

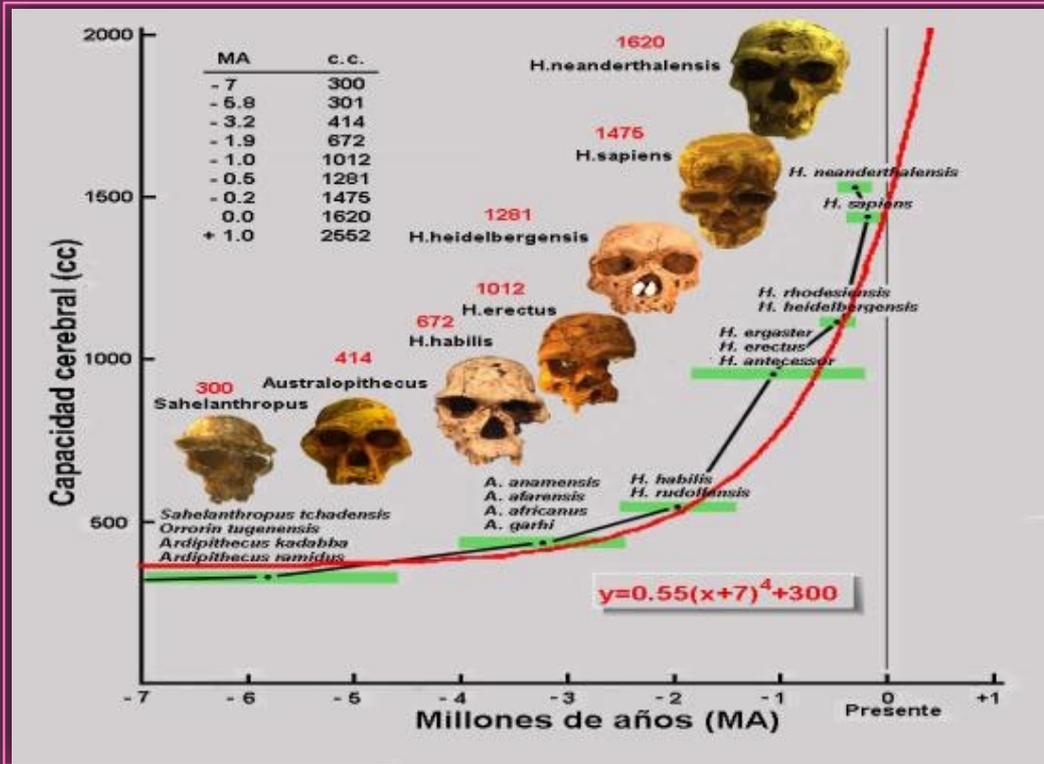
IA y medios,  
una cuestión  
de sentidos



[david.corral@rtve.es](mailto:david.corral@rtve.es)



Un breve paseo  
por nuestra  
historia y la  
inteligencia



La evolución humana, como especie... Inteligente. Dominado el mundo desde hace millones de años sobre otras especies animales gracias a su capacidad de adaptación, supervivencia y creatividad.

*Final*  
*m-config. Symbol Operations m-config.*

$q_i$     $S_j$     $PS_k, L$     $q_m$     $(N_1)$

$q_i$     $S_j$     $PS_k, R$     $q_m$     $(N_2)$

$q_i$     $S_j$     $PS_k$     $q_m$     $(N_3)$

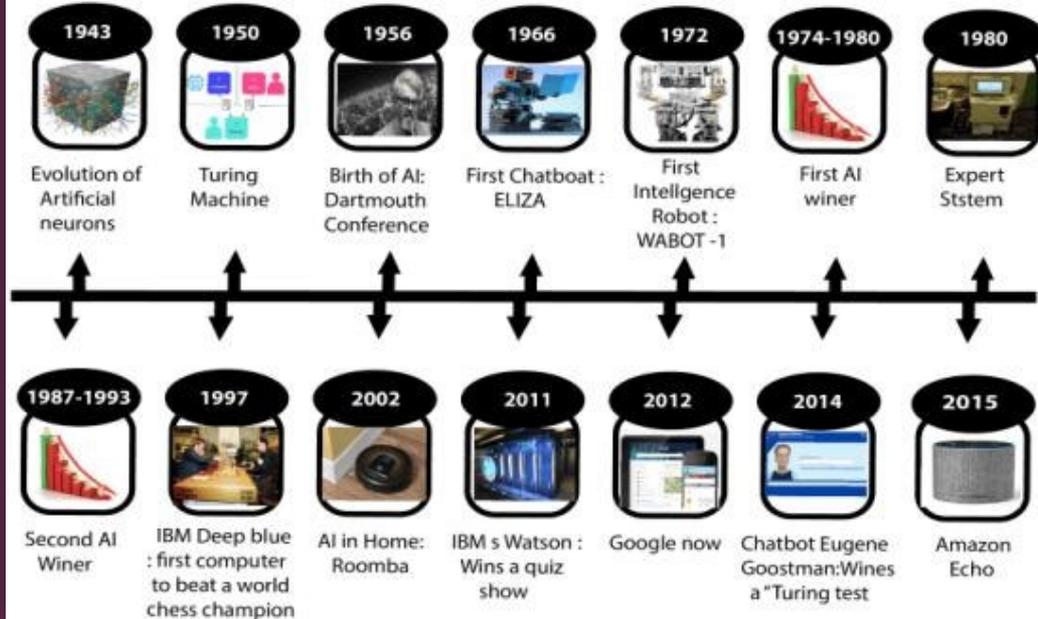
$q_1 S_0 S_1 R q_2; q_2 S_0 S_0 R q_3; q_3 S_0 S_2 R q_4; q_4 S_0 S_0 R q_1;$

101011111110010110011000

FIG. 20  
DELAY LINE  
WITH INPUT  
AND OUTPUT

Alan Turing

## History of AI

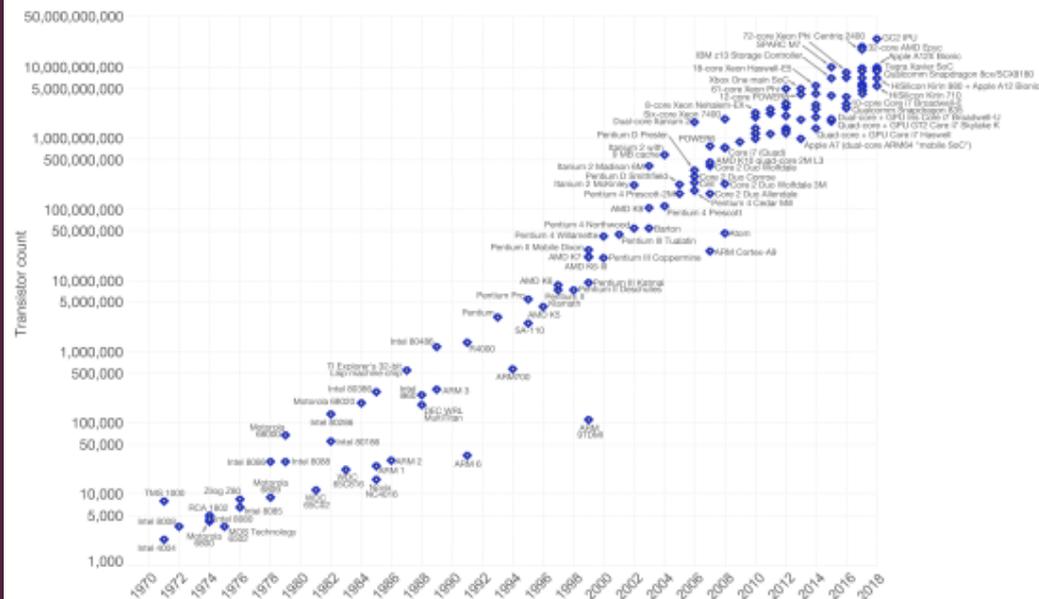


La evolución de otra inteligencia, creada por el hombre, por lo tanto... artificial. Apenas un siglo de una tecnología que va a transformar el mundo y las sociedades.

## Moore's Law – The number of transistors on integrated circuit chips (1971-2018)

Moore's law describes the empirical regularity that the number of transistors on integrated circuits doubles approximately every two years. This advancement is important as other aspects of technological progress – such as processing speed or the price of electronic products – are linked to Moore's law.

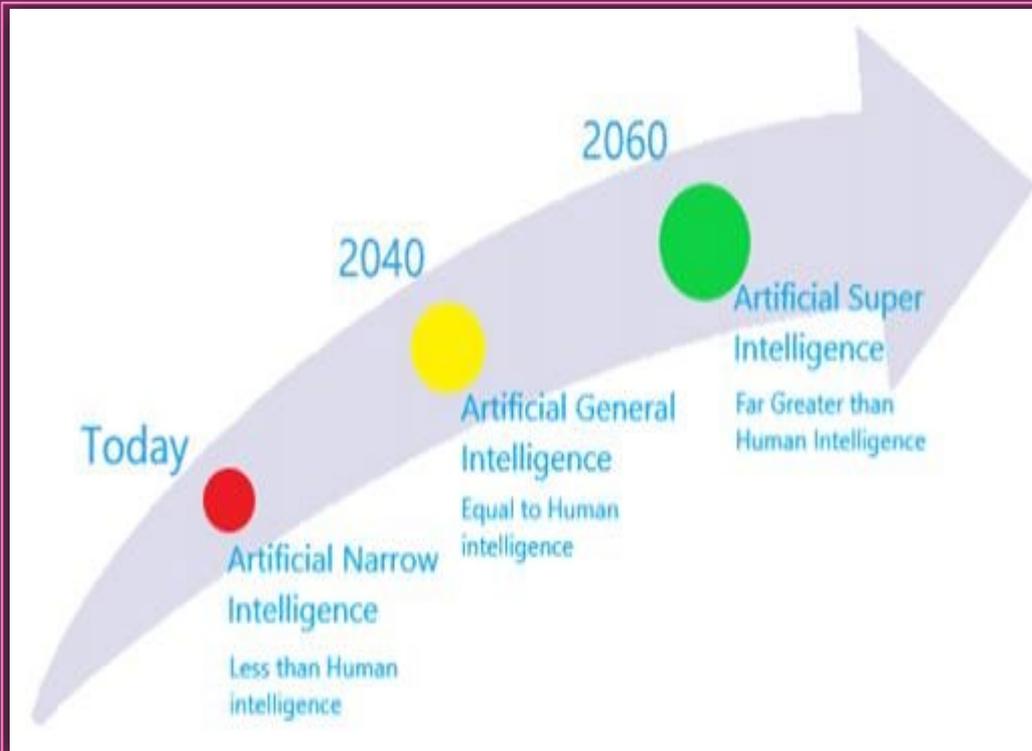
OurWorld  
in Data



Data source: Wikipedia ([https://en.wikipedia.org/wiki/Transistor\\_count](https://en.wikipedia.org/wiki/Transistor_count))  
The data visualization is available at: [OurWorldInData.org](https://www.ourworldindata.org). There you find more visualizations and research on this topic.

Licensed under CC-BY-SA by the author Max Roser.

Y ¿cómo y cuánto piensa?  
Una evolución vertiginosa,  
exponencial... ¡cuántica!



Una inteligencia artificial...  
¿humana? ¿superior?

# Netflix gana 1.000 millones de dólares anuales por su IA de recomendación

7.753 millones de habitantes.  
.. 100 IA

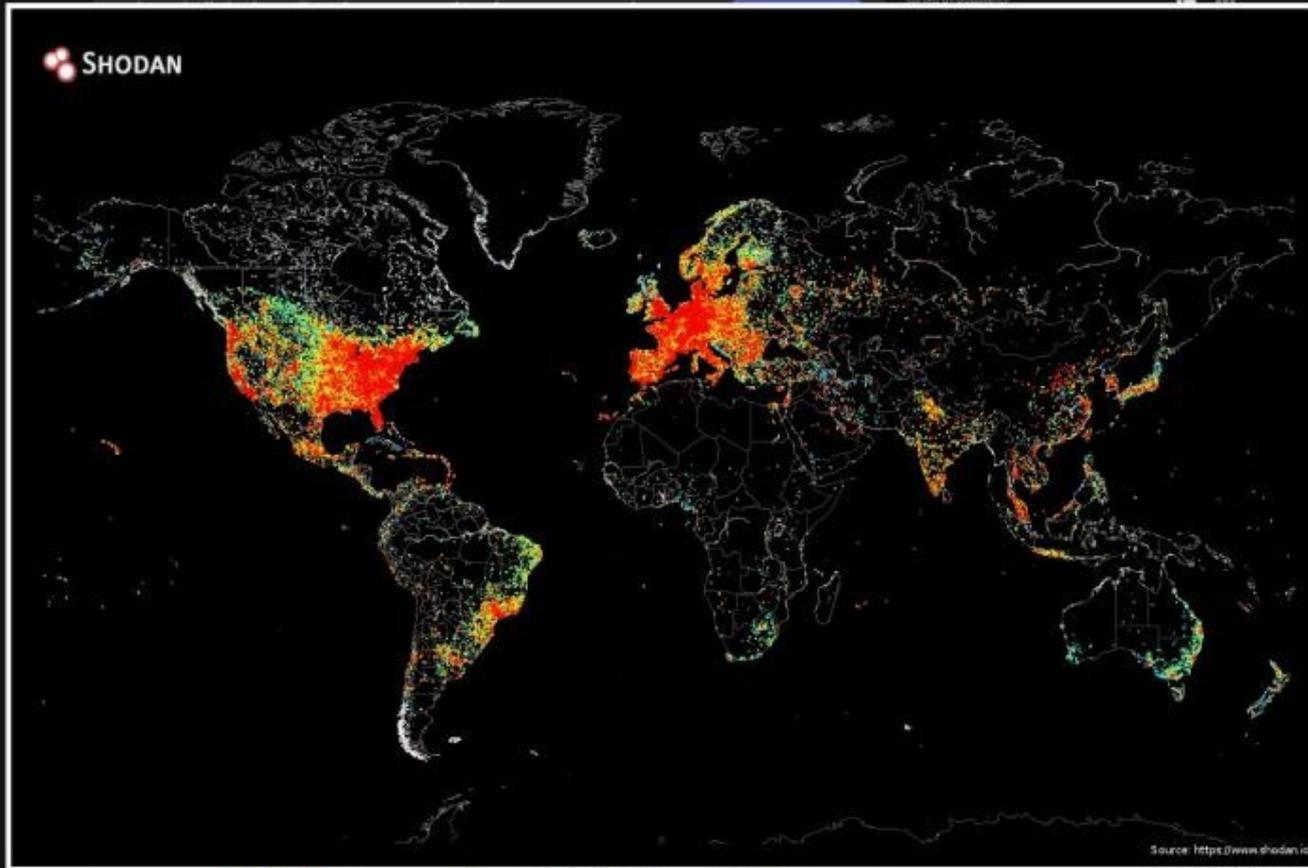
14.400 millones de dispositivos conectados...  
29.000 en 2030 ...  
IoT y nuevas tecnologías

Mercado mundial de la IA en 2022:  
136.600 millones de dólares

En 2030... se prevé 1,81 billones de dólares

83% de las empresas: IA es prioridad absoluta





01

Un ¿nuevo?  
mundo

4ª  
Revolución  
Industrial

03

Un ¿nuevo?  
mundo

2ª  
Digitalización

02

Un ¿nuevo?  
mundo

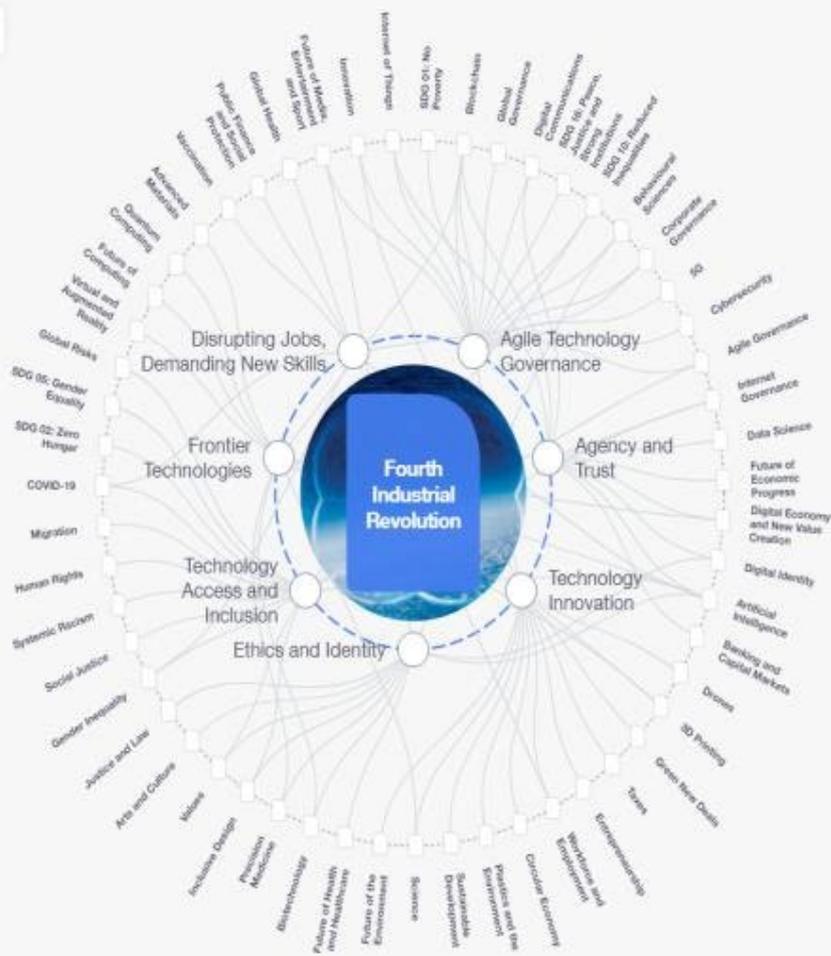
2ª  
Revolución  
de la  
Información

04

Un ¿nuevo?  
mundo

2ª Revolución  
de la  
Información

Discover



## GLOBAL ISSUE

# Fourth Industrial Revolution

The Fourth Industrial Revolution represents a fundamental change in the ways that we live and work. It is a new chapter in human development, enabled by advances that are commensurate with those of the first, second and third industrial revolutions - merging the physical, digital, and biological worlds and fusing technologies in ways that create both promise and peril. The speed, breadth, and depth of this revolution

[Read more](#)

