



Catalan Audiovisual Council initiatives on artificial intelligence

**International Conference of Media Regulators from the Balkan Region
November 23-25, 2022, Sofia**



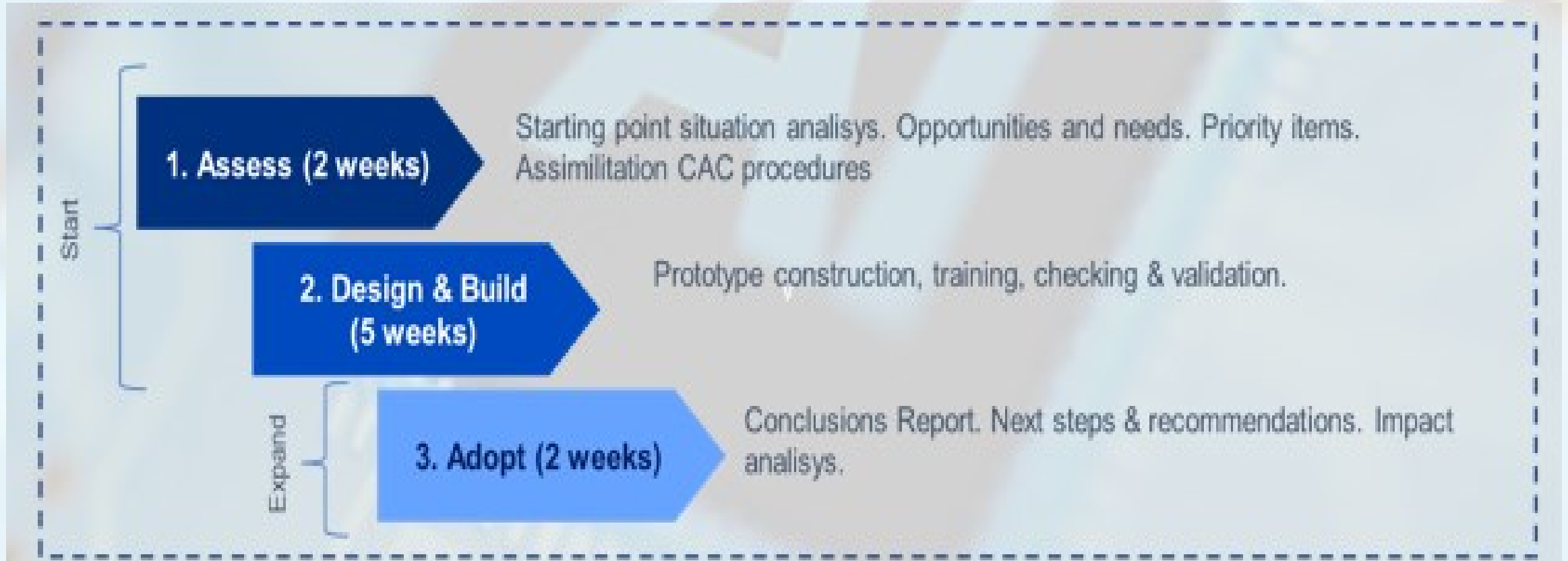
PILOT TEST. MAIN OBJECTIVES

- Identify the needs and the priorities to develop specific solutions and to incorporate them gradually into the CAC content monitoring Area and its content management procedures.
- Develop a prototype, in some of the fields and areas of management of the content monitoring.



