

The background is a vibrant, abstract digital scene. It features a dense network of glowing lines in various colors (blue, green, yellow, red) that create a sense of depth and movement, resembling a data stream or a complex network. Numerous small, colorful particles (dots) are scattered throughout, adding to the dynamic feel. On the right side, there are large, semi-transparent circular shapes that partially overlap the main scene, suggesting a lens or a window into the digital world.

# EBU

OPERATING EUROVISION AND EURORADIO

## TECHNOLOGY & INNOVATION

Get an edge

## AI AND METADATA

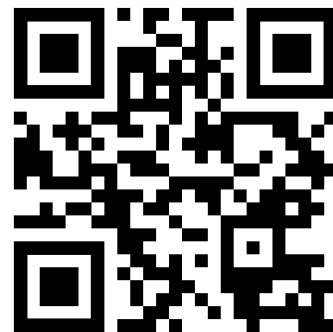
ALEXANDRE ROUXEL (EBU)

# AI AND METADATA WORKING GROUPS



- › The activity is split in 5 groups :  
AIM being the umbrella group

<https://tech.ebu.ch/data>



## 1 AIM

AI and Metadata  
Tatjana Mladenovic (BBC)

## 2 AI-BENCHMARKING

Open source tools development  
Alberto Messina (RAI)

## 3 METADATA MODELLING

Ontology for media  
Jürgen Grupp (SWR)

## 4 MDN

Metadata Developers Network  
Kim Viljanen (Yle)

## 5 MCMA

Cloud architecture for media  
Loïc Barbou (Bloomberg)

# AI AND METADATA - AIM



- › Tatjana Mladenovic (BBC)
- › Chair of [AIM](#)
- › Co-chair of the Smart Media Production SP responsible for AI/Metadata/ML activities



- › Community management, monthly calls and webinars bringing together the active community on Metadata and AI
- › **Contributors** : BBC, YLE, IPTC, SRF, IRT, SWR, TV2, EU project, RAI, VRT, EBU, Radio France, Universities, Research Centres, Companies ...
  - › **Presentations on technology - research – products**
- › Webinars in 2023 : [AI for Subtitling](#), [Facial recognition](#), [Benchmarking of the LLMs](#)



# DATATECH

- › Chair : Kim Viljanen (Yle)



- › [DataTech 2023](#)
  - › 44 presentations – Round tables - 6 demos
  - › More than 200 participants
- › [DataTech 2024](#) : 12-14 March 2024 – 3 days at the EBU

# AI-BENCHMARKING

- › Chair : Alberto Messina (RAI)
- › Facial recognition
  - › 78 hours of annotated videos to benchmark face recognition applications
  - › development of a tool to annotate TV content
- › Generative AI:
  - › Evaluation of Q&A for proprietary content with LLM, RAG and agents

