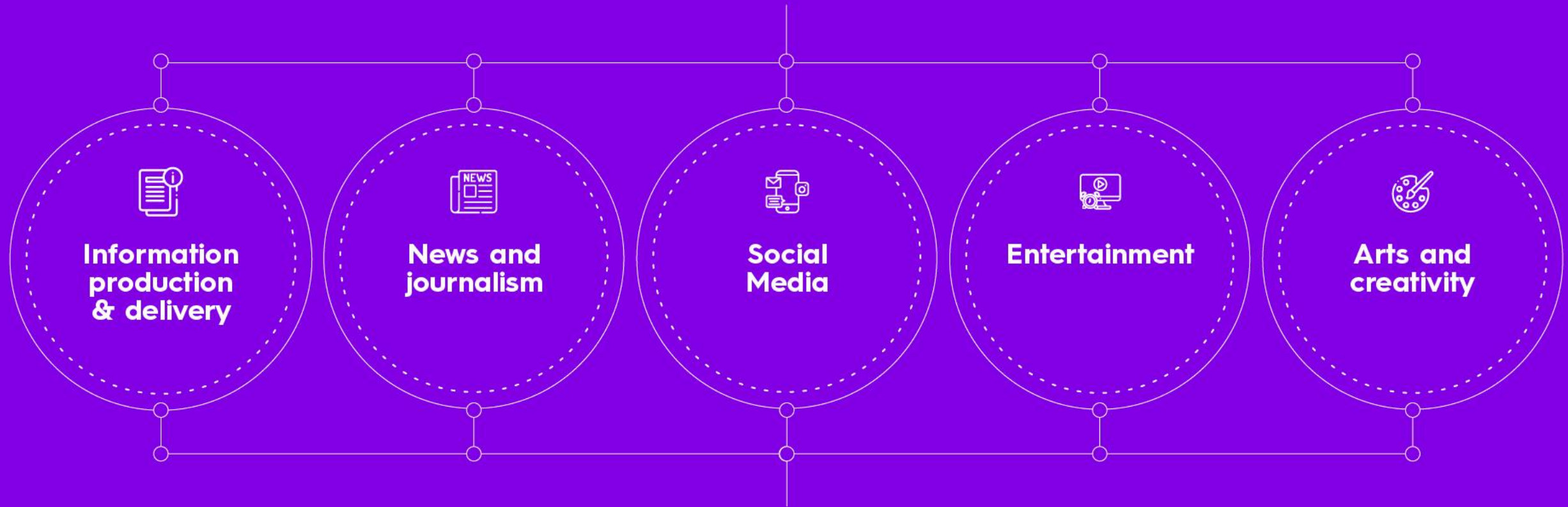




## AI4Media's Mission

- Deliver the **next generation AI Research and Training at the service of media, society and democracy**
- Ensure the embedding of **ethical and trustworthy AI** into future AI deployments
- Reimagine AI as a **human-centered, trusted and beneficial enabling technology for media and society**

# The Media



are crucial to shape  
societal values and opinions

Why the Media?



# Next generation AI for the Media Industry

## Core research



Multi-modal content



Human in the centre

## Real-world applications



Fact-checking  
& verification



Automated  
game design



News production  
automation



Content  
moderation

## Impact of policy & regulations



Monitoring of EU  
regulatory landscape



New policy  
recommendations

## Societal concerns



Analysis of media AI  
impact & societal  
concerns

## Education & training



International AI  
Doctoral Academy

Curriculum, courses  
and educational  
material for media AI

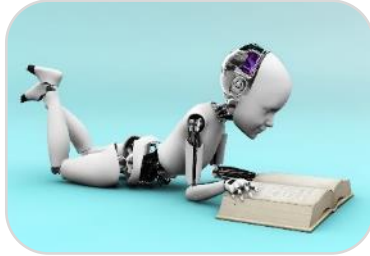
# Research & innovation in AI for Media

## Overview of major scientific & technological challenges addressed



### New learning paradigms & distributed AI

- Lifelong and on-line learning
  - Manifold learning and disentangled feature representation
  - Transfer learning
- Neural Architecture Search
- AI at the Edge, decentralised and distributed learning
- Deep quality diversity
  - Learning to count
- Quantum assisted reinforcement learning