Share Embed

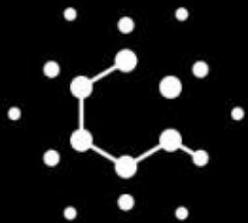
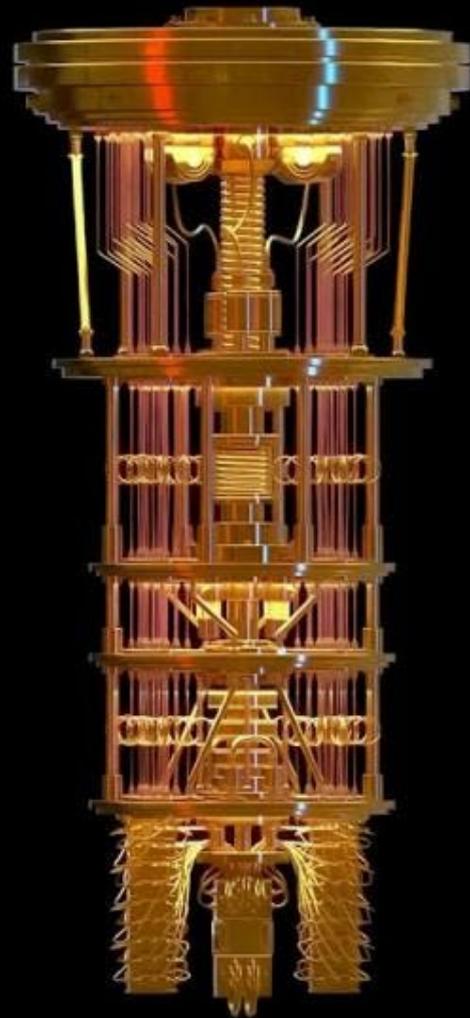
**Log in or sign up to access**

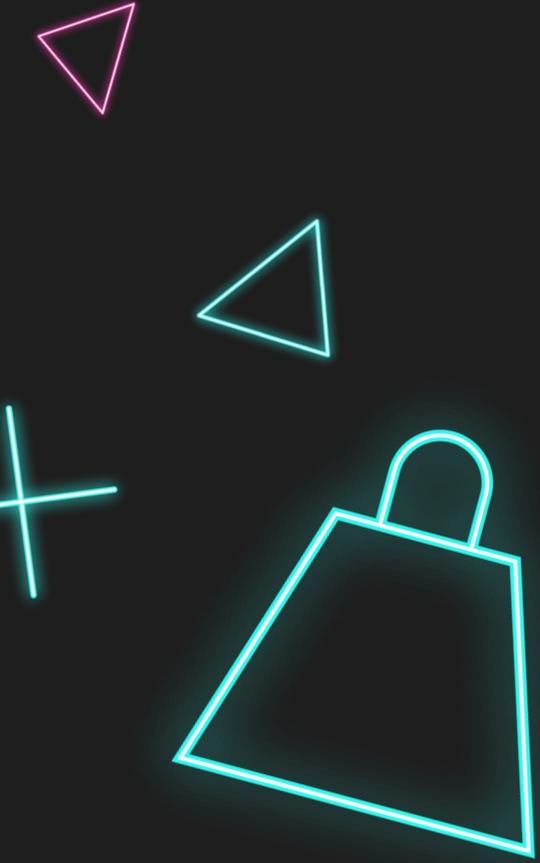
- Expert analysis on 250+ global issues
- Latest research and analysis from the world's leading research institutions

[Log in / Sign Up](#)

### PUBLICATIONS

# QUANTUM COMPUTING





# ¡El dato!

Calidad, cantidad... para conocernos, para  
recomendarnos, ¿soberanía?

## LA SOBERANÍA DEL DATO....



Es la capacidad de individuos, corporaciones o gobiernos, para decidir con autodeterminación cómo, para qué y a qué precio, terceros pueden usar los datos de los que son dueños.

EE.UU. - CHINA - UE

# LOPD

Ficheros

Registro de incidencias

Derechos ARCO

Responsable de seguridad

Informe de auditoría

Consentimiento Tácito

Contrato de encargo

# RGPD

Registro de actividades de  
tratamiento

Notificación de Brechas

+Olvido, limitación y portabilidad

Delegado de protección de datos

Evaluación de riesgos

Consentimiento expreso

Certificación para verificar que  
cumple la normativa





FACEBOOK



INSTAGRAM



SPOTIFY



TWITTER



LINKEDIN



TINDER



YOUTUBE



APPLE



AMAZON



ZOOM



TIKTOK



NETFLIX



MICROSOFT



UBER



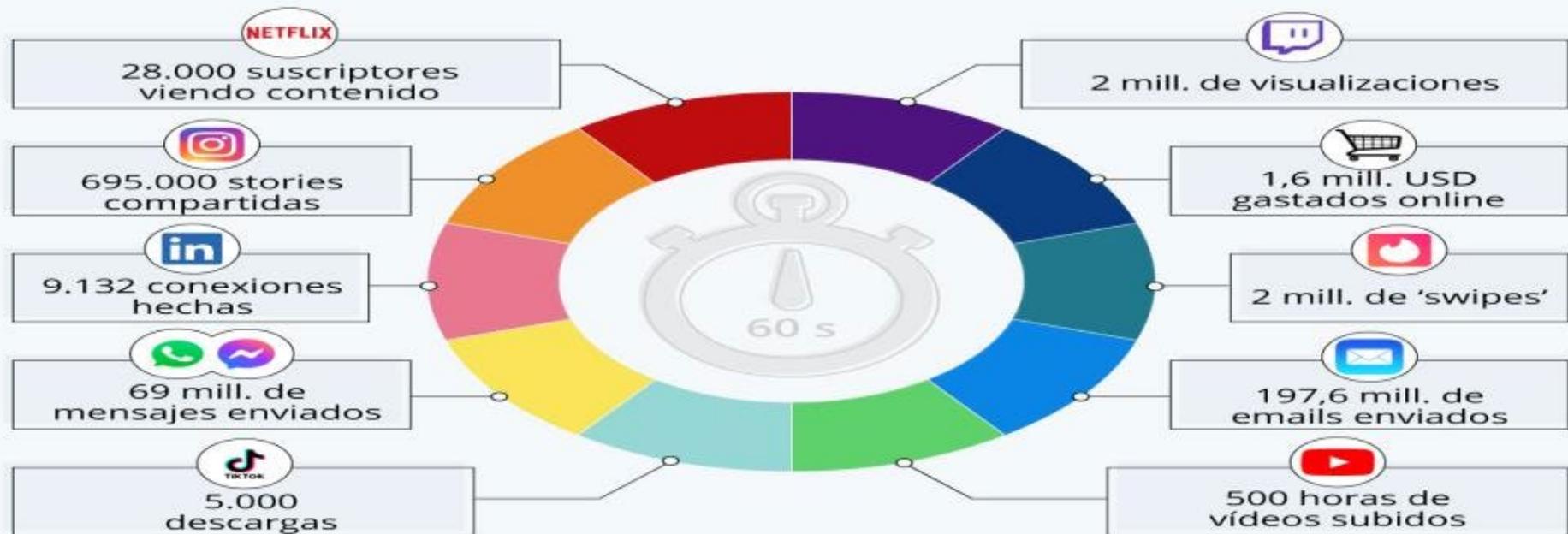


Microsoft	15,260 - 63.5
Spotify	8,600 - 35.8
Pokemon Go	8,466 - 35.2
TikTok	7,459 - 31.4
Apple	7,314 - 30.5
Zoom	6,891 - 28.7
Tinder	6,215 - 25.9
Slack	5,782 - 24.1
Uber	5,658 - 23.6
Twitter	5,633 - 23.5



# Esto sucede en Internet en un minuto

Estimación de una selección de actividades y datos generados online en un minuto en 2021



Fuente: Lori Lewis vía AllAccess

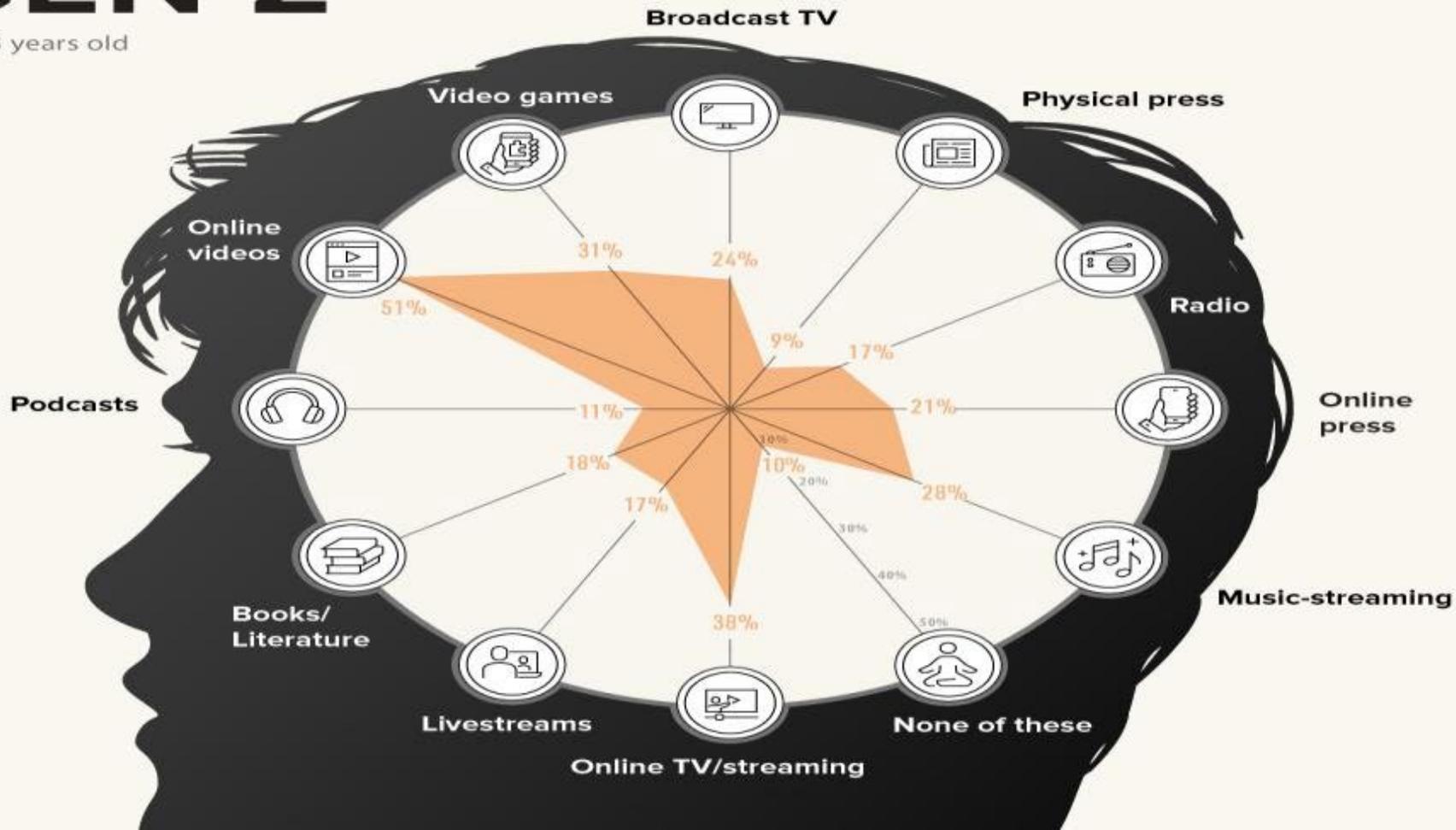


# MEDIA CONSUMPTION GEN Z

16-23 years old

% WHO SAY THEY HAVE STARTED CONSUMING OR ARE CONSUMING MORE OF THE FOLLOWING SINCE THE OUTBREAK

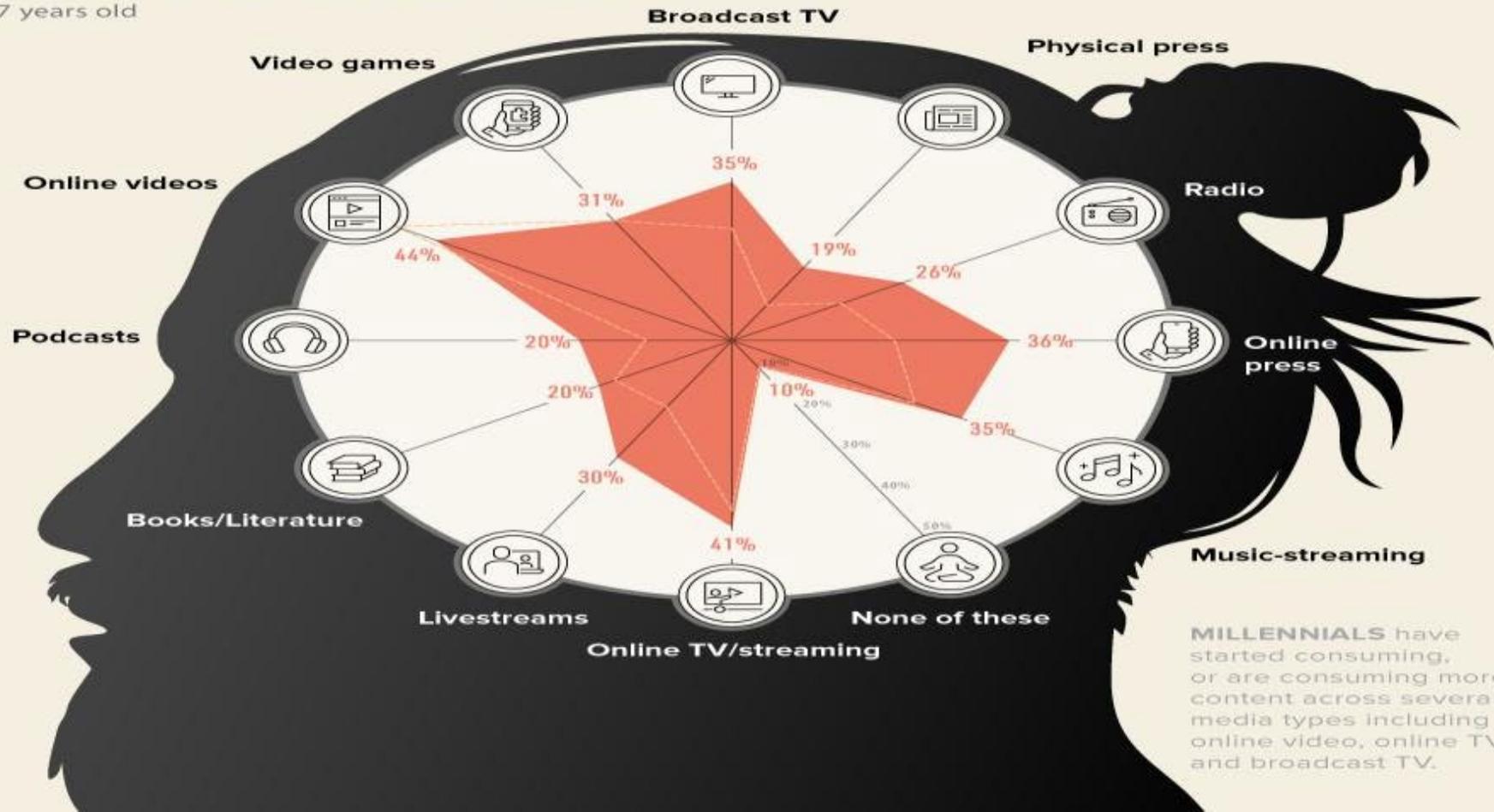
Gen Z



# MEDIA CONSUMPTION MILLENNIALS

24-37 years old

● Gen Z ● Millennials

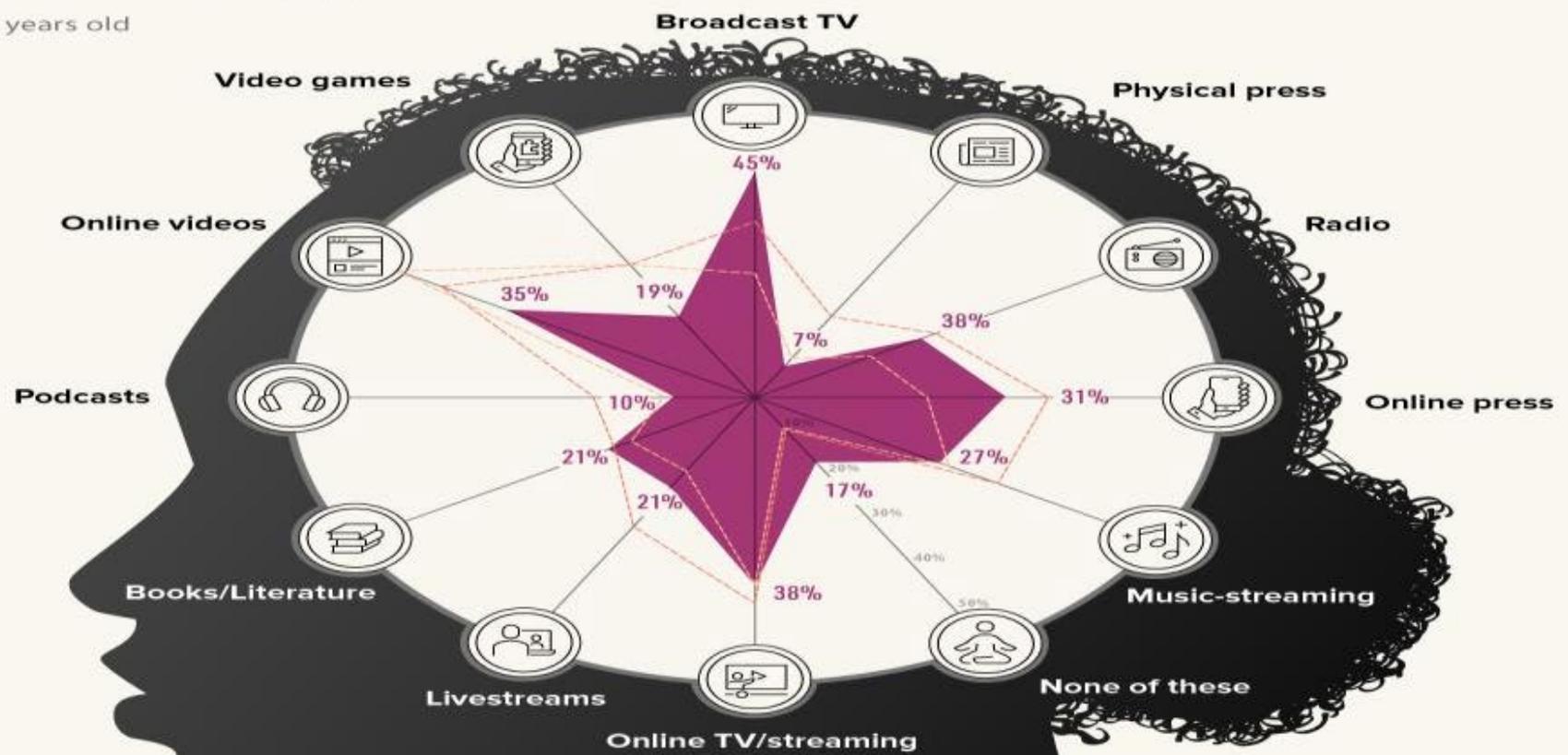


**MILLENNIALS** have started consuming, or are consuming more content across several media types including online video, online TV and broadcast TV.