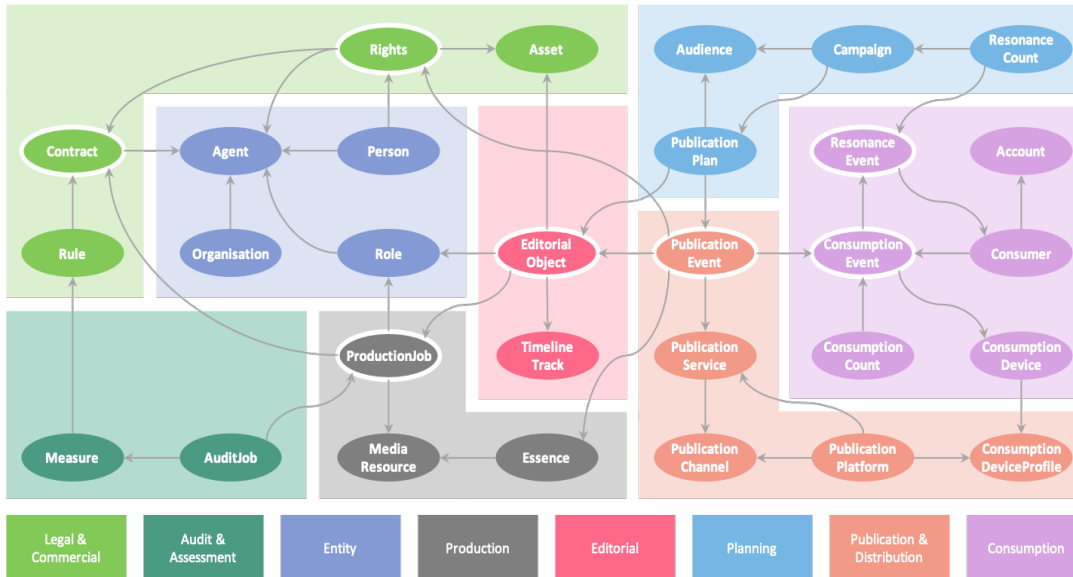


The screenshot shows the PyPI page for the `benchmarkstt` package. The header is blue with a search bar and navigation links for Help, Sponsors, Log in, and Register. The main content area features the package name `benchmarkstt 1.1` with a 'Latest version' badge and a code block showing `pip install benchmarkstt`. Below this is a tagline: 'A library for benchmarking AI/ML applications.' The page is divided into two columns: 'Navigation' on the left and 'Project description' on the right. The 'Navigation' column includes links for 'Project description', 'Release history', and 'Download files'. The 'Project description' column shows the license as MIT, build status as passing, and docs status as passing. Below this is an 'About' section with a paragraph describing the tool as a command-line utility for benchmarking ASR engines, designed for production environments. A 'Project links' section contains a link to the homepage. A 'Statistics' section is also present but empty.



# METADATA MODELLING GROUP

› Chair : Jürgen Grupp (SWR)



- › EBUCorePlus is an ontology for Media
  - › <https://tech.ebu.ch/metadata/ebucoreplus>
- › An interactive tool to learn the ontology
  - › <https://ebucore-plus-dk.org/>
- › An active working group
  - › <https://tech.ebu.ch/groups/mm>



# MCMA : CLOUD COMPUTING FOR MEDIA

## › Chair : Loïc Barbou (Bloomberg)

MCMA Media Asset Management Tool  
Not a MAM

alexandre

Search Browse

Add Asset Description: The Graham Norton Show - Tom Hanks' amazing Clint Eastwood impression  
Date created: May 30, 2022, 11:03:22 AM

Workflows

Workflows Files

2022-06-06 18:58 - AwsLabelDetection

2022-05-30 11:23 - AwsCelebrityRecognition

2022-05-30 11:20 - AwsFaceDetection

**AwsCelebrityRecognition - Completed**

Color	Name	Appearances	Confidence
Red	Tom Hanks	00:00 00:25 00:51 01:16 01:42 02:07	99.8%
Yellow	Graham Norton	00:02 00:54 01:23 01:55 02:22	
Green	Gemma Arterton	00:05 00:30 00:56 01:21 01:47 02:12	99.7%
Blue	Joseph Gordon-Levitt	00:09 00:36 01:15 01:41 02:12	99.6%
Purple	Clint Eastwood	00:13	
Orange	Didac Lee	01:45	

Run Workflow Delete Back



- › Open source framework to develop media applications on serverless cloud platforms
- › Minimizing the deployment and the development costs
- › Standardisation in progress
- › Access to the demo platform is **available for Members upon request**

# METADATA EXCHANGE PLATFORM

- › Could hosted platform for metadata exchange for archive : <https://www.mep-psb.org/>
  - › It has been developed for EBU Members in the Western Balkans via an EU funded project

The screenshot shows the 'Metadata' search interface. At the top, there are filters for Organisation (None), As (Creator and Publisher), Publication year (None), Language (None), Country (Serbia), Coverage starting year (None), and Coverage ending year (None). An 'Execute' button is present. Below the filters, there are tabs for 'Table' and 'Details', and a 'Download' button with a red notification icon. The table below contains 5 rows of search results with columns for Original title, English title, Languages, Contributors, and Length.

