

AI in the Media & Creative Industries

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José Manuel Menéndez (UPM), David Jiménez Bermejo (UPM)

9:00am

White Paper presentation

9:10am

Talk | **Federico Alvarez** (UPM)

9:30am

Talk | **Cynthia Liem** (TU Delft)

9:50am

Talk | **Bertrand Braunschweig** (Inria)

10:10am

Panel discussion

White Paper

January 2018 – May 2019





Motivations

Artificial Intelligence (AI) is everywhere

Breakthrough in machine learning

From academia to industry, Ubiquitous , Transformative

What is its role in creative industries?

Jobs that rely on knowledge-based and non-repetitive skills as their key attributes

Early adopters and contributors of technological innovations, booming economy

Related report

Creative Disruption: The impact of emerging technologies on the creative economy. *White Paper*. World Economic Forum (WEF). **Feb 2018**



White Paper

Creative Disruption:
The impact of emerging
technologies on the creative
economy

In collaboration with McKinsey & Company



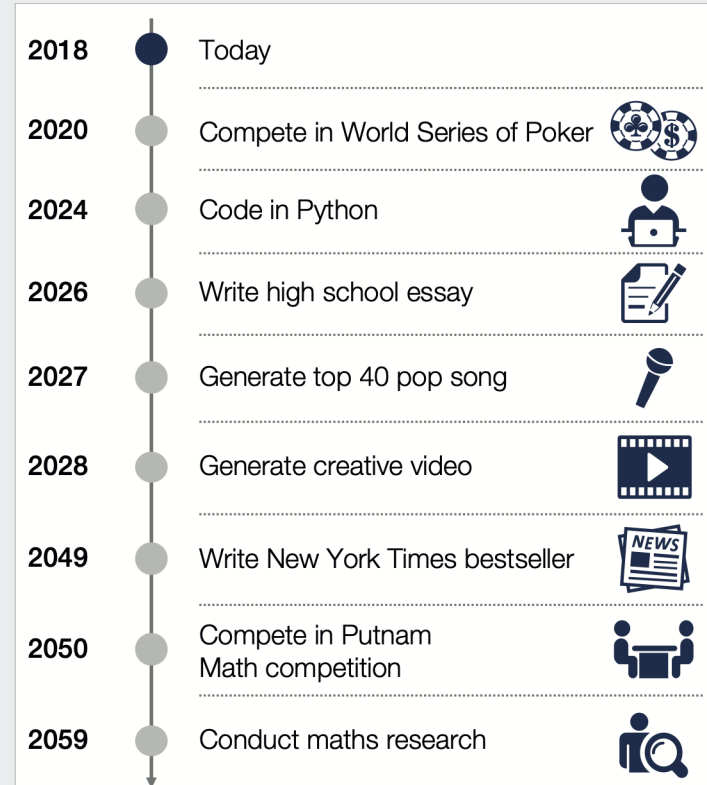
“Timeline of AI disruption”

Source: *Creative Disruption*.

World Economic Forum

Future of Humanity Institute, Oxford University

Department of Political Science, Yale University





Objectives of the white paper

- Current uses of AI technologies in creative industries
- Emerging applications
- Current and future R&D and societal challenges



Method

Bottom-up approach

Inria, NEM collaborators

Editorial guidelines

creation, consumption, production

Non exhaustivity

from version 1 to version 2



Report content

Where to find it?

<https://nem-initiative.org/>

Also on

HAL <https://hal.inria.fr/hal-02125504>

arXiv <https://arxiv.org/abs/1905.04175>



Technological challenges

Data

Limited labelled data, non-stationary data (e.g. preferences)

Cross-domain methods

Mixed media, content accessibility

Human-machine cooperation

User-centred, AI-HCI problem



Societal challenges

Ownership

Creation ownership, technology ownership

Accessibility

Education, inclusion



“This report probably identified only parts of the applications, areas and challenges related to AI for media and creative industries. Additional ideas and R&D&I directions are certainly also promising and worth exploring, given the diversity of tools, needs and applications in this field. Further creativity in the use of AI for media should thus be encouraged.”

Presentations





Federico Alvarez

Towards universal media creation through AI media factories



Cynthia Liem

Still haven't found what I'm looking for? A technologist's and musician's perspective on the digital information age



Bertrand Braunschweig

AI: where do we want to go?

Panel discussion

Federico Alvarez, Cynthia Liem, Bertrand Braunschweig, Baptiste Caramiaux, José Manuel Menéndez