# MEDIA CONSUMPTION GEN X

38-56 years old

● Gen Z ● Millennials ● Gen X



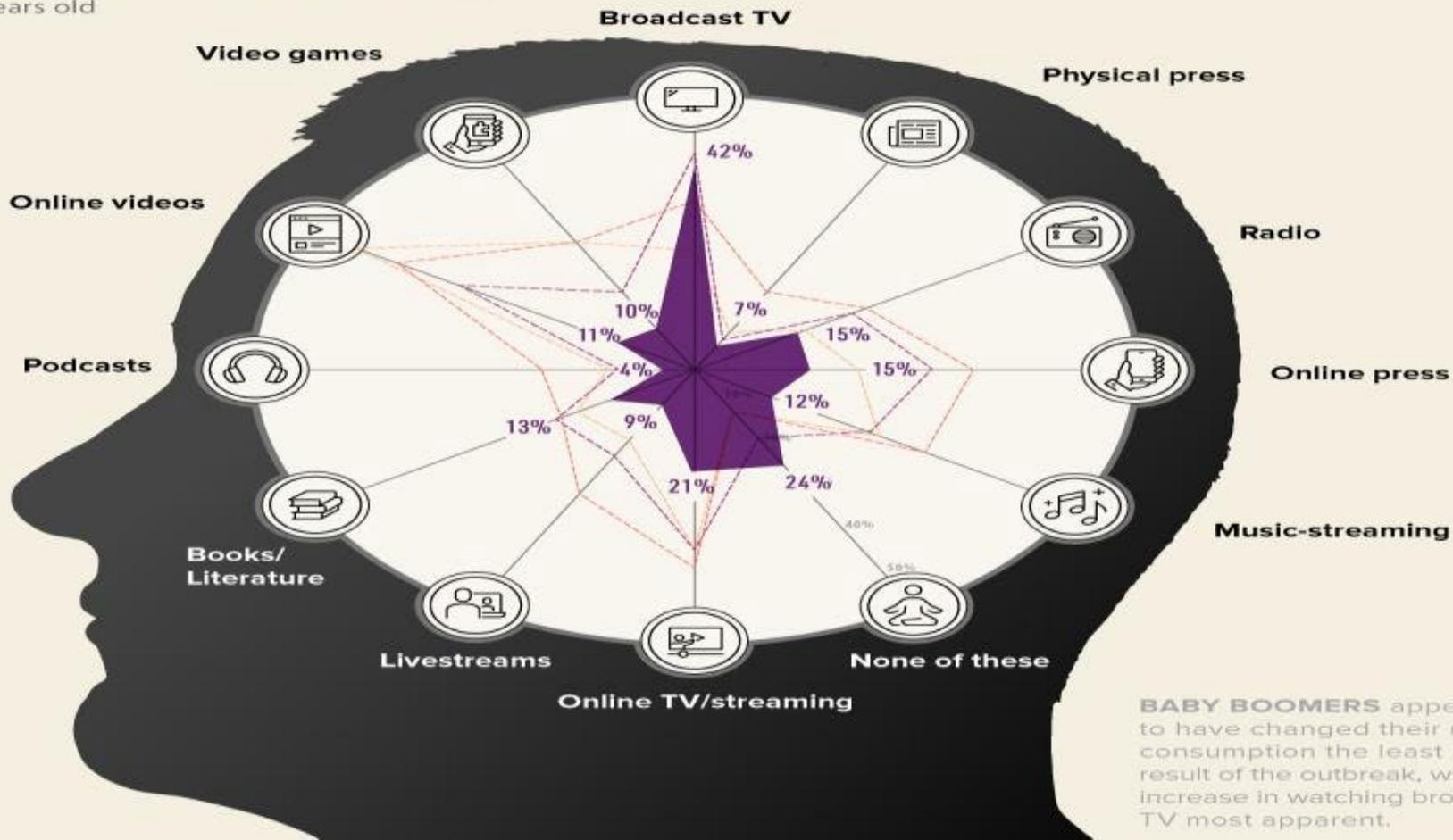
GEN X have increased their TV watching more than any generation, but are also watching TV online.

# MEDIA CONSUMPTION

# BOOMER

57-64 years old

● Gen Z ● Millennials ● Gen X ● Boomers



**BABY BOOMERS** appear to have changed their media consumption the least as a result of the outbreak, with an increase in watching broadband TV most apparent.



Hola... de  
nuevo



01

## El “olfato”

Ese sentido tan propio de los periodistas: Alertas, investigación de audiencias, análisis de grandes cantidades de datos,...



02

02

## El “oído”

Transcripción de audio y vídeo,  
traducción, voces sintéticas...

03

03

La vista

Control de contenidos, narrativas,  
discursos y sesgos, reconocimiento de  
entidades, control de las emisiones,...

04

## El gusto

Verificación, archivos,  
recomendación, suscripciones,...

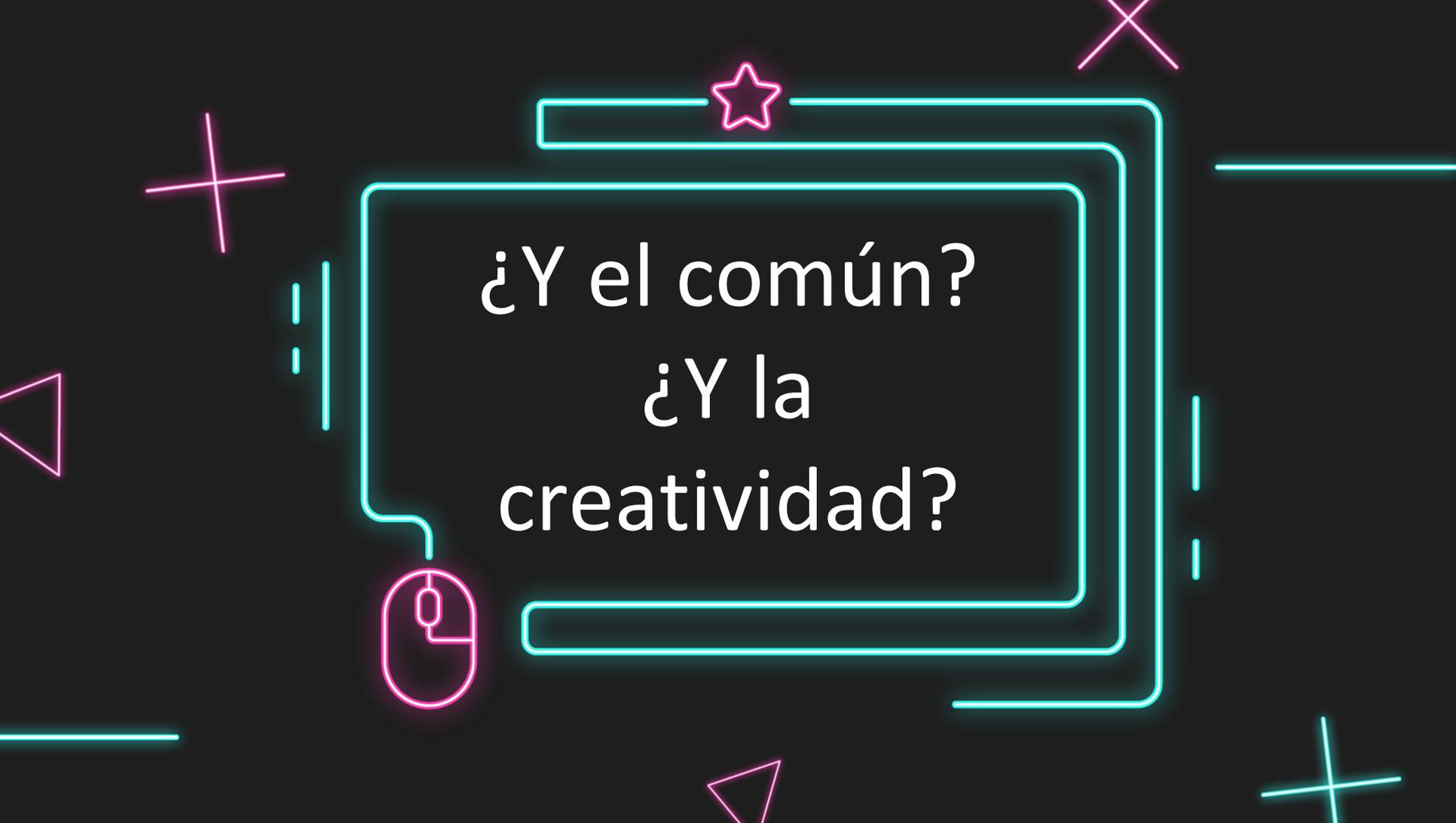


05

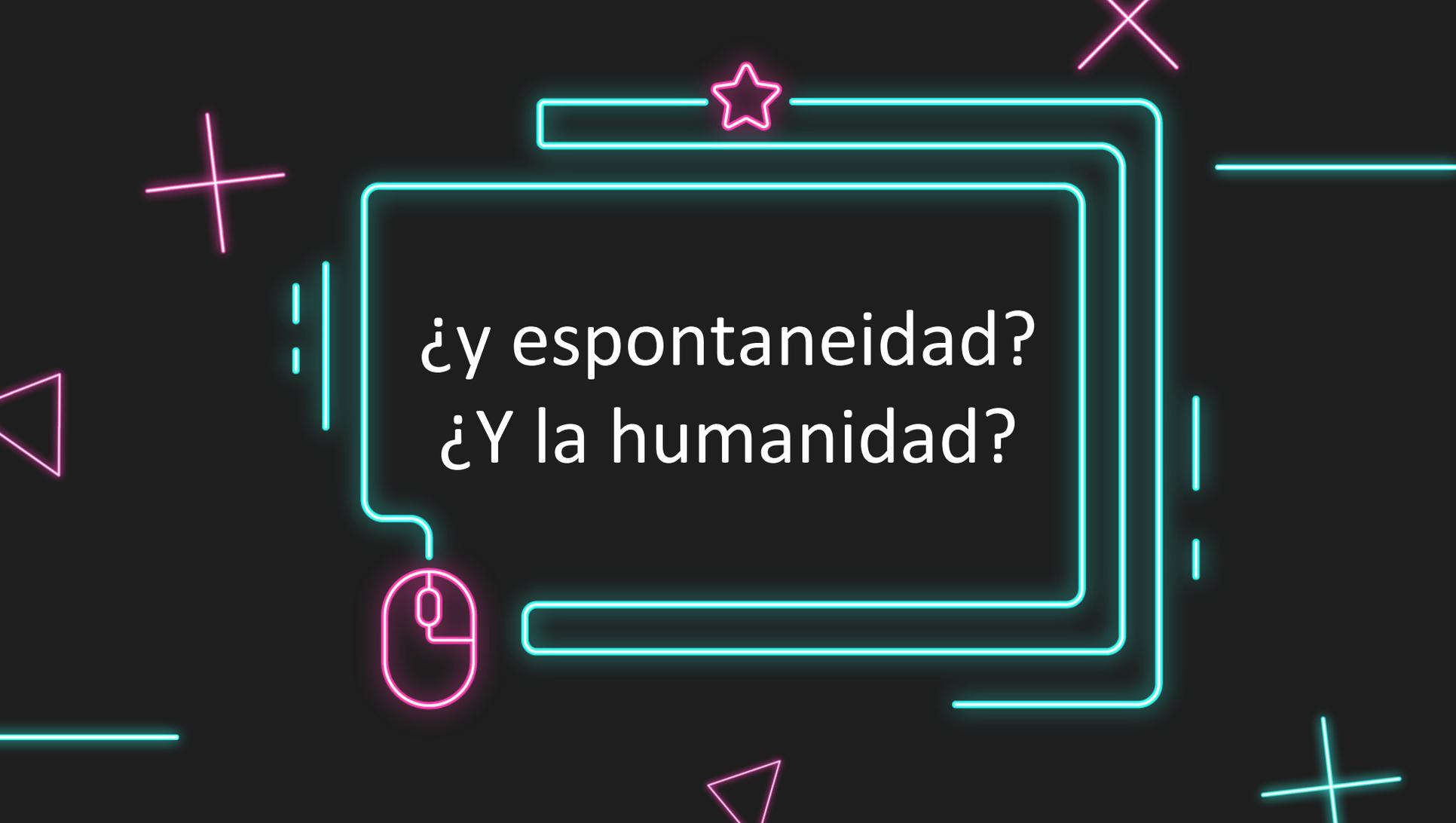
05

## El tacto

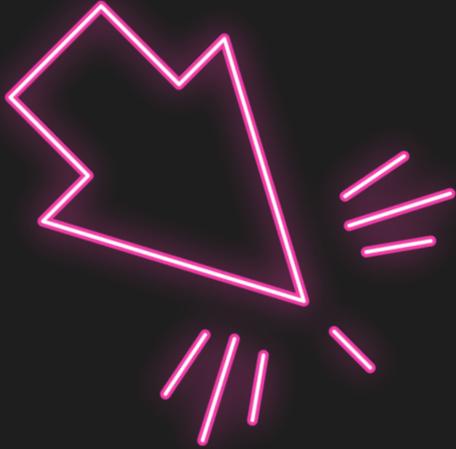
Generación de noticias, montaje  
automático de audio y video,  
personalización, creación,...



¿Y el común?  
¿Y la  
creatividad?



¿y espontaneidad?  
¿Y la humanidad?



# ¡POSITIVO!

Encargarse de las tareas más tediosas y que más tiempo consumen para que los profesionales puedan centrarse en lo que mejor saben hacer: contar historias.





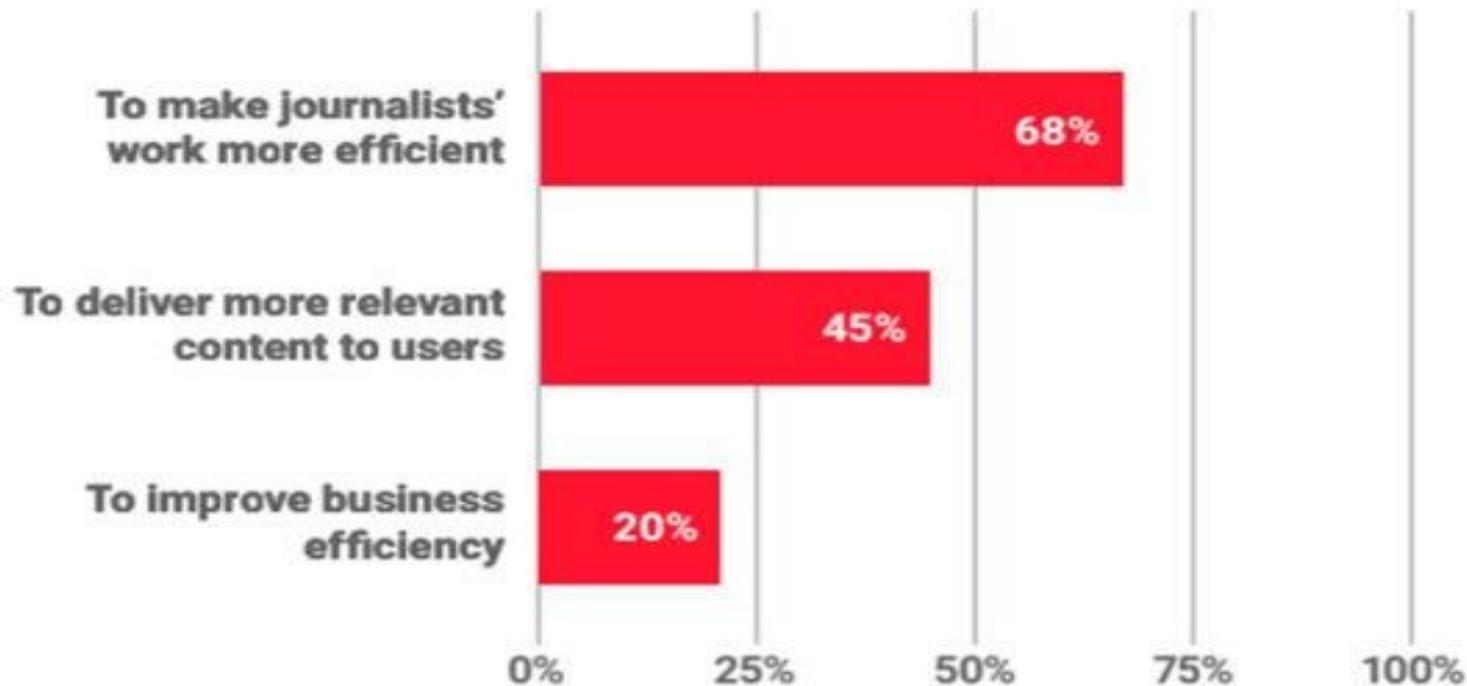
# IA EN LAS REDACCIONES

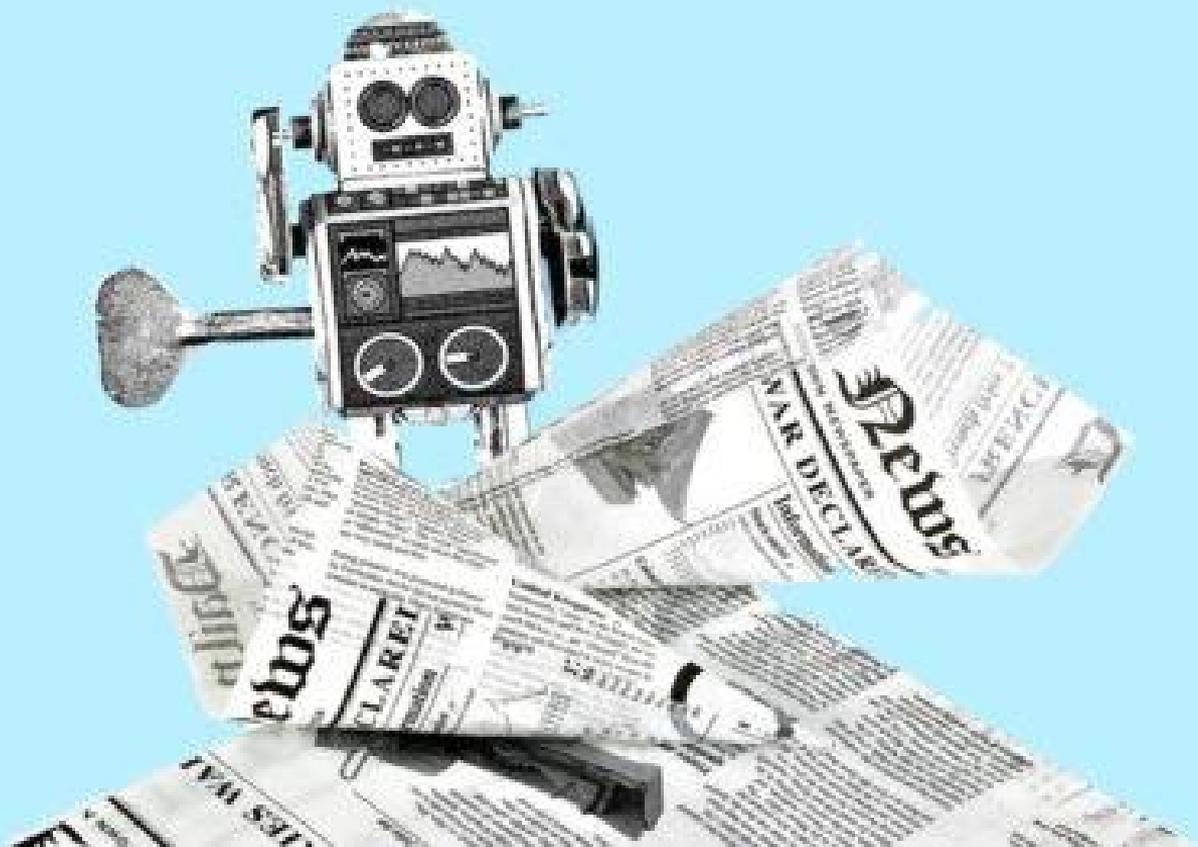


## 1.4 Why Newsrooms Use AI

We can see that there is a wealth of activity and development happening, but why? There were three core reasons given by our respondents:

### WHY HAVE YOU STARTED ADOPTING AI TECHNOLOGIES?





# Story Generation : TALE-SPIN

- Author (program) generates stories in pursuit of her own goals or
- Each character tries to accomplish its goal
- Based on the model of : the storyworld, the characters in it, their goals, personalities, and interpersonal relations.