	Original title	English title	Languages	Contributors	Length
1	Europastudio	Studio Europe	['German']	{'Geert Kahl': {'IS_JOURNALIST'}; 'Paul Lendvai': {'IS_JOURNALIST'}}	PT58M52S
2	Auslandsreport - Serbien - Die Opposition	International Report - Serbia - The Opposition	['German', 'Other']	{'Otto Hörmann': {'IS_JOURNALIST'}}	PT52M14S
3	Der Report F: 30 - Die neuen Reichen von Belgrad	Report F: 30 - The New Realms of Belgrade	['German', 'Other']	{'Helmut Brandstätter': {'IS_JOURNALIST'}}	PT48M33S
4	BALKAN BLUES - Die Wiener Tschuschenkappelle auf Balkan Tournee	BALKAN BLUES - The Wiener Tschuschenkappelle on tour in the Balkans	['German', 'Other']	{'Wolfgang Beyer': {'IS_DIRECTOR'}}	PT55M32S
5	Orientierung / Folge 947 F: 947 - JOHANNES PAUL II. UND DER KRIEG AUF DEM BALKAN (STUDIO-DISKUSSION)	Orientation / Episode 947 F: 947 - JOHN PAUL II AND THE WAR IN THE BALKANS (STUDIO DISCUSSION)	['German']	{'Herbert Weisenberger': {'IS_PRESENTER'}}	PT29M3S

