

Keynote 05-10-17

Artificial (Media) Intelligence

Man vs. Machine in RTV-monitoring

Speaker:

Abderrahim Ait Ben Moh

Company:

Zoom Media

@zoommedia247



WORLD MEDIA INTELLIGENCE
CONGRESS

BERLIN _____ 4-6 October 2017

@_FIBEP

#FIBEP

#WMIC17



zoommedia

What's on the Menu

1. Historical Context of RTV Monitoring
2. The Last Decade
3. The Rise of Artificial Intelligence
4. Example Cases
5. Future Challenges

Definitions for this Talk

Cognition: *the ability to see, hear, understand and learn*

Artificial Intelligence: *having machines performing cognitive tasks*

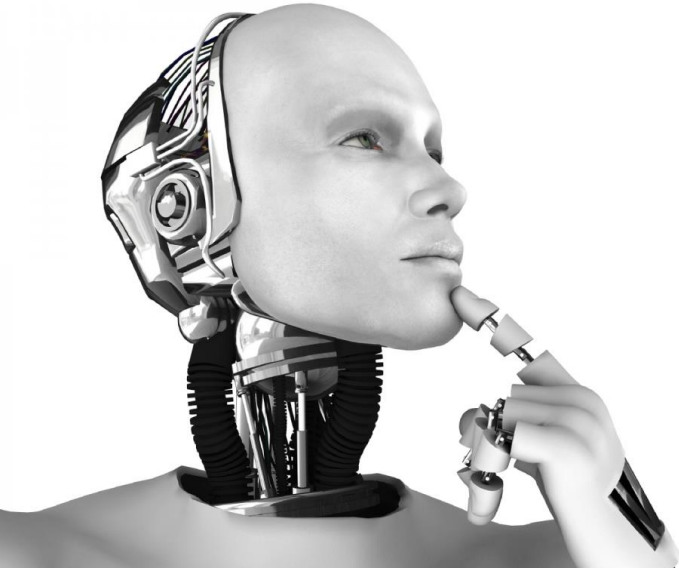
Algorithm: *a method to train machines in fulfilling a cognitive task*

Machinelearning: *pattern recognition in audiovisual content*

Historical Context

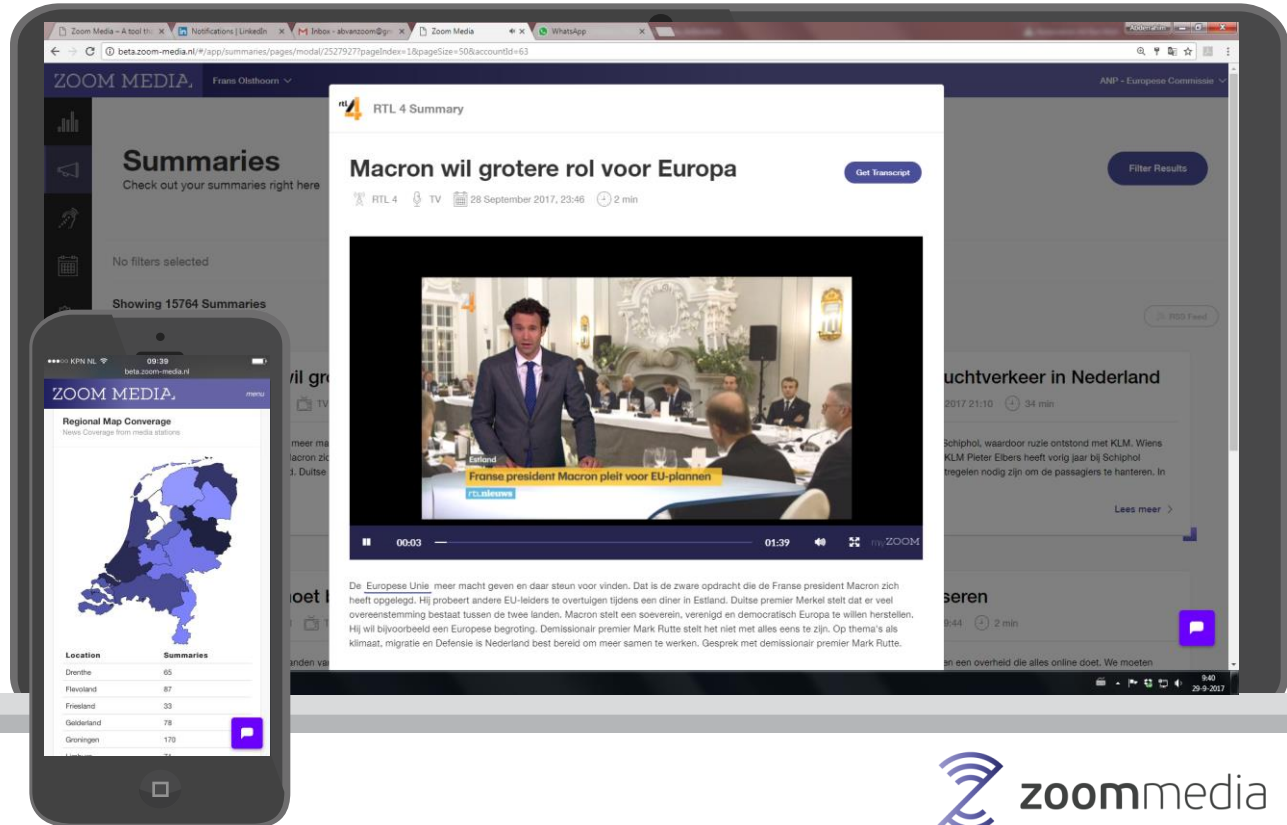
- Inhouse Communication Departments
- Giving access to relevant information
- Coverage of part of available content
- Rise of online platforms (NPO,RTL)