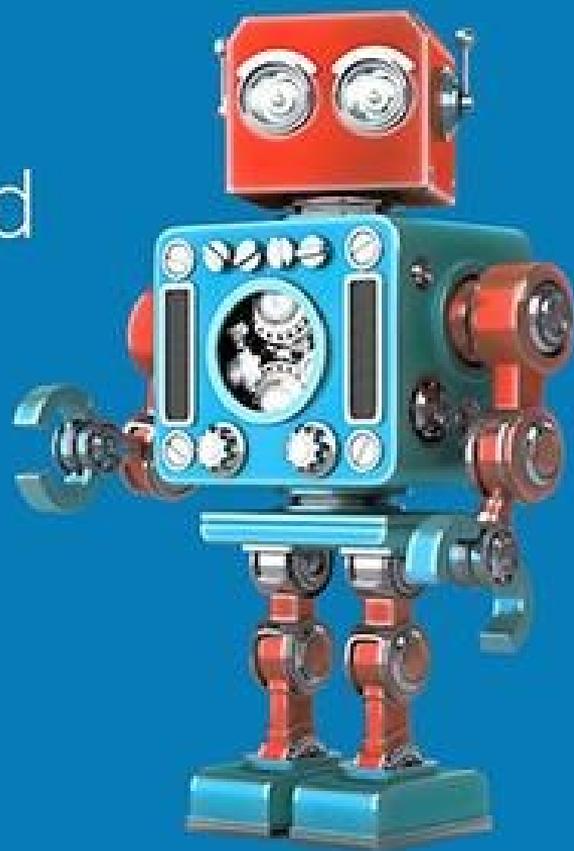


**Tencent**

# Heliograf

## An Intelligent, Automated Storytelling Agent

- Automatic story generation from real-time data sources
- Delivery of channel-specific stories
- Personalized stories for readers





# OpenAI

## GPT-3

¡¡EN ESPAÑOL!!





Gaming, Gambling & Media

## Natural Language Generation for Entertainment

A **natural language artificial intelligence** and **data analysis** platform for gaming, gambling & media.

[Our Solutions](#)

25%

Increase in retention

x25

Content production

x3

Click-through rate





## Algoritmos, precisión y detalle en una cobertura electoral

RTVE investigará cómo cubrir con inteligencia artificial las elecciones en municipios de menos de 1.000 habitantes. La empresa española Narrativa, por experiencia y tecnología, colabora en este proyecto innovador.



RTVE, como prueba de **Innovación**, realizará un **proyecto de investigación aplicada** de un sistema que, basándose en tecnologías de **Inteligencia Artificial** y a partir de los datos suministrados por **fuentes de información oficiales**, los interprete y transforme en una noticia

### Videoteca

Datos Media y Alfalite en TVE



RED V-Raptor 8K VV

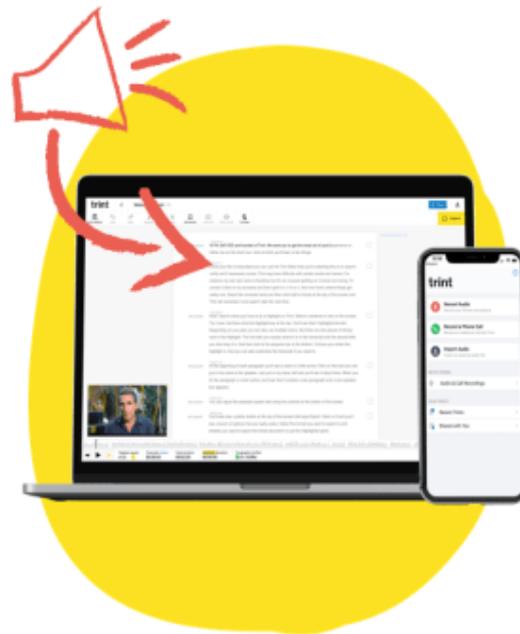


Suscripción gratuita por RSS Directamente en tu lector de feed

# Transcribe. Create. Share.

Turn audio and video into searchable, editable and shareable content in up to 31 languages.

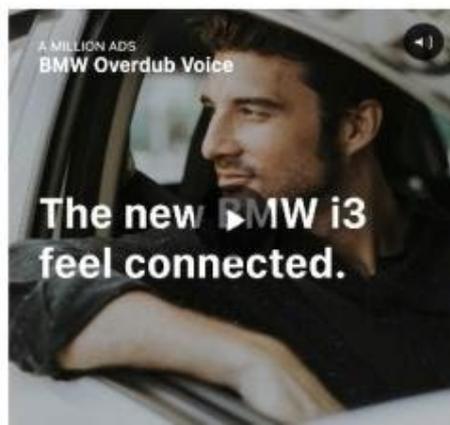
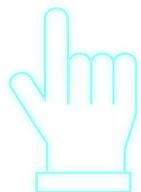
Start your trial



# Ultra-realistic voice cloning with Overdub

Descript's Overdub lets you create a text-to-speech model of your voice or select one from our ultra-realistic stock voices.

Create your free voice model →



Type or paste some text here...



↓ expand ↓

Voice

Microsoft Zira Desktop - English (United States) ▾

Adjust Pitch and Speed

Play

Stop

Download Google TTS Audio

**History**

Clear History

No history items.

## VoiceGenerator.io

This web app allows you to generate voice audio from text - no login needed, and it's *completely* free! It uses your browser's built-in voice synthesis technology, and so the voices will differ depending on the browser that you're using. You can download the audio as a file, but note that the downloaded voices may be different to your browser's voices because they are downloaded from an external text-to-speech server. If you don't like the externally-downloaded voice, you can use a recording app on your device to record the "system" or "internal" sound while you're playing the generated



## Más allá de lo Conversacional

Somos un *Estudio de Innovación* especializado en tecnologías del habla, estrategia y diseño conversacional. Construimos desde *productos de voz para asistentes virtuales a voces sintéticas personalizadas y expresivas en español.*

[Saber más](#)

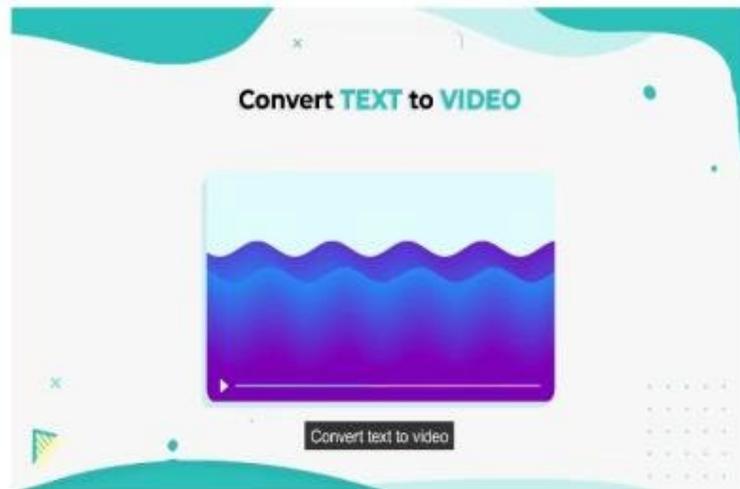




## Easily convert text to videos with A.I. in 2 minutes

Designs.ai Videomaker is an online A.I. video production tool.

[Try for free](#)



**The only tool you need to create amazing videos**



# ASISTENTES DE VOZ

THE  
CROSS EXPERIENCE





SOURCE



RESTORED

### La prueba de coloreado

Esta colaboración entre Centros Territoriales, el Fondo Documental e Innovación tenía como objetivo traer el pasado al futuro utilizando las tecnologías más modernas, como la IA, y sobre todo que fuera posible hacerlo de una manera rápida, ligera y lo menos costosa posible.



Transformación en la "nube" y resultado en calidad HD

El primer paso fue identificar el material y mejorarlo, un proceso en el que personal especializado del Fondo Documental dedicó sus mejores recursos humanos y tecnológicos para "trata de eliminar en la medida de lo posible desperfectos de la imagen causados por el uso y los años: arañazos, motas, manchas..

[Home](#)[Images](#)[Bulk](#)[Pricing](#)[F.A.Q](#)

# Remove Image Background

using Artificial Intelligence,  
Automatically and Free.



**DRAG & DROP**  
TO UPLOAD

OR, SELECT IMAGE



● Target Angle: 25.849958





# Avid | AI Media Analytics

Avid | AI Media Analytics provides a framework that automates content indexing, such as facial detection, scene recognition, and speech-to-text conversion by using third-party capabilities.

The API was designed to provide a unified way for integration of your custom media analytics provider into the Avid MediaCentral Platform.

## Documentation

- [API](#)
- [Data model](#)

# VSN cataloga el contenido del Archivo de RTVE a través de inteligencia artificial y sistemas cloud



© 19 octubre 2021

El ente público de retransmisión de radio y televisión, RTVE, y VSN han presentado recientemente los frutos de su colaboración durante la Conferencia Anual FIAT/IFTA. El proyecto conjunto se ha basado en la mejora del metadato automático para catalogar el contenido del Archivo RTVE mediante inteligencia artificial.

RTVE sacó a concurso el proyecto de catalogar a través del metadato automático las 11000 horas de contenido de su Archivo y fue VSN quien logró llevarse el contrato gracias a la integración de motores de inteligencia artificial y la capacidad desarrollar el sistema a través de la nube de su plataforma VSNExplorer. El motor con el que está trabajando VSN es del de Etiqmedia.

**1** La 1-20170208-080001-15 - copia  
01/01/2015 00:00:01 - 00:30:00

En 2015 la Fiscalía contabilizó en España 15 casos de menores explotados sexualmente y tres matrimonios forzados.

Ambitos: Nacional Sección: Sociedad Titular

CV -1+ PI -0+ C -0+ PP -0+ CI -0+



Prostitución 100%

Migración 100%

Introduzca una categoría

Tesoro

Introduzca término



que llegan a España son cada vez más jóvenes. También de otra realidad oculta: los hijos de las mujeres prostituidas, el eslabón más débil dentro del tráfico de personas. UNICEF solicita políticas que protejan a unas víctimas tan vulnerables. Es una realidad de la que se sabe aún muy poco. Cuántos menores son víctimas indirectas de la trata. Sus madres llegaron a Europa en Patera, embarazadas, engañadas por mafias para explotarlas. El problema es que de muchas se pierde su rastro y el de sus bebés. La víctima de trata es muy difícil que salga de la explotación por las amenazas y extorsiones que tienen pero si además ya tienen a tu bebé es imposible. El perfil de las víctimas menores adolescentes entre 14 y 17 años. Muchas vienen de Europa con documentación falsa engañadas por los llamados "Lover".

Lugares: España, Europa

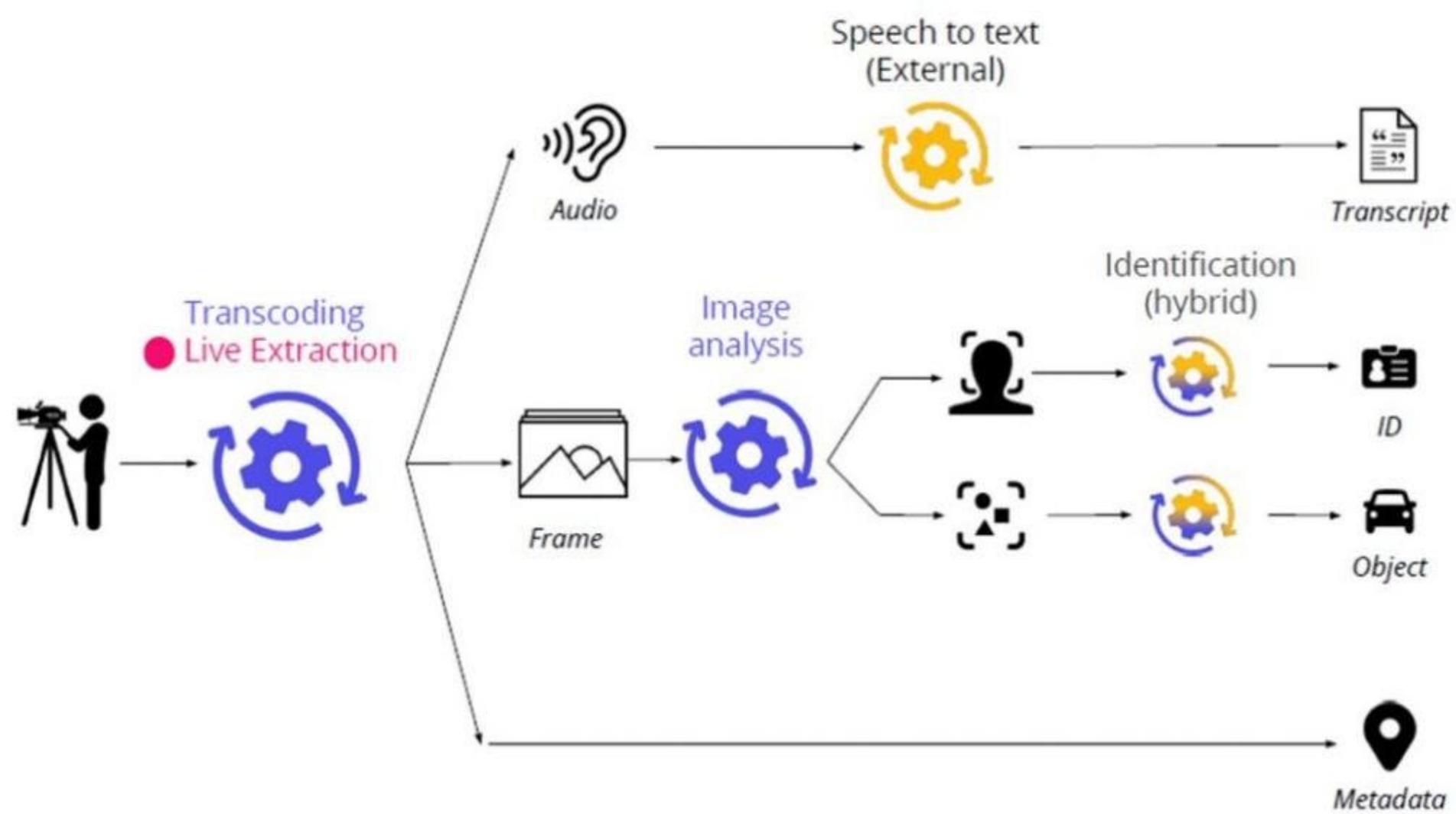
Organizaciones: UNICEF, Fiscalía

Protagonistas

Otras entidades

Etiquetas libres

Introduzca lugar, Introduzca organización, Introduzca protagonista, Introduzca entidad, Introduzca palabras clave



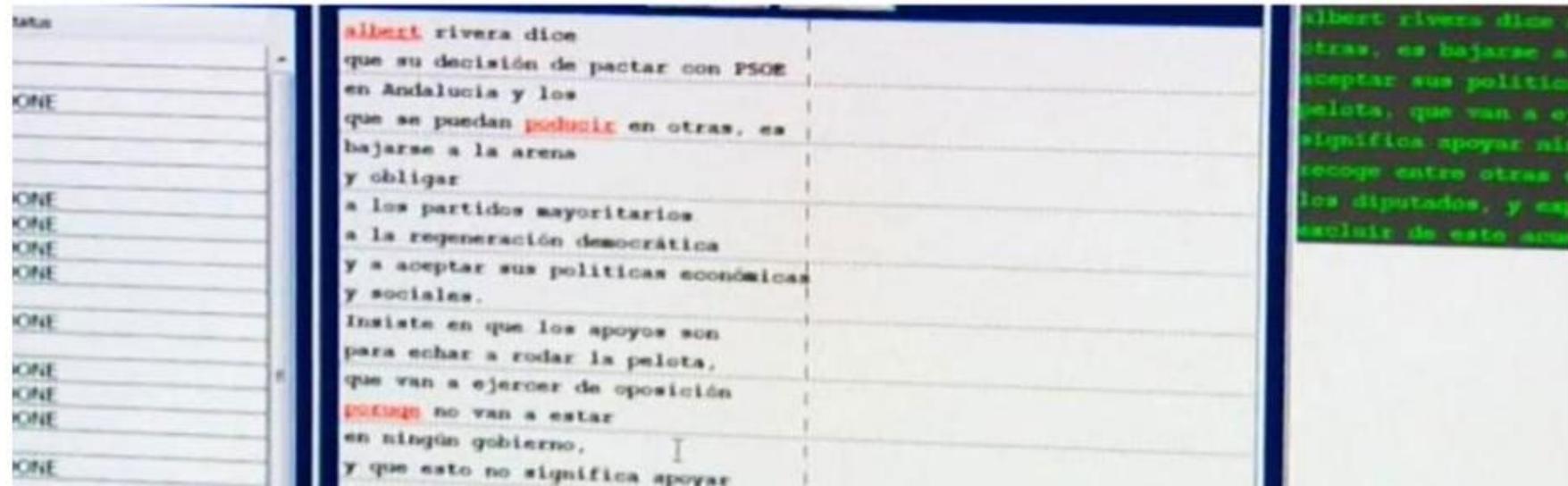
## Televisión

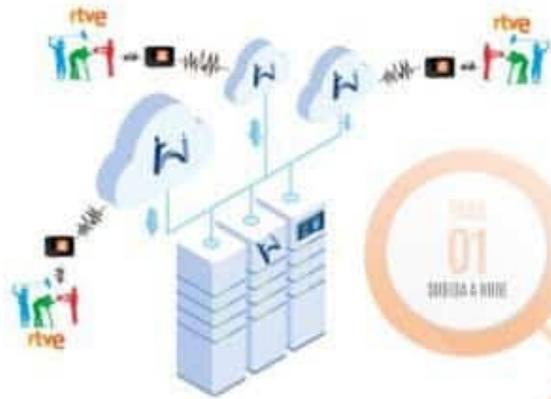
PROGRAMACIÓN TV / PROGRAMAS / VISTO EN YOUTUBE

SUSCRÍBETE

# RTVE implanta un software de la Carlos III para el subtítulo en directo de informativos

• Este sistema de inteligencia artificial sustituirá al actual de 'rehablado'





ShowMeText  
 ANÁLISIS  
 FILTRADO  
 MEJORA DE VOZ  
 EVALUACIÓN DE VOZ



ShowMeText  
 DIARIZACIÓN  
 VOZ A TEXTO  
 POSICIÓN SUBTÍTULO  
 PERSONALIZACIÓN  
 palabras prohibidas  
 palabras prohibidas...