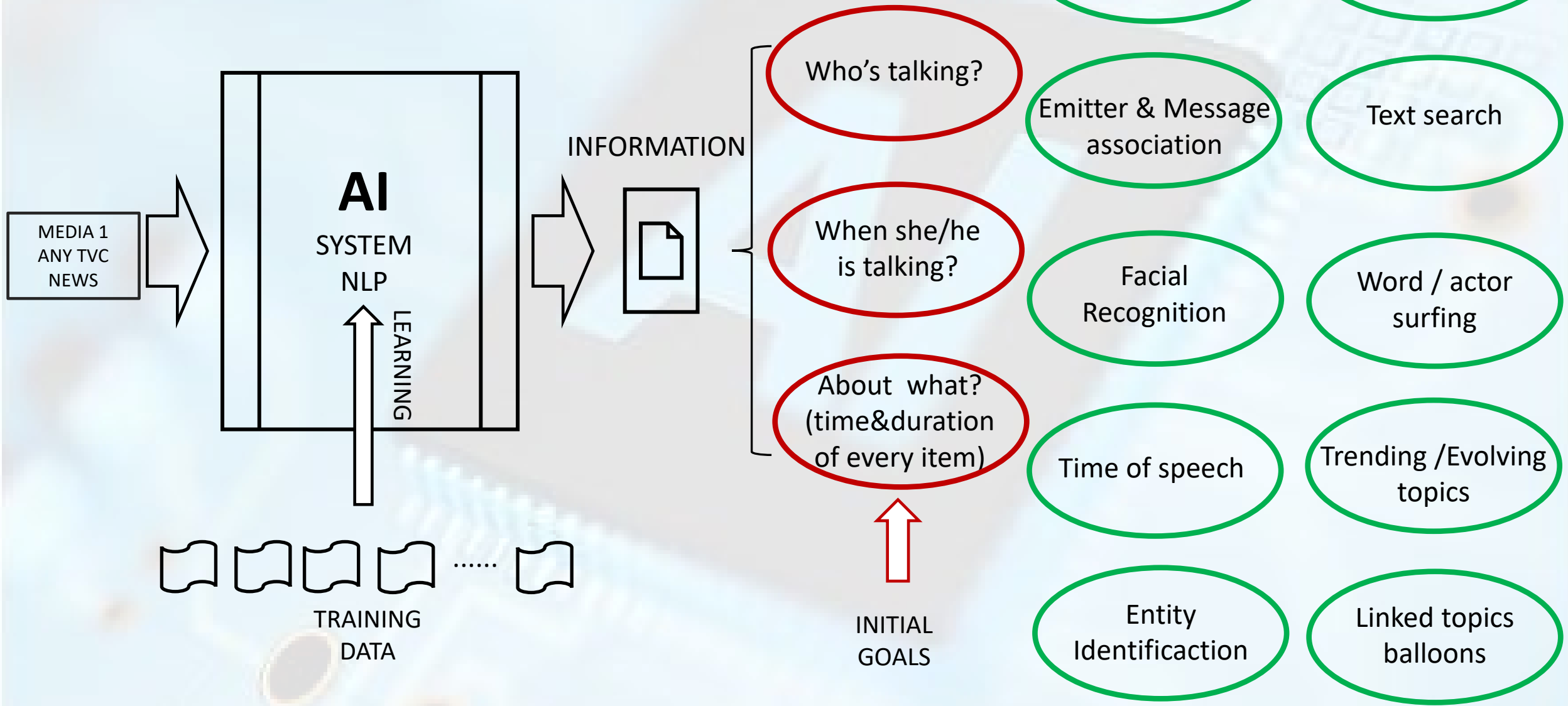
CAC EXPERIENCE: AI PILOT. THE PROJECT

- Conducted from June to September 2021
- Divided in 3 phases:





CAC EXPERIENCE: AI PILOT. RESULTS



The AI features presented were applied to 10 news programmes, so the evaluation could obtain the results and the potential during a series of diverse and wide contents.



AI PILOT. DEMO

The screenshot shows a video player interface. At the top left is the 'AC' logo. Navigation links include 'Home' and 'Tracks'. A search bar contains the text 'Search inside all files...'. On the top right, there are links for 'Admin Panel', 'Hi, Lina', a user profile icon, and a language icon. The main video area displays the title '23/03/2021 - TN Migdia' with a '0:00' timestamp and a duration of '21 Sep 2021 · 62 mins'. A 'DISPLAY' button is located below the video. Below the video player is a section titled 'Telenotícies' with an 'Explore >' button. A horizontal carousel of video thumbnails follows, each featuring the 'TN' logo and a play button. The thumbnails are labeled with dates: '22/03/2021 - TN Migdia', '23/03/2021 - TN Migdia', '25/03/2021 - TN Migdia', '26/03/2021 - TN Migdia', '24/03/2021 - TN Migdia', and '25/03/2021 - TN Ve...'. A chat icon with a '1' notification badge is in the bottom right corner.