Read

Define your query



Result overview

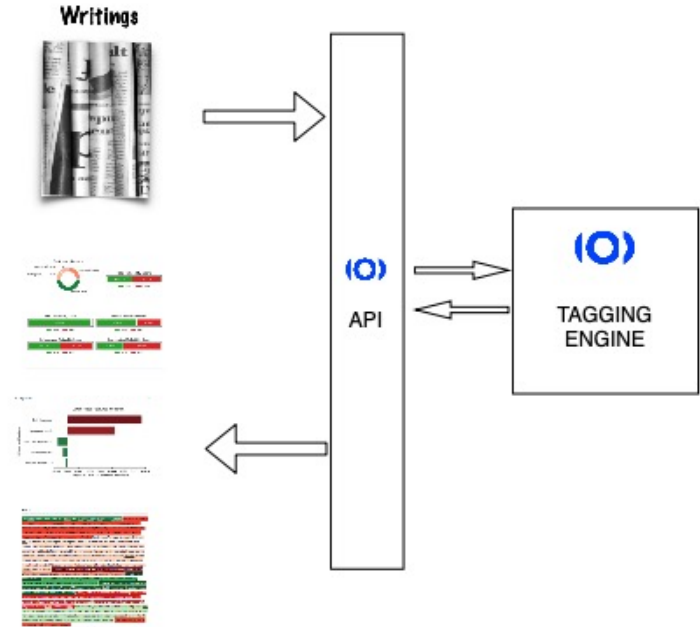
Download the detailed result



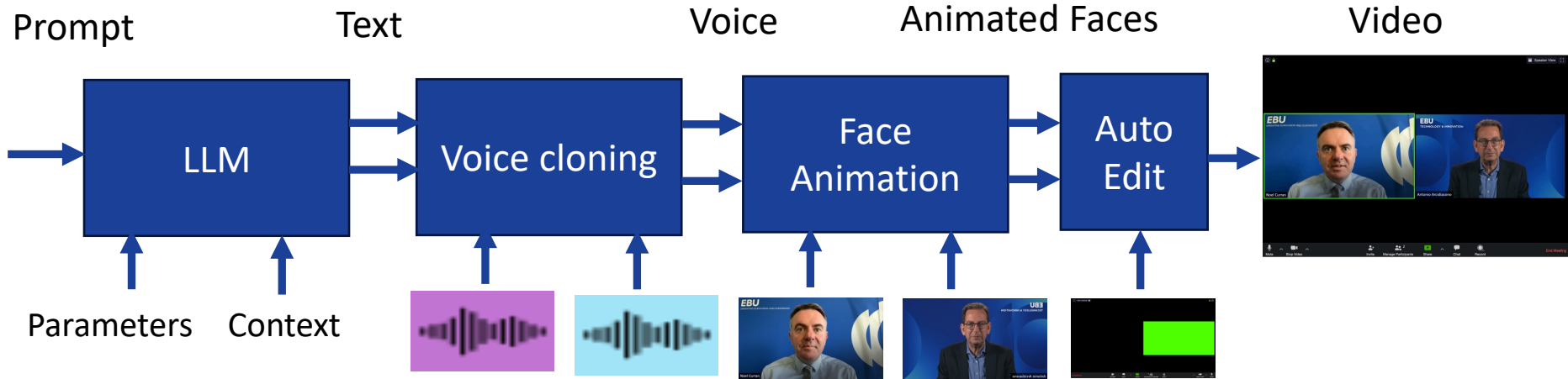


# LYNX : EBU FAKE NEWS DETECTOR

- › An API to analyse the linguistic properties and attribute reliability scores to news articles
- › Model trained on more than 4 Million News articles
- › Collaboration with the RTBF to integrate our API in Faky
- › **API available to Members upon request**



# GENERATIVE AI : POC



- › The workflow is 100% open source and hosted on EBU servers
- › Presented at the Technical Assembly 2023



Meeting interface showing two participants:

- Participant 1:** Noel Curran, EBU OPERATING EUROVISION AND... (video is highlighted with a green border)
- Participant 2:** Antonio Arcidiacono, EBU TECHNOLOGY & INNOVATION

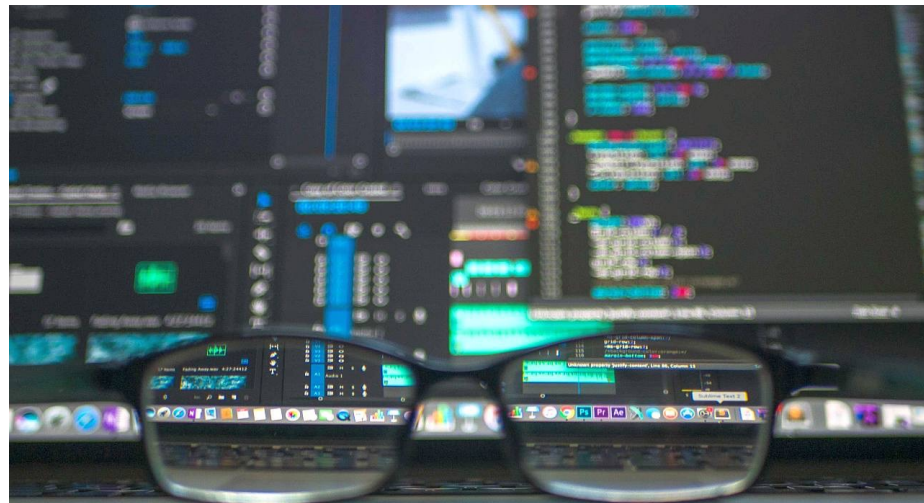
Meeting controls at the bottom:

- Mute
- Stop Video
- Invite
- Manage Participants (2)
- Share
- Chat
- Record
- End Meeting

Top right: Speaker View

# COLLABORATIVE WORK

- › Join **ETC/SMPTE** task force
  - › Outline of future potential standards on AI and metadata for media.
- › **Research** projects with **Universities**
  - › 3 Master Thesis on AI with the [EPFL](#)
  - › Self-supervised video summarisation
  - › Sport highlights detection
  - › NLP for fake news detection
- › Collaborative project with Members
  - › **RadioFrance**: Chapterization of radio content with transcription and NLP
    - › Master thesis starting in October 2023
- › **EBU academy Master Class** :
  - › [AI and Machine Learning for PSM](#)





# CONTACT ME

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QUESTIONS ?

<https://tech.ebu.ch/data>



# DTS 2024

- › The EBU **Data Tech Seminar (DTS)**, is the only industry event specifically looking at data and AI applications in media. It has become the annual meeting point for data technology professionals who are shaping data solutions for media production and distribution.
- › DTS combines a conference programme with deep dives and networking. Media technologists, data and AI practitioners and decision makers visit DTS to get technology updates minus the hype, exchange insights and experiences, discuss choices and collaborations, and generally to network with their peers and the industry.
- › DTS 2024 is held on 12-14 March at EBU Headquarters in Geneva. Our conference room seats 144 (up to 160), and capacity is extended by an online streaming option.