ShowMeText  
 CONVERSIÓN A  
 FORMATO DE EMISIÓN



**Advanced search:** The amount of information generated from each media file allows users to more accurately browse through their content thanks to the bigger amount of parameters available. This way it is easier to adapt search criteria to each user's needs, reducing the number of results returned by the search engine, focusing only on those really relevant and useful. In addition, thanks to machine learning processes, it is also possible to train the system in order to adapt it to the specific needs of its users. An example would be identifying unknown people within the system, who would be recognized from that moment on, both in new media files and in those previously archived.

**Specific Segment Retrieval:** Based on the content analysis performed by AI tools, users can retrieve not only whole media files but also specific video segments from different files, according to the criteria introduced in the search engine, including mark-in and mark-out, no longer being necessary to select each of them manually. This way, users can perform a quick search on their asset management system and find, for example, all segments where a politician speaks about a specific topic, every goal, shot or foul from a football match, or even key moments on a TV show.

**Quicker and easier content creation:** Using editing tools such as [Wedit](#), integrated within VSNEplorer platform, users could generate video clips from an automatic video segment search and unify them in a single clip ready for broadcast, such as highlights from a football match, news highlights or even movies and TV series trailers.

**Content Monetizing:** Thanks to the integration of AI tools within media management systems, greater control of all the available media is possible, both recently ingested and previously included in the storage unit, allowing for a better usage of all media and content available. This way, users avoid creating or editing content already available, saving time and creating better content for their audience.

**Automatic captioning and subtitling:** Automatic language analysis, translation and speech-to-text functionalities enable automatic subtitles and captions generation in several languages. AI tools can perform audio-to-text processes, delivering text along with its segment distribution, including mark-in and mark-out.

**Content moderation:** Mandatory depending on the legislation of the place certain content is going to be broadcasted, sentiment recognition, image and object analysis, as well as language analysis tool, allow journalists and editors to easily detect sensitive or adult content, both on image and audio layers. Users can then block, adapt or eliminate these elements from a video editor, such as [Wedit](#).



About

Research

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Blog

Safety & Ethics

Careers



BLOG POST

29 SEP 2021

# Nowcasting the Next Hour of Rain



[Multiplatform services](#) > [Human-machine interfaces](#)[Disability, LIS](#)

## AN AVATAR FOR ITALIAN SIGN LANGUAGE

Activity within the Rai-LIS Project

The Rai Virtual LIS platform allows messages to be conveyed in LIS *Italian Sign Language* by means of avatars created in 3D computer graphics, in order to provide deaf signing people with new opportunities and service scenarios in contexts where human LIS interpreters are not provided.



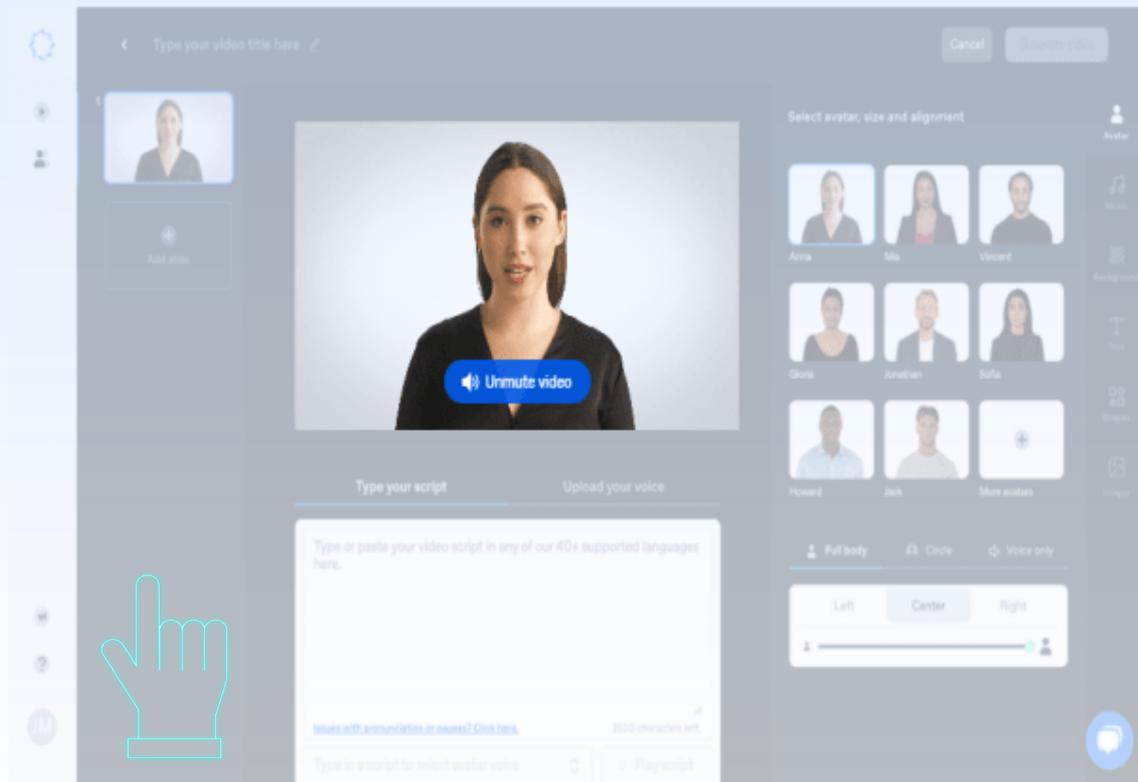
### Projects and Activities Tools

### Research and Innovation Areas

- PRODUCTION AND ENCODING SYSTEMS
  - VIDEO PRODUCTION
  - ENCODINGS VIDEO
  - ADVANCED AUDIO
  - DIGITAL ARCHIVES
- MULTIPLATFORM SERVICES
  - FIXED AND MOBILE IP PLATFORMS, A...
  - HUMAN-MACHINE INTERFACES**
  - DIGITAL RADIO AND RICH RADIO
  - CONNECTED TV AND SECOND SCRE...
- FIXED/MOBILE NETWORKS
  - TRANSMITTERS, FIELD-TEST AND ME...
  - SYSTEMS
  - BROADCAST NETWORKS
  - BROADBAND NETWORKS
- RAI PROJECTS
  - NATIONAL PROJECTS
  - INTERNATIONAL PROJECTS

# Say goodbye to cameras, microphones and actors!

Create professional AI videos from text in 50+ languages. Synthesia saves you money, time and quite some nerves.

[Create a free AI video](#)
[How it works](#)


The screenshot shows the Synthesia AI video creation interface. At the top, there's a header with navigation links: Features, Use Cases, Pricing, Resources, Company, Log in, and Create account. The main interface is divided into several sections:

- Top Bar:** A text input field for "Type your video title here" with a "Cancel" button and a "Generate video" button.
- Avatar Selection:** A grid of avatars with names: Anna, Mia, Vincent, Gloria, Jonathan, Sofia, Howard, Jack, and "More avatars".
- Script Input:** A text area for "Type or paste your video script in any of our 40+ supported languages here." with a character count of "2000 characters left".
- Video Preview:** A central video player showing a woman speaking, with an "Unmute video" button.
- Settings:** A sidebar on the right for "Select avatar, size and alignment" with options for "Full body", "Cinematic", and "Voice only", and alignment options "Left", "Center", and "Right".
- Bottom Bar:** A "Play script" button and a "Type in a script to select avatar voice" input field.

# Reuters and Synthesia unveil AI prototype for automated video reports

By Reuters Staff

3 MIN READ



Reuters and AI-focused synthetic media company Synthesia today unveiled a prototype for the world's first automated presenter-led video sport report.





Sogou 搜狗

AI ANCHOR 

English AI Anchor

This is my very first day in Xinhua News Agency





magenta



# Make Music and Art Using Machine Learning

[Read the Blog](#)

[Try the Demos](#)

## WHAT IS MAGENTA?

An open source research project exploring the role of machine learning as a tool in the creative process.



# MuseNet

We've created MuseNet, a deep neural network that can generate 4-minute musical compositions with 10 different instruments, and can combine styles from country to Mozart to the Beatles. MuseNet was not explicitly programmed with our understanding of music, but instead discovered patterns of harmony, rhythm, and style by learning to predict the next token in hundreds of thousands of MIDI files. MuseNet uses the same general-purpose unsupervised technology as GPT-2, a large-scale transformer model trained to predict the next token in a sequence, whether audio or text.

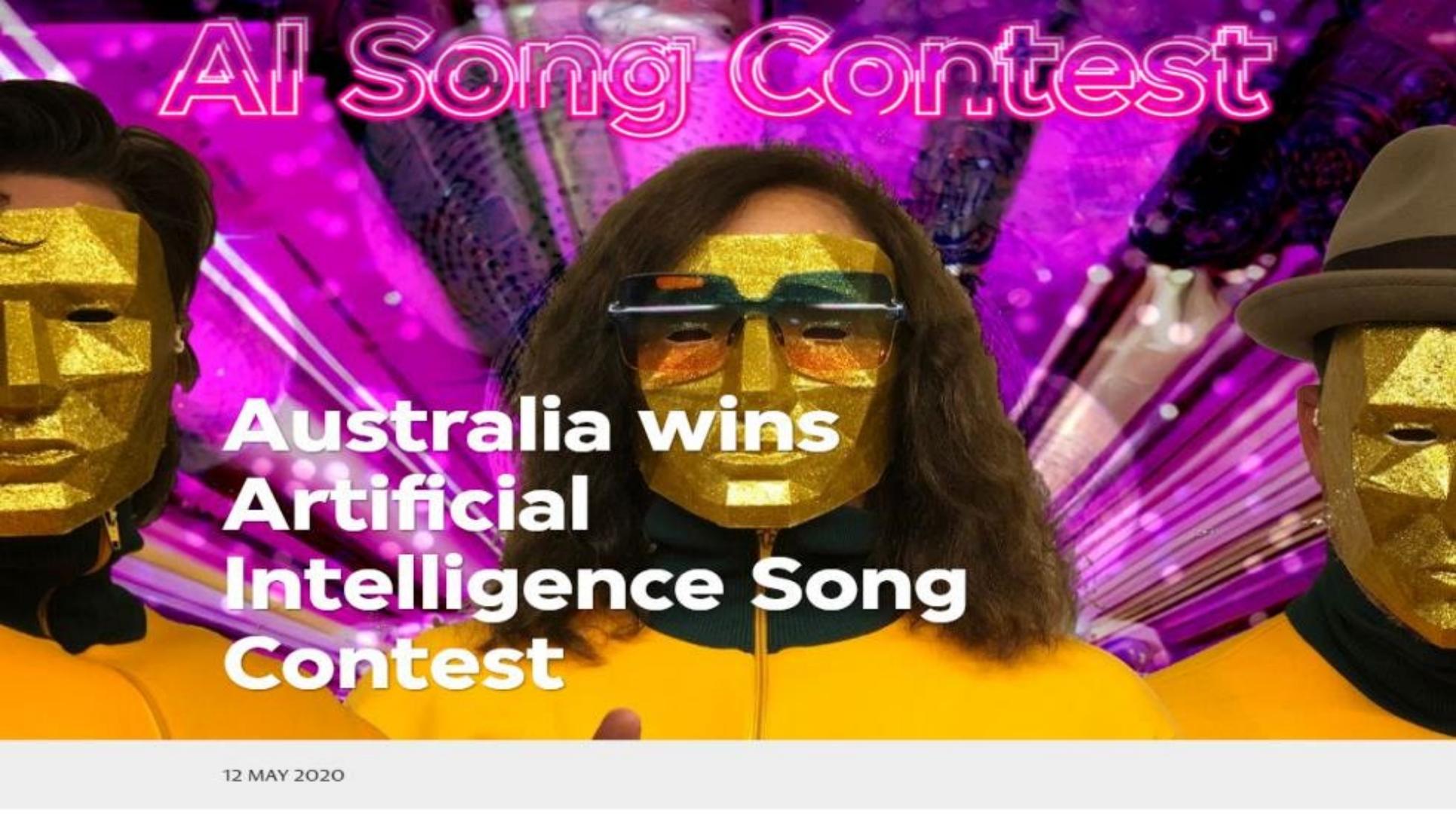
April 25, 2019

6 minute read, 16 minute listen



Samples

# AI Song Contest

The image features three individuals in the foreground, each wearing a gold, faceted mask and a bright yellow top. The person on the left has dark hair, the middle person has long brown hair and is wearing dark sunglasses, and the person on the right is wearing a grey hat. The background is a vibrant, digital landscape with purple and pink light trails and abstract shapes, suggesting a futuristic or AI-themed environment.

**Australia wins  
Artificial  
Intelligence Song  
Contest**

12 MAY 2020







**PERSONALIZATION**

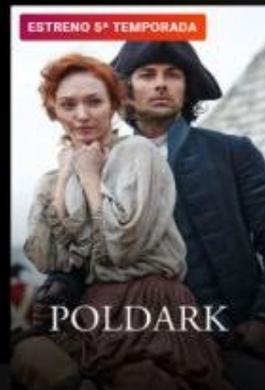
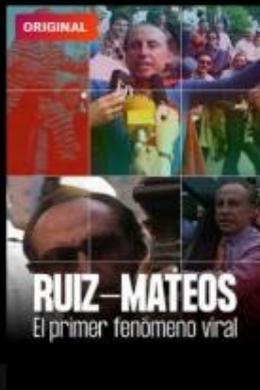
## Grandes hits

La Noche D recupera los hits, los superventas, los números uno, los éxitos.

+7 HD NUEVO PROGRAMA

VER AHORA

Más info





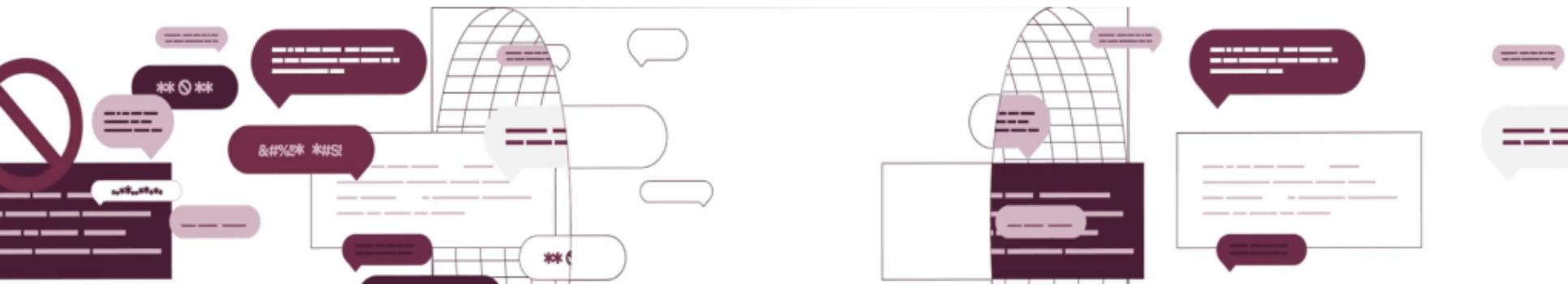
# SEO POR IA

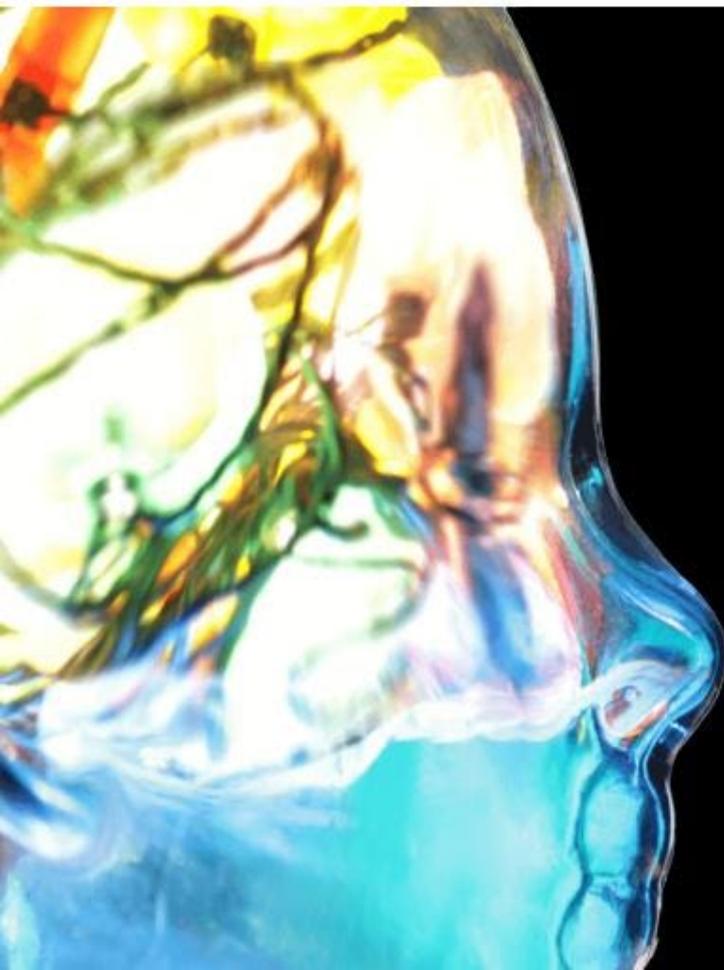
SEO por Inteligencia Artificial

# Using machine learning to reduce toxicity online

Perspective API can help mitigate toxicity and ensure healthy dialogue online.