### Trustworthy AI

- Legal and ethical frameworks for trusted AI
- Novel methods for ensuring AI robustness
  - Novel methods for explainable and interpretable AI
- Privacy- and security-enhanced federated learning approaches
- Methods for detection and mitigation of bias affecting fairness in recommender systems
  - Benchmarking of AI Systems



### Human- & society-centered AI

- Policy recommendations for content moderation
- Manipulation and synthetic content detection in multimedia
- Hybrid, privacy-enhanced recommendation
- AI for healthier political debate
- Detection of perceptions of hyper-local news
- Measuring and predicting user perception of social media
- Real-life effects of private content sharing



### Content-centered AI

- Media analysis and summarization
- Media content production
- Learning with scarce data
- Language analysis in Media
- Computationally demanding learning
- Music annotation and audio provenance analysis



# Real-world applications of AI through seven use cases



<https://www.ai4media.eu/use-cases/>



| Submit your proposals to the 2<sup>nd</sup> Open Call until Nov. 30th!

A poster for the AI4media Open Call #2. It features a dark blue background with a glowing wireframe globe and a hand reaching up towards it. The text is in white and yellow. The AI4media logo is in the top left. The main title "Open Call #2" is in large yellow letters. Below it, "10 projects will be funded with €50.000 each" is in white. The deadline "Apply until 30<sup>th</sup> November 2022" is in yellow. At the bottom left, the website "www.ai4media.eu" and the European Union flag are shown.

**AI4media**  
ARTIFICIAL INTELLIGENCE FOR  
THE MEDIA AND SOCIETY

# Open Call #2

10 projects will be funded with  
**€50.000** each

Apply until 30<sup>th</sup> November  
2022

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

A poster for the AI4Media Open Call #2 1st Info-webinar. It features a dark blue background with a glowing wireframe globe and a hand reaching up towards it. The text is in white and yellow. The AI4media logo is in the top left. The main title "1st Info-webinar" is in large yellow letters. Below it, "AI4Media Open Call #2" is in white. The date and time "THU, 20 October 2022 14h00-15h00 CEST" are in yellow. At the bottom left, the website "www.ai4media.eu" and the European Union flag are shown.

**AI4media**  
ARTIFICIAL INTELLIGENCE FOR  
THE MEDIA AND SOCIETY

# 1st Info-webinar

AI4Media  
Open Call #2

THU, 20 October 2022  
14h00-15h00 CEST

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

<https://www.ai4media.eu/open-call-2/>





# | 2<sup>nd</sup> Open Call challenges



## Research challenges

- **C1-R** Reinforcement learning and the challenge of generalisation
- **C2-R** Evolutionary learning and the challenge of evaluating quality
- **C3-R** Scarce data and the cross-media transfer of knowledge
- **C4-R** New decentralised collaborative learning paradigms for AI
- **C5-R** Quantum Reinforcement Learning for classical data processing
- **C6-R** Frugal cross-modal representation for media research
- **C7-R** Broadening the spectrum of Interpretable AI
- **C8-R** Standardising AI datasets and model creation
- **C9-R** Novel AI-powered enablers for social media research
- **C10-R** Social media alert system to avoid the attention gathering loop
- **C11-R** Representative and Inclusive Depictions of AI
- **C12-R-OPEN** Open Research Challenge

## Application challenges

- **C1-A** Realising a hybrid AI application in AI4EU Experiments
- **C2-A** AI global support to informative content production
- **C3-A** New learning methods for music overcoming scarce data
- **C4-A** AI for suggesting visually appealing images based on text
- **C5-A** Recommender Systems to Support Exploratory Research with Media
- **C6-A** AI for automated testing and sound synthesis
- **C7-A-OPEN** Open Application Challenge

<https://www.ai4media.eu/open-call-2/>





# Thank you!

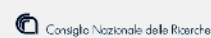
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## Our Consortium



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