NEM Position Paper

NEM Steering Board, May 2018

djb@gatv.ssr.upm.es

Agenda

- NEM technical position papers 2018

   1. AI in the Creative Industry
   2. European Media Ecosystem
   3. Data for Media

Artificial Intelligence in the Creative Industry

Baptiste Caramiaux, Fabien Lotte, Joost Geurts (Inria)

Motivations

- The creative sectors have always been early adopters of AI technologies

- Examples are:
  - In music: "Hello World", produced by AI, released this year, spin-off of a ERC-funded project
  - In cinema: "Sunspring", released in 2016, was entirely written by AI technology

- AI is increasingly used thanks to growth in quantity of data and computational power

- Creative industry is expecting to invest massively in AI in the next 5 years which will increase jobs in creative occupations ["Creative Disruption: The impact of emerging technologies on the creative economy", white paper commissioned by the World Economic Forum, Feb 2018]

Objectives

- Create an overview of current uses of AI technologies in the creative industry
- Identify emerging applications
- Identify current and future research and development challenges

Proposed plan

1. Summary

2. Situated AI in the creative industry

3. A tour of envisioned application areas

4. Identifying technological challenges

5. Impacts on ethics and society

A tour of envisioned application areas

Applications areas currently referenced in the document:

- Art
  - Music
  - Cinema
- Interactive virtual environments
- Information
  - Automated text
  - News
  - Social media
- Education
- Design

A tour of application areas

- Concrete examples

    - Music: Automatic composition, recommender systems
    - Interactive virtual environments: realistic artificial motion and behavior (e.g., crowds) generation
    - Information: Automatic subtitling, possibly in multiple languages, fake news detection
    - Education: Intelligent tutoring systems

A tour of envisioned application areas

Editorial guidelines:

- Focus on R&D challenges and envisioned applications
- Structure according to:
  - Creation
  - Production
  - Diffusion
  - Consumption

Contributors

Inria

- Frédéric Bimbot
- Baptiste Caramiaux
- Catherine Faron Zucker
- Joost Geurts
- Guillaume Gravier
- Antoine Liutkus
- Fabien Lotte
- Julien Pettré
- Emmanuel Vincent

Other NEM members

- Hadmut Holken
- David Jiménez

What we need now

- Additional contributions from NEM, notably industry
- Contributors on AI for cinema (other than sounds – notably for images)
- Contributors on AI for design
- Contributors on AI for games (other than animation and player modeling)
- Contributors on AI for advertisement

Schedule

- ~~Manifestation of interest + Input/Comments to ToC: April 6th~~
- ~~Call for contributions: May 4th~~
- ~~First draft : May 25th~~
- Presentation during NEM GA/SB Meeting in Brussels: May 29-30th
- Final : July 27th

NEM Position Papers

European Media Ecosystem

Silvia Boi (Engineering)

Introduction

- Starting point -> European Media ecosystem: challenges and opportunities (MediaRoad)
- Three CSAs collaboration for the construction of the policy process to support the sector

  - I3 project

  - Road Media project

  - Vital Media project

Results

- State of the art of the Convergence and Social Media sector

- Results from the surveys and desk research conducted by the CSAs

- Results from what emerged from the Parliament Event (common reflections from the CSAs-to define the process)

  ○ I3 policy dialogue (or survey) results

  ○ Road Media policy dialogue (or survey) results

  ○ Vital Media policy dialogue (or survey) results

  ○ Policy Event (ALL)

Media community recommendations and conclusions

- Requests for policy makers according to what emerged from the analysis
- Define the priorities and topic to be discuss to policy makers
- Policy foresight for the sector

NEM Position Papers

Data for Media

David Jiménez (UPM)

Objectives

The key business problems that are driving media companies to look at big data capabilities are the need to reduce the costs of operating in an increasingly competitive landscape and, at the same time, the need to generate revenue from delivering content and data through diverse platforms and products.

- Better integration between solutions along the data value chain
- Increase the understanding of aspects that provide sensitive information and avoid stereotyping consumers into a category.
- Complexity of content coming from intelligent devices, pervasive broadband networks and social media platforms

Table of Content

- On-going paper
- Planned deadline end of June

- Open collaboration with WG of BDVA.

- First NEM ToC proposal

Data-Driven Content

(Improving) Users' knowledge

Audience measurement

Interest prediction and recommendation systems

Monetization. Branding, marketing and advertising

Data trustability

Personalization

Annex. Social Media and AI

Welcomed help

- Visual tools for data representation and interpretation

- Privacy and user data management

Contact and contributions

Editors: David Jiménez (djb@gatv.ssr.upm.es) and José Manuel Menéndez (jmm@gatv.ssr.upm.es)

Mailinglist: ToDo

Manifestation of interest + Input/Comments to ToC: May
Call for contributions: Open to new contributors during NEM GA

Second draft (Open G-doc): June 4th

Final version: June 26th -> To be submitted to NEM secretary for final approval