[HOW IT WORKS](#) →





**Emoshape offers Emotion Synthesis as SaaS or in edge.**

EMOSHAPE predicts that before the end of this century humans will talk more to sentient machines than to other humans. The use of emotion remains a fundamental need for humans, one that cannot be addressed by today's emotion technology.

[Show More](#)





deepnews.ai

# OUR AI DOES THE WORK TO IDENTIFY WELL DONE JOURNALISM

Deepnews's algorithm scores articles based on journalistic quality from 1-5 so you can target and use the best



THE SCORES EXPLAINED

HOW WE CAN HELP

# Predictive Media Intelligence

NewsWhip tracks and predicts the impact of millions of stories, empowering the world's news and communications professionals.

[Request a demo](#)



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# Detection

Dataminr's real-time AI platform detects the earliest signals of high-impact events and emerging risks from within publicly available data.

[LEARN MORE](#)

[REQUEST A DEMO >](#)

## Krizo to join Dataminr

We're excited to announce that Dataminr will acquire Krizo. Learn why and how the addition of this innovative real-time crisis response platform will empower global businesses to manage critical incidents faster and more effectively—and get more value from the real-time information Dataminr provides.



*krizo*



# El Instituto RTVE acoge junto a la FORTA un encuentro sobre el Proyecto IVERES (Identificación-Verificación y Respuesta)

- ▶ El proyecto desarrolla un sistema de verificación de información en lengua castellana, cuyo objetivo es proteger el Estado democrático
- ▶ Forma parte del programa Next Generation promovido por la UE a través del Ministerio de Ciencia e Innovación y en él participan RTVE y la Universidad Autónoma de Barcelona
- ▶ La verificación de contenidos vinculados con la actividad institucional, la actualidad científica y la deportiva son algunas de las prioridades temáticas del proyecto abordadas en el curso

Por **RTVE.ES**



**VERIFICA**  
**RTVE**

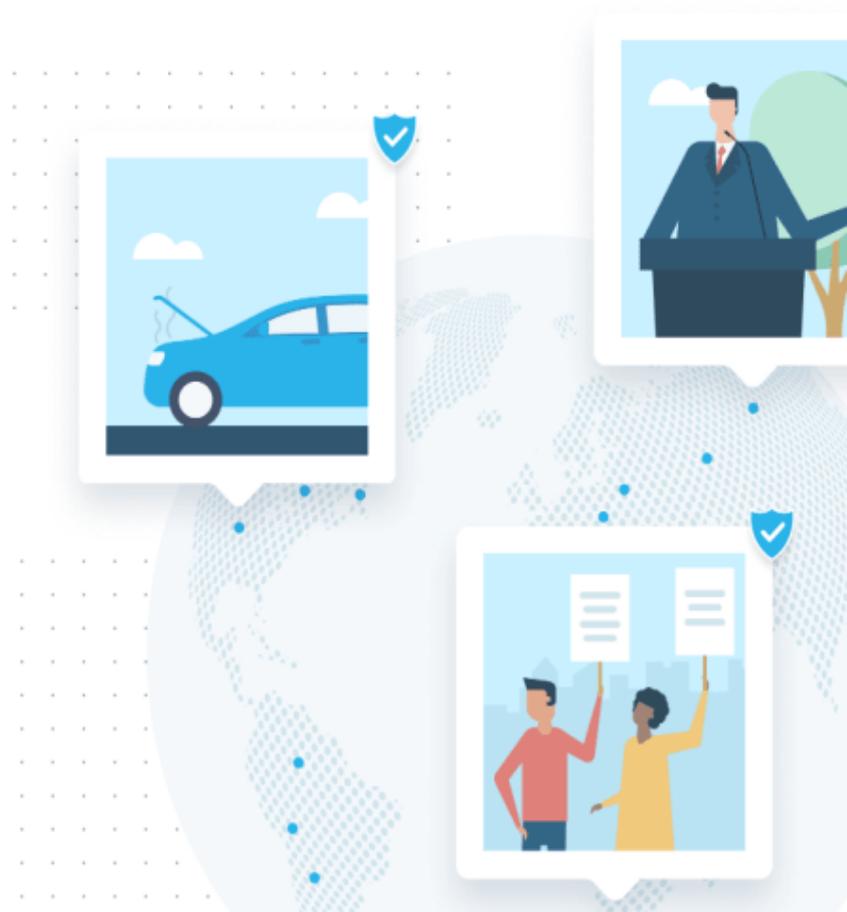
TIME Best Inventions 2020

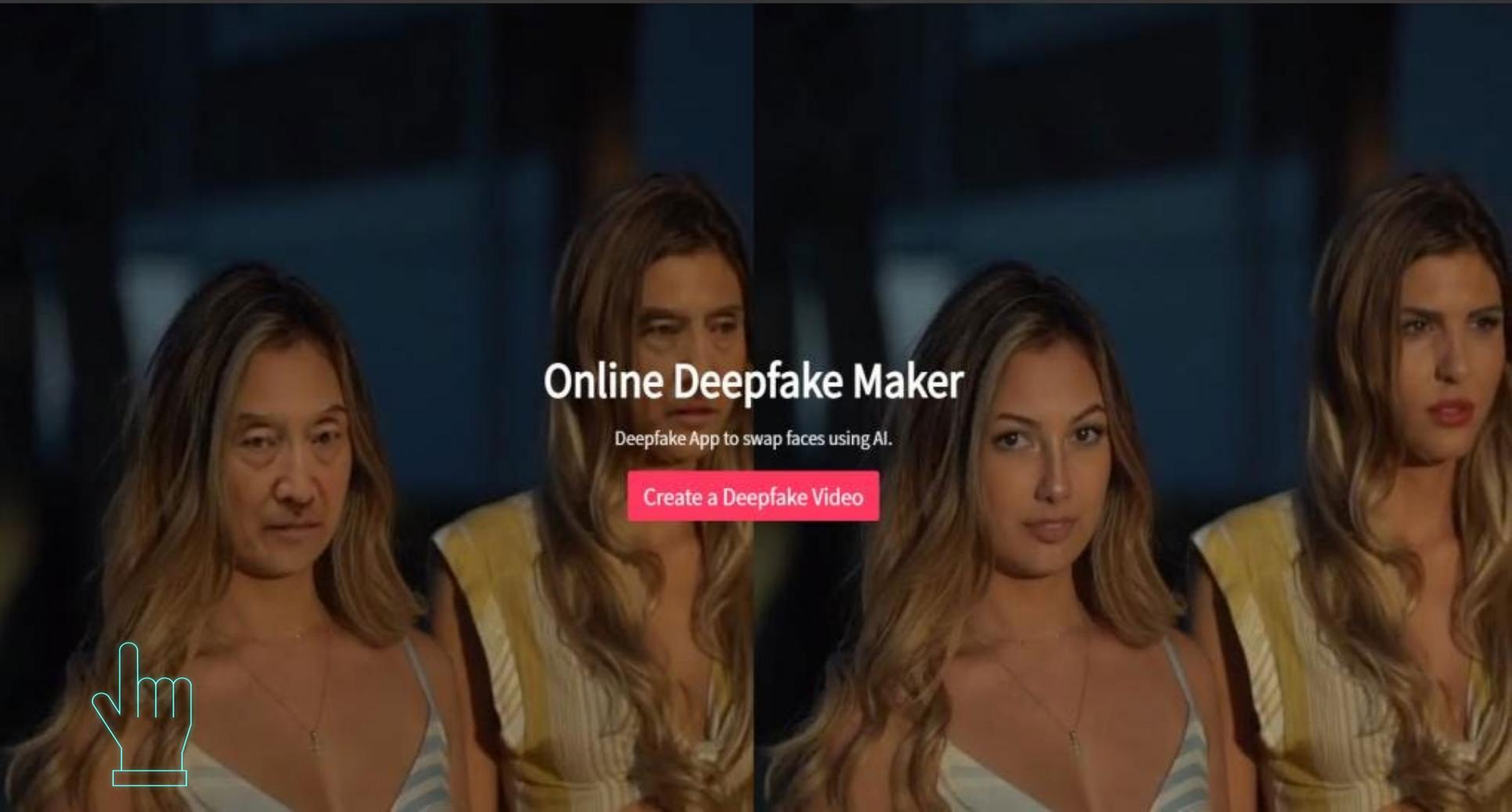
Fast Company's 50 Most Innovative Companies 2019

# Photo and video verification you can trust

Truepic is the leading provenance photo and video verification platform. Every day, we work diligently on technologies that can help restore trust in visual media.

[See how Truepic Vision works](#)





# Online Deepfake Maker

Deepfake App to swap faces using AI.

Create a Deepfake Video





### Cloud Software

Deepfakes App is online deepfake software that works in the cloud. All you need to do is upload videos and click a button, our app does the rest.



### Private

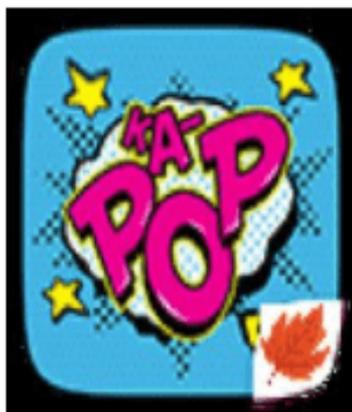
Only you have access to your learning data, videos and images. We do not share information with any 3rd parties or publish your videos in any way.



### Reuse model

You can reuse your trained model. This allows you to improve the face swapping quality of the results, or make additional videos without re-training a model.

[Create a Deepfake Video](#)



# Deep Nude

"Aplicación Gratis"



**Descargar APK**

Versión: 1.2

SEGURA

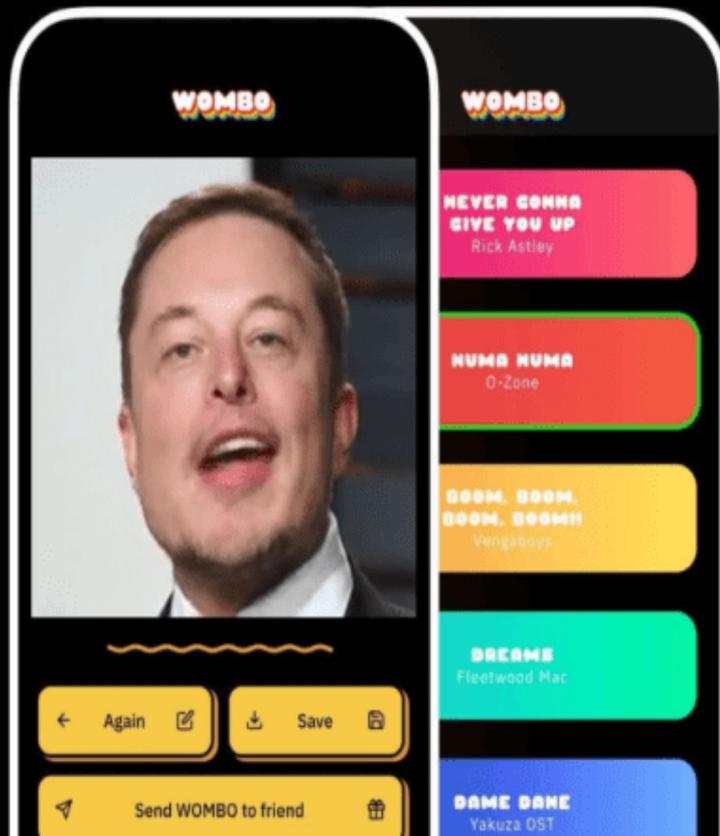


Main Careers

# NO PITCH? NO PROBLEM.

WOMBO is the world's best AI-powered lip sync app.

Take a selfie, pick a song, and let WOMBO work its magic.





HOME



CREATE



TRAIN



EARN



TOKEN



MARKET



WALLET



WHITE  
PAPER



SIGN IN

SIGN UP

# ALETHEA AI PRESENTS NOAH'S ARK

Noah's Ark is an **Intelligent Metaverse** that aims to preserve and evolve the culture and collective Intelligence of the human species.





**CREATE**

Begin your journey on Noah's Ark by creating an Intelligent NFT (iNFT).



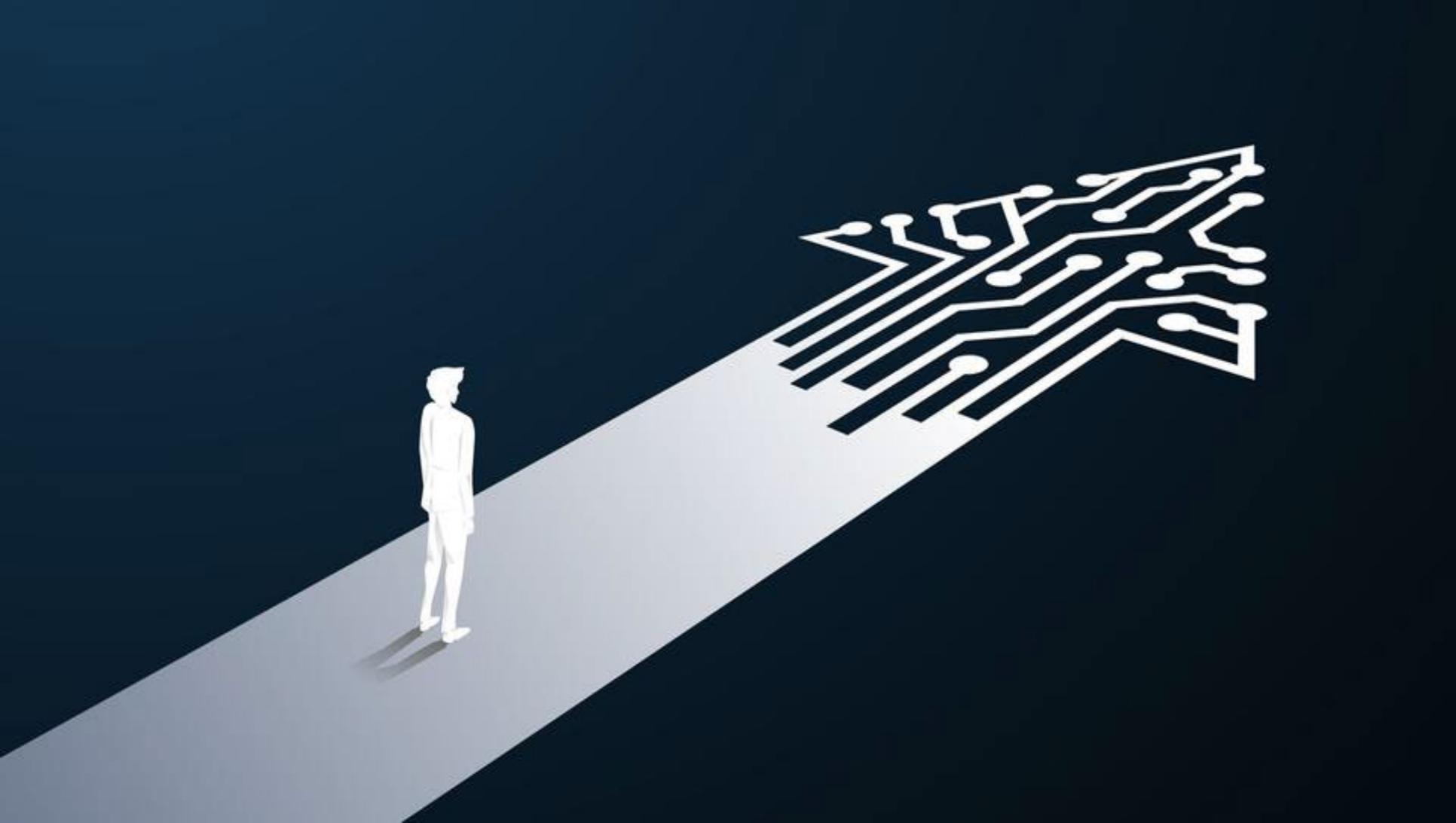
**TRAIN**

Train your iNFT so that it can upgrade its Intelligence to contribute to the Ark's AI Engine.

