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Thursday, January 24th, 2018 16:00

Maxwell Room 5th Floor DET
Corso Castelfidardo, 42/a

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Innovation



AI applications for Public Service Media: challenges and opportunities

ABSTRACT

This speech will focus on the motivations and possible approaches underlying the adoption of AI in the field of Public Service Media. Rai 's R&D long experience with AI tools will be examined and presented under the light of current developments and in the landscape of European-level activities in the media business sector, along with hints for possible future challenges and collaborations.

BIOGRAPHY

Alberto Messina (MSc, PhD) started as a research engineer with RAI in 1996, when he completed his MS Thesis about objective quality evaluation of MPEG2 video. Since then, he has been involved in several corporate-level and international research projects in digital archiving, automated documentation, and automated production. His current interests are mainly in media content analysis and information extraction systems. R&D coordinator since 2005, he leads RAI's research on Advanced Content Management Systems, a field in which he is author of more than 80 publications. He has extensive collaborations with national and international research institutions, in research projects and students tutorship. He has been active member of several European Broadcasting Union projects, led the EBU Strategic Programme on Media Information Management and AI until 2018. He worked with leading roles in many European funded projects including IBC 2013 Award - winning VISION Cloud, BRIDGET and currently in MULTIDRONE. He's been Contract Professor of Multimedia Archival Techniques at Politecnico di Torino from 2012 to 2015. He actively participates in International Standardisation bodies, mainly in EBU and MPEG, where he recently contributed to MPEG-A, MPEG-7 and MPEG 21 extensions.

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