“How can I get paid for watching television for all these organizations while having them satisfied in their information need?”



Monitoring Service

- Workflow
- Hyperlinking
- Summarization
- 50 Dutch RTV channels 24/7
- 400-700 summaries daily



The Last Decade: Problems and Developments

Internal

- Growing pains
- Team too big
- Content unmanageable

External

- Data Tsunami
- Human behavior
- Moore's Law



zoommedia

The Rise of AI

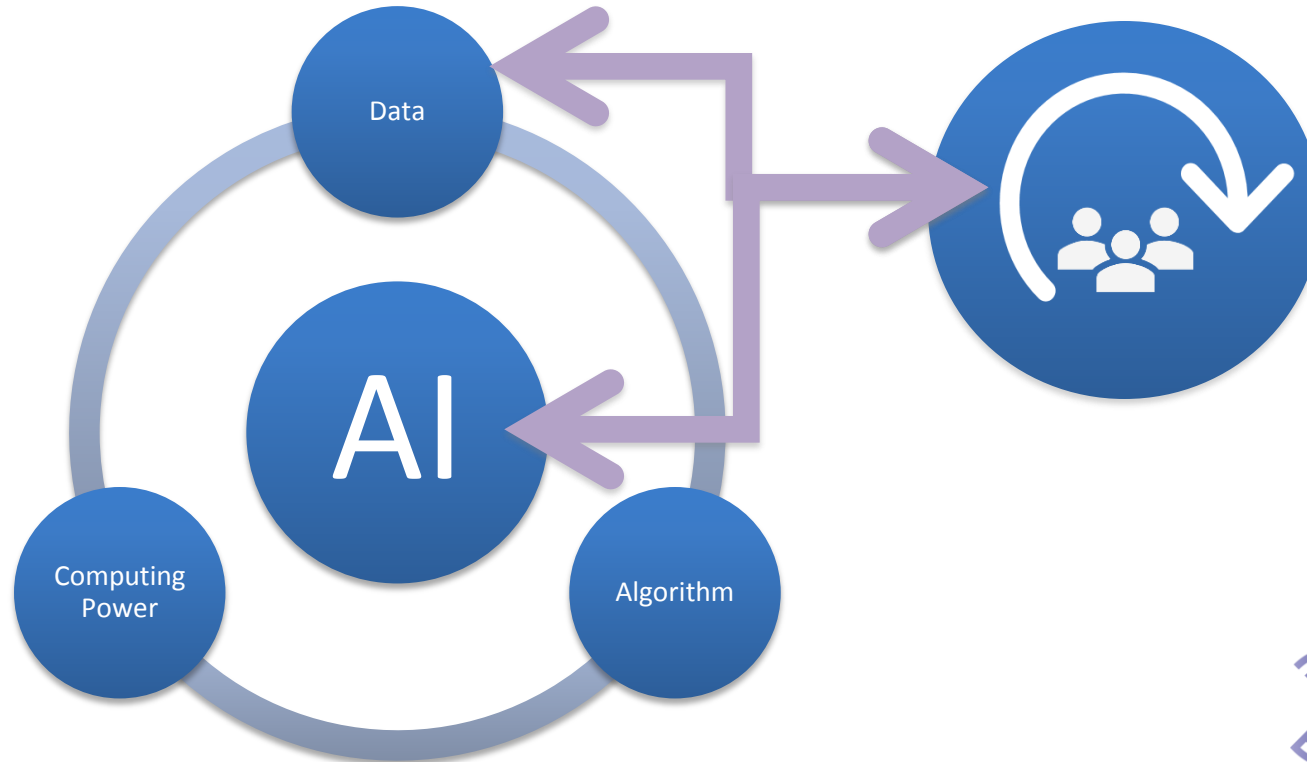
Experiments with machinelearning

- Speech-recognition
- Face-recognition
- Object Recognition

	Speech Recognition	Face Recogniton	Object Recognition
2014	61%	43%	34%
2015	64%	55%	
2016	82%	57%	
2017	94%	91%	71%