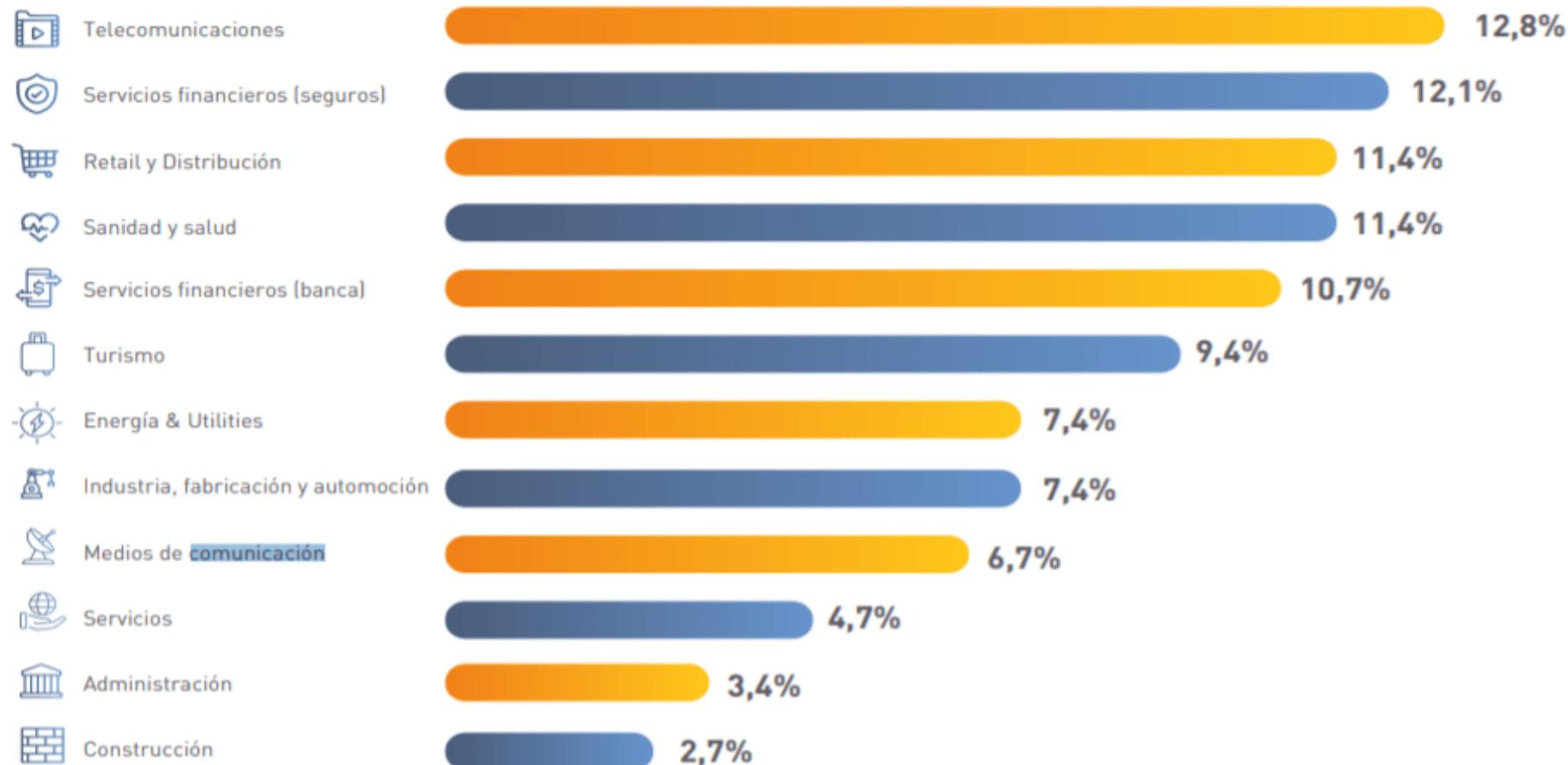


**EARN**

Offer your AI services and participate in Intelligence Mining with your iNFT. Earn ALI Tokens as rewards.



## SECTORES CON UN MAYOR IMPACTO ESPERADO DE LA IA A CORTO / MEDIO PLAZO



—Argumentos para la esperanz@



Estrategia España Digital 2025.  
Estrategia Nacional de Inteligencia Artificial.  
Plan para la Conectividad y las  
Infraestructuras Digitales.  
Plan de Recuperación, Transformación y  
Resiliencia + fondos Next Generation EU.  
Y los medios no somos ajenos a la  
transformación, ni a las tecnologías, ni a los  
fondos... “Se prestará especial atención”.



La Estrategia Nacional de Inteligencia Artificial tiene como objetivo proporcionar un marco de referencia para el desarrollo de una IA inclusiva, sostenible y centrada en la ciudadanía.

La ENIA es uno de los ejes de la Agenda España Digital 2025 y uno de los componentes del Plan de Recuperación, Transformación y Resiliencia de la economía española.

La ENIA permitirá mejorar la preparación del tejido productivo español de cara a impulsar su competitividad en el plano europeo e internacional. Se trata, por tanto, de un paso fundamental en la apuesta por la transformación digital de la economía y la sociedad a través del desarrollo de tecnologías disruptivas de alto valor añadido.

La estrategia España Digital 2025 fija cuatro objetivos específicos en relación con la Inteligencia artificial:

- Convertir a España en un referente en la transformación hacia una Economía del Dato.
- Impulsar la Inteligencia Artificial como motor de innovación y crecimiento económico social, inclusivo y sostenible.
- Preparar a España para las transformaciones socioeconómicas que origina la IA.
- Fortalecer la competitividad a través de las actividades de I+D en el conjunto de las Tecnologías Habilitadoras Digitales (THD).

Y propone las siguientes **medidas**

## • PERTE Nueva economía de la lengua



Pretende desarrollar las oportunidades que presenta el español como un activo para impulsar la

economía.

El PERTE se estructura en siete objetivos:

- Inteligencia artificial.
- Ciencia en español.
- Aprendizaje del español en el mundo.
- Turismo de la lengua.
- Industrias culturales.
- Español global.
- Lenguas cooficiales.

# Plan de Impulso al Sector Audiovisual (Spain Audiovisual Hub)

El sector audiovisual ha experimentado en los últimos años una revolución a nivel global. La transformación digital, la aparición de nuevos modelos de negocio y nuevas tecnologías han cambiado drásticamente la forma de producción de contenidos audiovisuales, y las fronteras de los mercados nacionales de consumo audiovisual se han difuminado.

El Plan **“España, Hub Audiovisual de Europa” (Plan “Spain AVS Hub”)**, es uno de los ejes de la agenda España Digital 2025 y tiene como objetivo convertir España en el principal Hub audiovisual de Europa mediante el impulso de la producción audiovisual nacional y la atracción de inversión y actividad económica, el refuerzo de las empresas del sector mejorando su competitividad a través de la digitalización y el apoyo del talento, reduciendo la brecha de género.

El Plan considera el conjunto de actividades y servicios del sector audiovisual en su totalidad y en todos sus formatos: cine, series, cortos, publicidad, videojuegos o animación, entre otros. Tiene prevista una inversión pública de 1.603 millones de euros para el periodo 2021-2025 y su meta es aumentar un 30% la producción audiovisual realizada en España al final del periodo.

Las medidas están articuladas en cuatro ejes basados en tres prioridades: convertir España en polo de atracción de la producción

# Europe fit for the Digital Age: Commission proposes new rules and actions for excellence and trust in Artificial Intelligence

## Page contents

[Top](#)[Print friendly pdf](#)[Related media](#)[Press contact](#)

The Commission proposes today new rules and actions aiming to turn Europe into the global hub for trustworthy Artificial Intelligence (AI). The combination of the first-ever [legal framework on AI](#) and a new [Coordinated Plan with Member States](#) will guarantee the safety and fundamental rights of people and businesses, while strengthening AI uptake, investment and innovation across the EU. New rules on [Machinery](#) will complement this approach by adapting safety rules to increase users' trust in the new, versatile generation of products.

Margrethe **Vestager**, Executive Vice-President for a Europe fit for the Digital Age, said: *“On Artificial Intelligence, trust is a must, not a nice to*



## Creative Europe

### The dedicated programme for audiovisual and news media sectors

[Learn more](#)

The main goal of the Creative Europe programme is to promote, strengthen and protect European cultural and linguistic diversity, cultural heritage and creativity, as well as the competitiveness of Europe's cultural and creative sectors. Culture plays a pivotal role in addressing key societal and economic challenges, especially in promoting active citizenship, common values, wellbeing, innovation, economic growth and job creation.

The Creative Europe programme includes a MEDIA strand to support the European audiovisual industry, a CULTURE strand to promote other European cultural and creative sectors, and a CROSS-SECTORAL strand to support actions spanning across the audiovisual and other cultural and creative sectors.

#### Budget 2021-2027

Overall: €2.4 billion

MEDIA: €1.081 billion

Culture: €609 million

Cross-sectorial strand: €160 million

#### Current budget

Overall: €1.46 billion

MEDIA: €820 million

Culture: €450 million

Cross-sectorial strand: €190 million

### How can audiovisual and news media sectors benefit in 2021-2027?



#### Internationalisation and networking

- Increased cross-border cooperation for culture operators
- Increased funding for European cultural networks



#### Digitalisation

- Focus on innovative story-telling and Virtual Reality
- Network of Video-on-Demand platforms

Developed by  
**KEA**



#### International promotion of EU creative works

- International marketing, branding and promotion of European works



# R&D



Research & Development at The New York Times  
explores how emerging technologies can be applied in  
service of journalism.

# Projects

We run six-week investigations into new technologies and their application — from chatbots to robo-journalism.

[ALL PROJECTS](#)[CONVERSATIONAL JOURNALISM](#)[IMPROVING WORKFLOWS](#)[MULTILINGUAL](#)[NEW AUDIENCE EXPERIENCES](#)[SPEECH TO TEXT](#)[STRUCTURED JOURNALISM](#)

## 72 PROJECTS

**ACTIVE**

Basic English Explanations (BeX)

Text Metrics

Sentence Length	79
Verbs	3
Nouns	7
Complex Verb Phrases	1

Discourse

Average Conjunctions	
Average Subjects	

CALCULATE

**ACTIVE**

Bots

A screenshot of a mobile chatbot interface on a smartphone screen. The chatbot is asking the user "How much data do you want to download?" and offers three options: "2GB", "5GB", and "10GB". The user has selected "5GB".

**ACTIVE**

Climate Bot

CLIMATE BOT

**ACTIVE**

CuPid

CuPid interface showing a progress bar and an "Update" button. The progress bar is partially filled with green and orange segments.

**ACTIVE**

Digital Paper Edit

Digital Paper Edit interface showing a waveform and text. The text includes "It was a toy called plus." and "All that held ordered and I was really excited about it because".

**ACTIVE**

EuroVOX

EuroVOX interface featuring a stylized atom or network diagram on a red background.



## Voitto-Robot

Voitto is a robot journalist who can write reports on sports scores and elections, for example.

Voitto's mission is to deliver the news that human journalists don't have time to write. Our goal is to also develop Voitto into an assistant for other journalists.

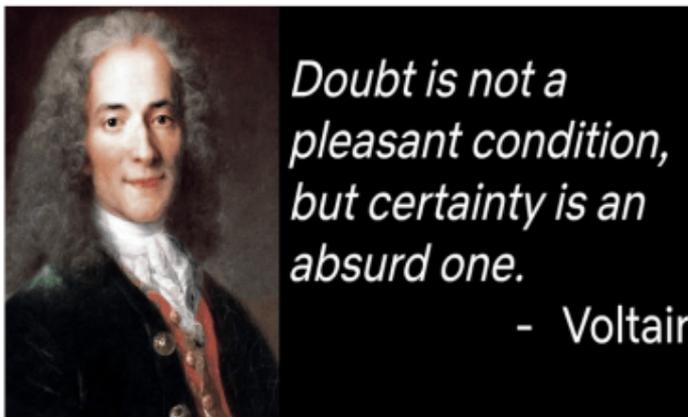
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Get started

# N THE NETFLIX TECH BLOG



Follow



## Building confidence in a decision

Martin Tingley with Wenjing Zheng, Simon Ejdemyr, Stephanie Lane, Michael Lindon, and Colin McFarland



Netflix Technology Blog  
Nov 15 · 9 min read

Latest





# Where the world builds software

Millions of developers and companies build, ship, and maintain their software on GitHub—the largest and most advanced development platform in the world.

Sign up for GitHub

73+ million  
Developers

4+ million  
Organizations

200+ million  
Repositories

84%  
Fortune 100



 Spaces, the best place to create and share ML apps is now publicly available!



# The AI community building the future.

Build, train and deploy state of the art models powered by  
the reference open source in machine learning.



Star

54,145

## machine learning platform for everyone



### ML Kit

ML Kit brings Google's machine learning expertise to mobile developers in a powerful yet easy-to-use package through Firebase.



### Fairness Indicators

Fairness Indicators is a tool built on top of TensorFlow Model Analysis that enables regular computation and visualization of fairness metrics for binary and multi-class classification.



### TensorFlow.js

Get started with our browser-based Javascript library for training and deploying ML models.



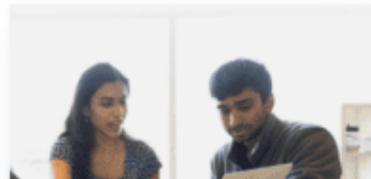
### CoLaboratory

CoLaboratory is a Google research project created to help disseminate machine learning education and research. It's a Jupyter notebook environment that requires no setup to use and runs entirely in the cloud.



### Google Open Source

Google believes that open source is good for everyone. By being open and freely available, it enables and encourages collaboration and the development of technology, solving real world problems.



### Learn with Google AI

Educational resources from machine learning experts at Google

## VIDEO AI

[Overview](#)[Benefits](#)[Features](#)[Customers](#)[Use cases](#)[Pricing](#)[Resources](#)[Get started](#)

# Video AI

Enable powerful content discovery and engaging video experiences.

[Get started](#)

## Two ways to make your media more discoverable

Google offers two fully featured video AI products to make your video library more searchable and valuable.

[AutoML Video Intelligence](#)[Video Intelligence API](#)



## Machine Learning

# Machine Learning en AWS

Innove más rápido con el conjunto más completo de servicios de IA y ML

Realice predicciones precisas, obtenga información más profunda a partir de los datos, reduzca la sobrecarga operativa y mejore la experiencia del cliente gracias a AWS machine learning (ML). AWS ofrece apoyo en cada etapa del proceso de adopción del ML a través del conjunto más completo de servicios de inteligencia artificial (IA) y ML, infraestructura y recursos de implementación.

Los servicios de IA de AWS previamente entrenados proporcionan inteligencia lista para su uso para sus aplicaciones y flujos de trabajo. Los servicios de IA se integran con facilidad con sus aplicaciones para ocuparse de casos de uso comunes, como por ejemplo crear recomendaciones personalizadas, modernizar su centro de atención al cliente, mejorar la seguridad y aumentar la implicación del cliente. Dado que utilizamos la misma tecnología de aprendizaje profundo que impulsa Amazon.com y nuestros servicios de ML, obtendrá un servicio de calidad y precisión de mano de las API que aprenden de forma continuada. Y, lo mejor de todo, para usar los servicios de IA de AWS no hace falta tener experiencia en aprendizaje automático.

### Cree de la mano de un líder de probada eficacia

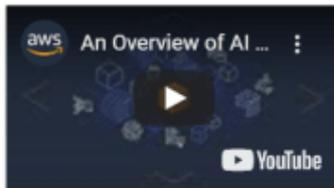
Resuelva problemas empresariales del mundo real en cualquier sector e innove con confianza. Únase a más de **100 000 clientes de AWS** que

### Adapte el ML a sus necesidades empresariales

Aborde **problemas empresariales comunes** para mejorar la experiencia del cliente, optimizar los procesos empresariales y acelerar la innovación. Utilice

### Acelere la adopción del ML

Obtenga el apoyo que necesita a lo largo de cada etapa del proceso de adopción del ML. Ponga en marcha su **prueba de concepto de la mano de los expertos de AWS**. Trabaje con



Información general sobre los servicios de IA y Machine Learning de AWS

# AI Labs

[Home](#) [About the AI Labs](#) [Our Labs](#) [What we offer](#) [Contact](#)[About the AI Labs](#)[Our Labs](#)

- > National Police Lab AI
- > AI & Mobility Lab
- > AI & Sustainability Lab
- > **AI & Media Lab**

[What we offer](#)[Contact](#)

## AI & Media Lab

The Dutch media sector is always moving in sync with the digital transition. Whereas prior innovations drastically shifted traditional media organisations' working methods to include the internet, mobile phones and social media, the media sector now faces the challenge of effectively, responsibly and meaningfully developing and implementing artificial intelligence (AI) and data science. This concerns the full scope of the media field; from methods for complex data analyses to technology that contributes to public engagement. This makes the media sector a hotbed of experimentation for the cultural sector and creative industry.



## Human-centred AI development

The AI & Media Lab is a cooperation between Utrecht University, HU University of Applied Sciences Utrecht and Media Perspectives alongside a varied network of



Research Projects

Publications

Scientific Articles

Centre for Media Studies (CEMES)

Conferences

Center for Artificial Intelligence Journalism

MISTRA Environmental Communication Research  
Programme

Habilitation and Appointment Procedure

Rules of Publication Activities

## CENTER FOR ARTIFICIAL INTELLIGENCE JOURNALISM

The Center for Artificial Intelligence Journalism was established at the beginning of 2019 at the Department of Journalism of the Institute of Communication Studies and Journalism. Its main goal is the development of interdisciplinary research in the field of journalism, ethics and computer science.

### AIMS OF THE CENTER

The main task of the Center is a systematic research of artificial intelligence in journalism and wider social impacts.

The aim is also to frame the methodology of machine ethics in journalism and robot ethics related to the news media. Ethics is a necessary prerequisite for the socially responsible and sustainable development of the news media in the era of artificial intelligence.

The scope of activities includes the implementation of classes closely related to the advent of artificial intelligence journalism, as well as organizing workshops and conferences on the development of artificial intelligence for both the professional and educated lay public and educational activities at the level of media literacy development in relation to artificial intelligence journalism.

The Center was established with the financial support of the Avast Foundation.



## Cátedra RTVE de la Universidad de Zaragoza

HACIA LA AUTOMATIZACIÓN DE LA DOCUMENTACIÓN DE CONTENIDOS AUDIOVISUALES Y SONOROS

La Universidad de Zaragoza y la Corporación Radiotelevisión Española han creado una nueva cátedra que tiene como objetivo la automatización de parte del trabajo de documentación de contenidos audiovisuales y sonoros de RTVE, tanto en la fase de producción de programas como en la de archivo definitivo en los fondos documentales.

La cátedra tiene, entre otros objetivos, la realización de actividades de formación, investigación, estudio y divulgación en el área de las Tecnologías de la Información y de las Comunicaciones relacionadas con el Big Data aplicado al análisis de los contenidos audiovisuales y sonoros. Sus primeras actividades serán la elaboración de herramientas para el análisis del contenido partiendo de la transcripción a texto de las grabaciones; para el reconocimiento de voces, caras, edificios emblemáticos y logotipos y su ubicación en el time line de la media; para la descripción automática de imágenes, planos y secuencias, en lenguaje natural; y para la creación de resúmenes de forma automática tanto para Radio como para Televisión.



Asimismo, está previsto el lanzamiento de un reto anual a empresas y universidades implicadas en el sector que incluirá todas las tareas implicadas en el mismo desde la definición del alcance, las bases y requisitos para participar, la elección del mejor proyecto y divulgación de los resultados.

