

AI meets Audio Description. Exploring opportunities and risks.





MOSAIC

A MULTILINGUAL, MULTIMODAL CENTRALISED AI-BASED HUB FOR THE EUROPEAN MEDIA CONTENT MARKET

OBJECTIVE

MOSAIC aims to develop an **AI-powered European platform** that serves as a **central hub for broadcasters, news creators, distributors, and consumers**, ensuring seamless access to **diverse media** and cultural content through advanced multilingual and multimodal AI.

TECHNOLOGIES

With the expertise of the project partners, including **5 broadcasters, 5 enterprises, and 1 university**, we aim to use artificial intelligence-driven technologies like **natural language processing, machine translation and multimedia analysis** to enhance **media accessibility and content discovery**.

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PARTNERS




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ALFIE
Assessment of learning technologies and frameworks for intelligent and ethical AI

Objectives
Strengthen policies, increase public awareness and recommend practices for ethical and unbiased AI use.

Tools
The EthiTech Dialogue Hub
A space for citizens, policymakers, and experts to discuss AI's ethical and legal impacts.
The AutoML Platform
A tool to create ethical, unbiased AI models that align with EU regulations and policies.


alfie-project.eu

Partners: catalink, University of Brighton, KINIT, UAB (Universitat Autònoma de Barcelona), BOSCH, TU/e (Eindhoven University of Technology), DBC diadikasia, CERTH (Centre for Research & Technology Hellas), DISTRIBUTED ANALYTICS, Edge Hill University.

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4 Battles

- AI and TOOLS
 - AI and EMPLOYMENT
 - AI and BIAS
 - AI and QUALITY
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- **Opening Statements:** 2 minutes for each speaker
 - **Rebuttals:** 1 minute for each speaker
 - **Closing Statements:** 2 minutes for each speaker

Each battle will have a **battle winner** voted by the public.

4 “Silly” words

- Vermut
- Pineapple on pizza
- Crocodile
- Unicycle

Speakers must smoothly slip a silly word into their argument.

At the end of the 4 battles, the public will choose the **silly winner**, the speaker who made their silly word fit most naturally and creatively into their argument.



AI and TOOLS

AI **improves** audio description tools, making **content more accessible**

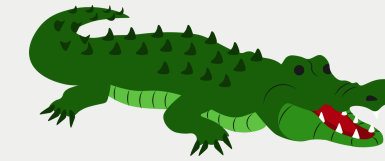
AI-generated audio description tools may **lack accuracy and nuance.**

AI and EMPLOYMENT

AI will lead to
widespread **job
loss.**

AI will create **more
jobs** than it replaces.

Ai and BIAS



AI can help **reduce**
human bias and
promote
fairness

AI **perpetuates** and
amplifies bias

AI and QUALITY



AI improves the **availability** of ADs by enhancing **productivity** and **accuracy**

AI lowers the **quality** of work by **prioritising efficiency** over **craftsmanship**

Thank you for participating
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