AI PILOT. CONCLUSIONS

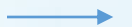
- ✓ The results of the pilot test showed the potential of AI solutions applied on the different areas of automatic content review and reporting or statistics.
- ✓ The system transcribed the contents to identify the speaking person and leave the information triggered by any text analytics and navigation, just to the point where it refers within the specific content.
- ✓ The natural language processing applied to the pilot test has been the Catalan. The level of precision of the Pilot that processes the Natural language in Catalan has been well above the initial expectations of 50-60% reaching a level around 90%, this allows us to explore the possibilities of applying AI in non-majority languages (Catalan speaking population worldwide → ca. 10 million people)



AI PILOT. MAIN CHALLENGES

During the implementation of the pilot test, the following challenges arose:

- Voices off: When the person speaking is not the same as the one shown in the picture
- Recognition of faces / people with masks
- Identification of irrelevant faces; many different faces are identified, some of which are not relevant
- Multi-language appearances: when there is an actor speaking other language than Catalan.
- Topics and themes classification and concept definitions
- Music identification





PRELIMINARY MARKET CONSULTATION

25.11.2021



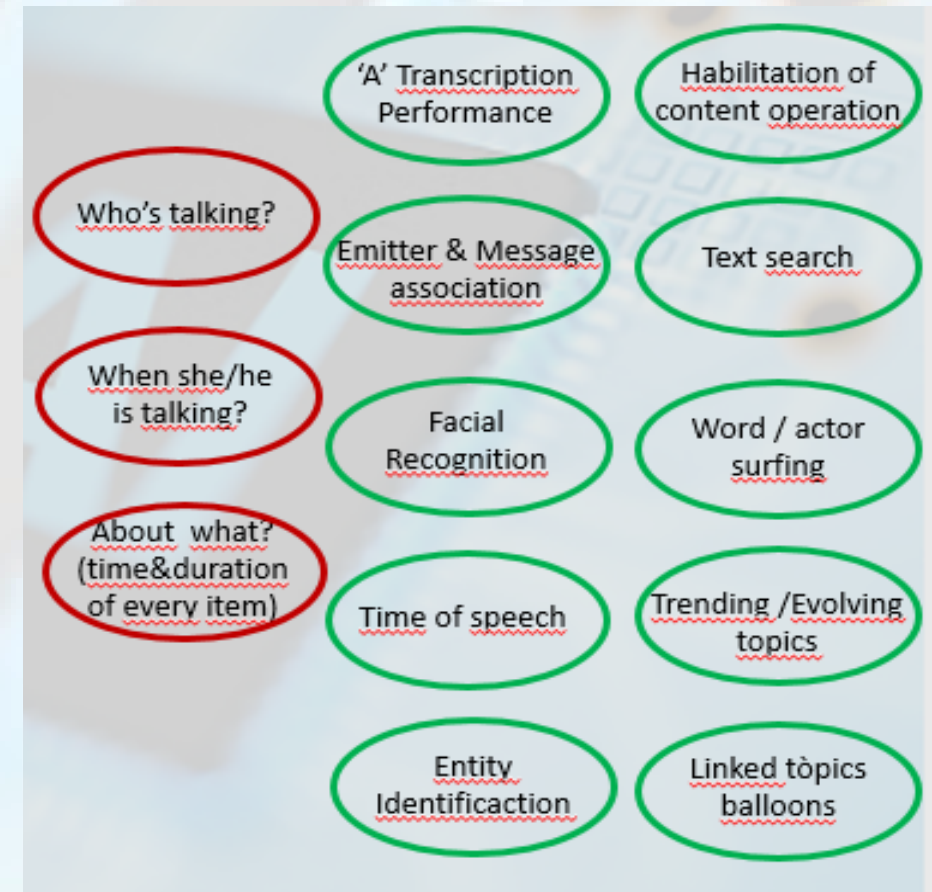
10.12.2021





CAC NEXT STEPS ON ARTIFICIAL INTELLIGENCE

- ✓ The CAC Board is committed to the development and implementation of artificial intelligence solutions, for instance in the analysis and cataloging of contents.
- ✓ Ensure the level of transcription accuracy can be applied to all the goals achieved in the pilot test



MANY THANKS FOR YOUR ATTENTION !



**Consell
de l'Audiovisual
de Catalunya**

Artificial Intelligence