# Resultados del Reto Albayzín RTVE 2020

## "La tecnología está disponible, pero son necesarios datos y los datos están en RTVE"

**rtve** Noticias Televisión Radio Deportes Infantil RTVEPlay PlayRadio ElTiempo Playz

- ▶ Es el segundo reto lanzado por la Cátedra a grupos de investigación y empresas en el ámbito de las tecnologías del habla, la visión artificial y el procesamiento del lenguaje natural
- ▶ Su objetivo es impulsar el estudio y desarrollo de la Inteligencia Artificial aplicada al sector audiovisual y, de forma más concreta, a los archivos de radio y televisión

06.04.2021 | 09:46 horas Por Virginia Bazán Gil. Responsable de Proyectos del Fondo Documental RTVE y miembro de la Cátedra RTVE Universidad de Zaragoza



RESEARCH published on 03 Aug 2021

## ARTIFICIAL INTELLIGENCE LATEST RESEARCH

The AI Research Review is a curation of publications about media and artificial intelligence in top industry and scholarly reviews. Here you will find the most recent findings on:

- AI strategies;
- AI news;
- AI audience.

An up-to-date version will be published later in the year, giving you access to the latest research.

This report is part of our Research Review Series. Don't forget to check out our recent studies on [News](#) and [Sports](#).



### FILES

📄 [Report August 2021 \(Members\)](#) MEMBERS ONLY

📄 [Report March 2021 \(Members\)](#) MEMBERS ONLY

📄 [Report August 2020 \(Members\)](#) MEMBERS ONLY

## EBU

OPERATING EUROVISION AND EURORADIO

The European Broadcasting Union is the world's foremost alliance of public service media, representing over a hundred organizations worldwide. We strive to secure a sustainable future for public service media, provide our Members with world-class content through the Eurovision and Euroradio brands, and build on our founding ethos of solidarity and co-operation to create a centre for learning and sharing. [Find out more about us.](#)

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- 📄 EBU Workspace
- 📄 Eurovision Song Contest
- 📄 Eurovision Services
- 👉 [See a list of all websites >](#)



# JournalismAI

JournalismAI

JournalismAI is a global initiative that aims to inform media organisations about the potential offered by AI-powered technologies. We offer research reports, training materials, a network for best practice and innovation sharing and much more. JournalismAI is a project of Polis – the LSE journalism's think-tank – and is supported by the Google News Initiative.

[Academy](#) | [The report](#) | [About JournalismAI](#) | [Training](#) | [The Collab](#) | [Case studies](#) | [In the media](#) | [Talks & Presentations](#)

New powers,  
new responsibilities





**AIJRF**  
Artificial Intelligence Journalism  
for Research and Forecasting

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## Flying Bikes: Here they come...

2021-11-12



Dr. Abdulzاهر Explores His  
New Concept "Covidization of  
Media Industry" in the...

2021-11-06



nanotechnology  
applications  
workers  
health hazards  
solar  
development  
safety  
periods  
concerns  
whether  
various  
AI  
a horse of a different  
color  
or...

2021-11-01



Artificial Intelligence  
Journalism World  
Forum (AIJWF)  
DEBATES THE COVIDIZATION  
OF Media Industry and Future  
of Media in Next...

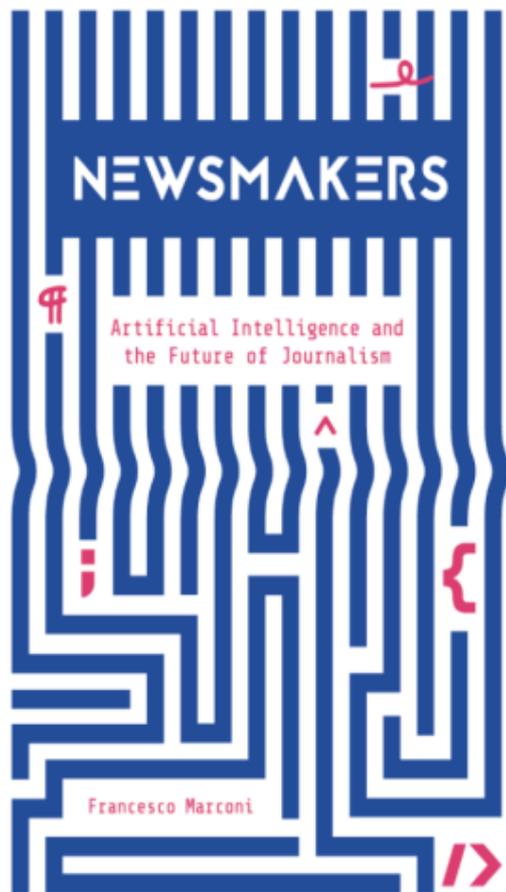
2021-10-26



Dr. Mohamed Abdulzاهر  
Editor, Author, and Pioneer  
Artificial Intelligence (AI) Journalism

Globalization 4.0: The Future  
of Media in the Age of 7G  
Journalism

2021-05-25



## Newsmakers: Artificial Intelligence and the Future of Journalism

By Francesco Marconi published through Columbia University Press - 2020

Will the use of artificial intelligence (AI), algorithms, and smart machines be the end of journalism as we know it—or its savior? In *Newsmakers*, Francesco Marconi, who has led the development of the *Associated Press* and *Wall Street Journal's* use of AI in journalism, offers a new perspective on the potential of these technologies. He explains how reporters, editors and newsrooms of all sizes can take advantage of the possibilities they provide to develop new ways of telling stories and connecting with readers.

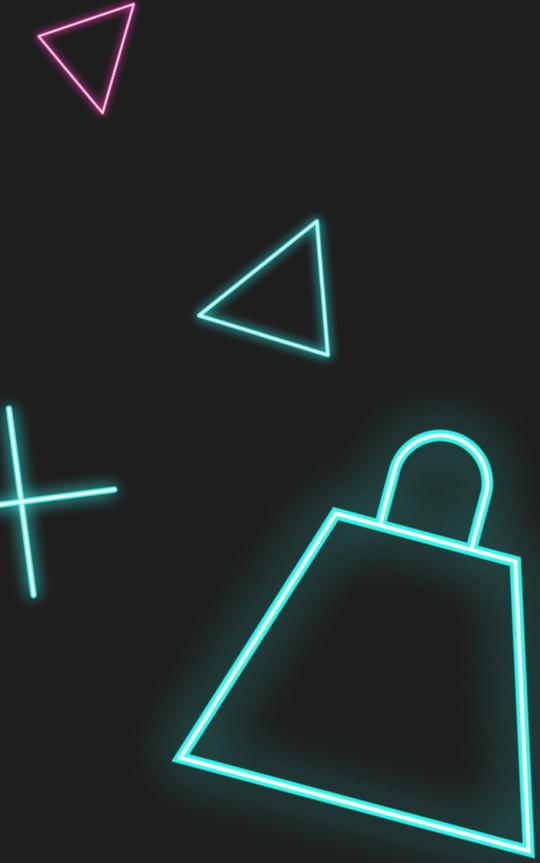
Marconi analyzes the challenges and opportunities of AI through case studies ranging from financial publications using algorithms to write earnings reports to investigative reporters analyzing large data sets to outlets determining the distribution of news on social media. *Newsmakers* contends that AI can augment—not automate—the industry, allowing journalists to break more news more quickly while simultaneously freeing up their time for deeper analysis. Marshaling insights drawn from first-hand experience, Marconi maps a media landscape transformed by artificial intelligence for the better. In addition to considering the benefits of these new technologies, Marconi stresses the continuing need for editorial and institutional oversight. *Newsmakers* outlines the important questions that journalists and media organizations should consider when integrating AI and algorithms into their workflow. Whether a journalism student or a seasoned media professional, Marconi's insight provide much-needed clarity and a practical roadmap for how AI can best serve journalism.

 +  =  (Order here)

**Francesco Marconi** is a journalist currently serving as the first R&D Chief at the *Wall Street Journal*. He previously managed AI strategy at the *Associated Press*. He also serves as an adjunct instructor at Columbia University's Graduate School of Journalism and as an affiliate researcher at the Laboratory of Social Machines at MIT Media Lab.

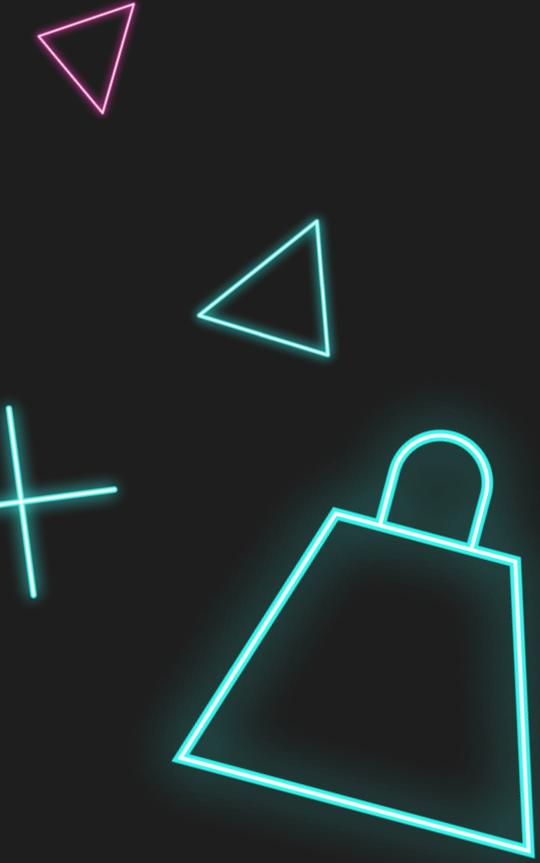
ALGUNOS... “PERO”





# Ética

Las máquinas son muy inteligentes, pero...  
DD.HH adaptados a la era digital  
Enfoque EE.UU., China y UE.  
Sesgos, apagones, silencios... humanos.



# Privacidad

Nuestra soberanía en juego.

¿Cuántos datos "regalamos"?

¿Qué hacen con ellos?

Derecho a la privacidad.

La identidad/soberanía como referencia en UE.

Las normas de de Protección de datos.



# Computer vision for a safer world

[Request Access](#)

## OUR MISSION

Clearview AI is a new research tool used by law enforcement agencies to identify perpetrators and victims of crimes.



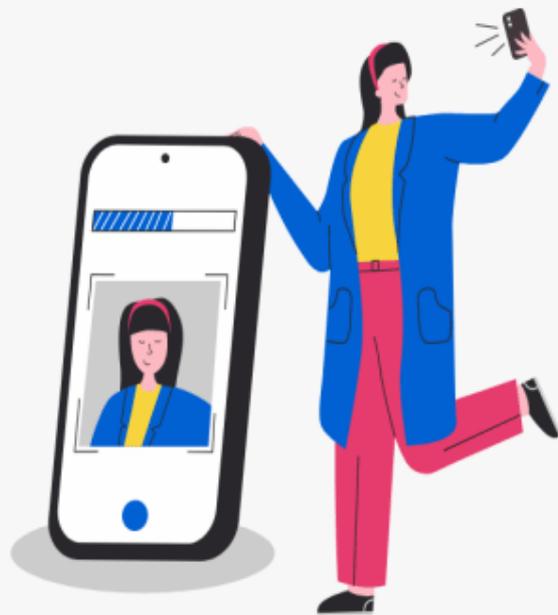
# Check which websites publish photos of you

FACE SEARCH ENGINE & REVERSE IMAGE SEARCH.

UPLOAD YOUR PHOTO AND FIND OUT WHERE YOUR IMAGE IS  
BEING USED. [HOW TO USE PIMEYES.](#)

 Upload a photo. We will not save it. 

↑ TAKE A SELFIE



VISUALIZATION

Graph

Clock

List

DATA

[mozilla.org/lightbeam](http://mozilla.org/lightbeam)

# Daily

GRAPH VIEW



TOGGLE CONTROLS

- Visited Sites
- Third Party Sites
- Connections

- Watched Sites
- Blocked Sites

Cookies

FILTER

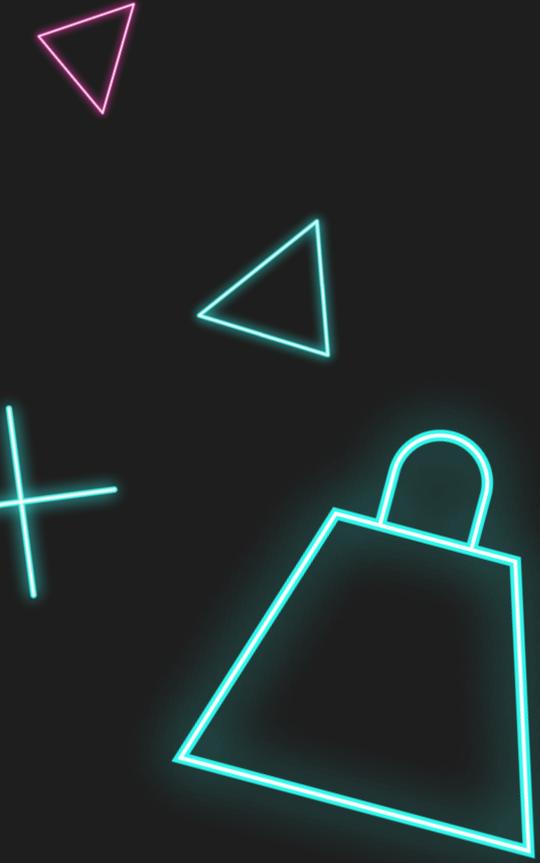
Hide

Recent Site

Last 10 Sites

**Daily**

Weekly



# Ciberseguridad

Miles de millones de dispositivos conectados y llenos de datos.

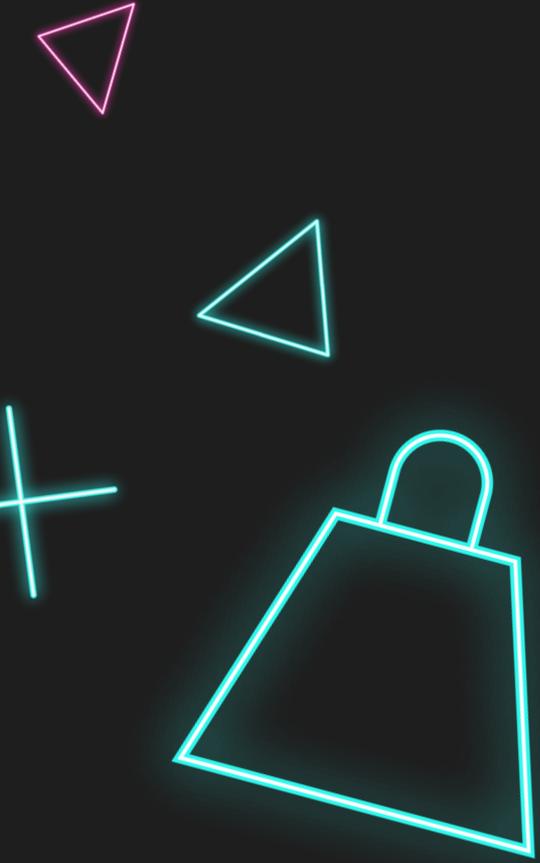
Foro de Davos, son la amenaza más probable para el desarrollo de la economía mundial.

Existen sospechas sobre el cumplimiento de las normativas de algunos fabricantes.

Medios de comunicación: Uno de los principales objetivos.







# Medioambiente

Las TIC consumen entre el 5 % y el 9 % de la electricidad.

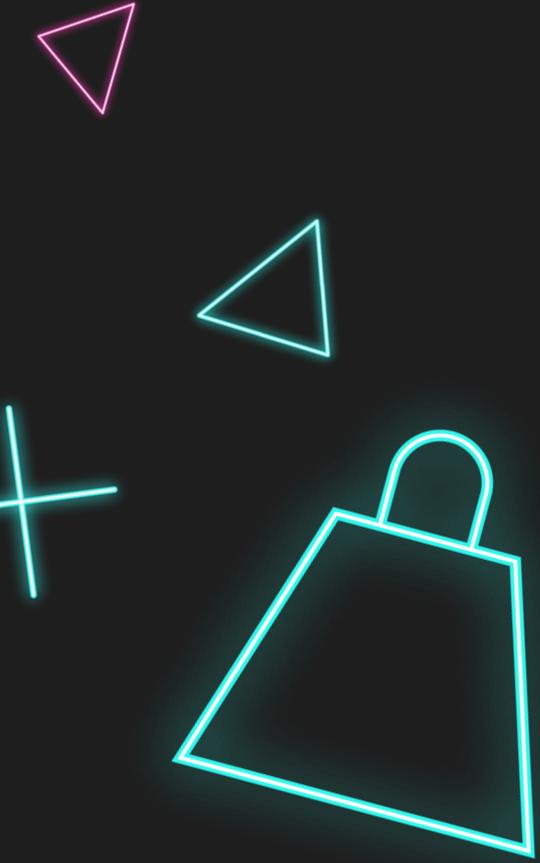
Video 1% de las emisiones mundiales.

Internet tres veces más que toda la energía “verde”  
producida globalmente.

Más de 50 millones de toneladas de residuos electrónicos  
anuales.

También está en nuestras manos contribuir con los  
Objetivos de Desarrollo Sostenible (ODS) que promueve la  
ONU.





# El español

Un bien preciado y único.

Debemos velar y defender, como país, ciudadanos, como medios e instituciones, un bien único para nosotros: el español.

Estratégico por su extensión, por su legado cultural y por su repercusión económica.

Mantener frente a terceros su buen uso y su importancia.

Con Ñ: El conjunto de países donde es el idioma oficial genera casi el 7% del PIB mundial.



# BIENVENIDO A TU FUTURO

Primera plataforma que a través de Inteligencia Artificial ayuda a eliminar tu incertidumbre sobre el empleo y la formación de futuro perfectos para ti.

Conoce nuestra solución



# Transformación. Imparable, inevitable,...

Especialista en  
Inteligencia Artificial  
Editores de contenidos  
IA  
Directores de innovación  
Gestor/Redactor SEO  
Moderador  
Periodista de Datos  
Documentalistas

Editor y coordinador de  
newsletters/boletines  
personalizados  
Responsable de audio  
Responsable de video  
Infografista digital  
Especialistas en  
contenidos sobre  
tecnología y negocio  
Especialistas en  
contenidos sobre  
sostenibilidad

Verificadores  
CIO (directores de  
Información)  
CDO (directores  
digitales)  
Editor/gestor de de Big  
Data  
Growth  
hacker/desarrollo de  
audiencias  
Gestor de  
suscripción/retención  
Gestor de plataformas

# Transformación. Imparable, inevitable,...





Muchas gracias  
david.corral@rtve.es