The Three (4) Pillars of AI



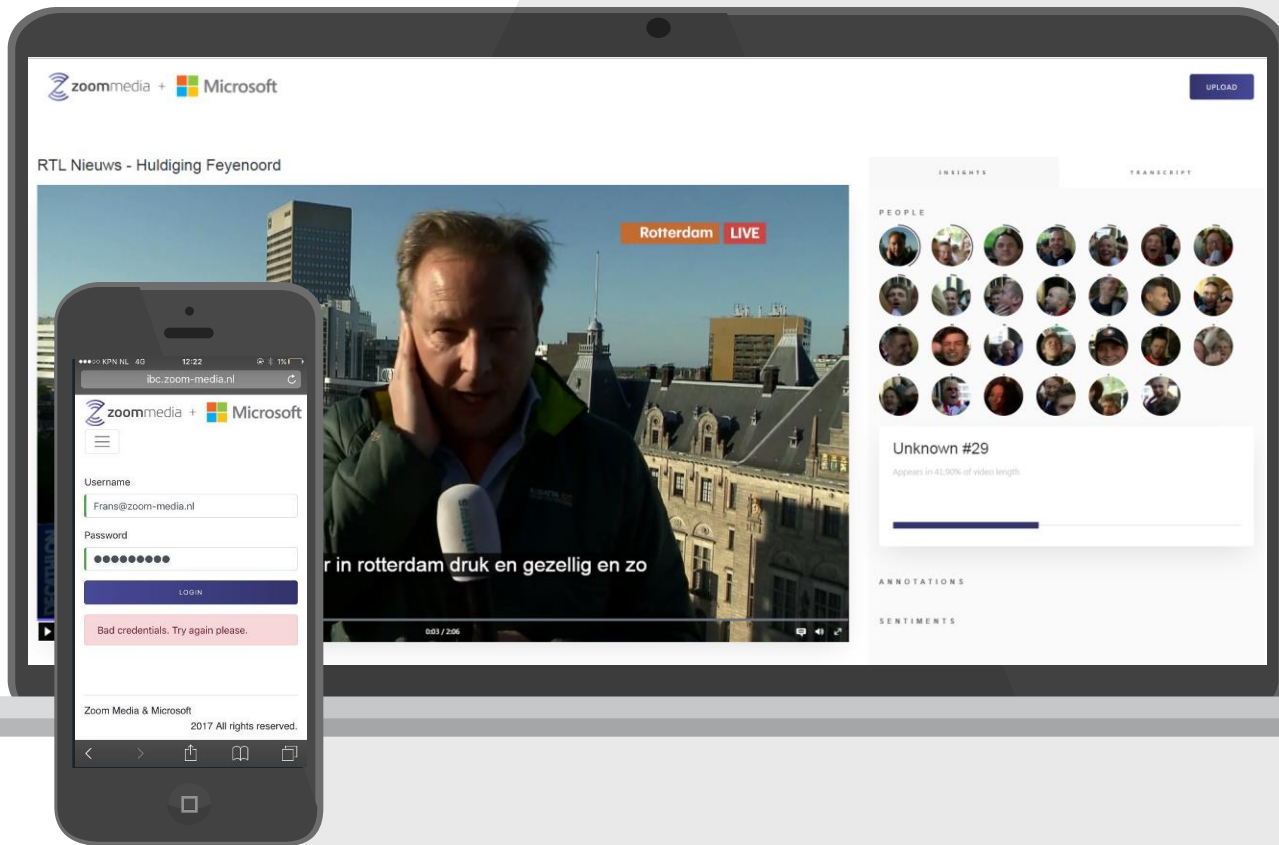
4. The Human Feedback loop consisting of summaries ingestion and feedback on AI-output

Zoom Media – IBC Demo

This demo gives a random UX of our service. The demo integrates Zoom Media and Microsoft technology for a specific user case. Our service is offered as a SaaS running on both MS Azure as well as our own API's.

([Click for live demo](#))

([Click for news coverage](#))



Example of ingestion: Fipronil crisis

Speech recognition understood
Fipronil as “ProRail” (Dutch National
Railway Company)



Future Developments

1. Understanding speech (NLP)
2. Automatic topic segmentation
3. Unknown “unknowns”

“Opposed to 10 years ago, RTV-monitoring will focus more on what content to filter out instead of giving access to relevant information”

Zoom Media

*Develops and trains algorithms to
analyze audio and video in real-time*

www.zoom-media.nl

The Hague, Netherlands
Casablanca, Morocco



Abderrahim Ait Ben Moh

ab@zoom-media.nl

www.linkedin.com/in/abderrahim

