

PRESS RELEASE

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Fraunhofer IDMT presents Trusted AI Solutions for Media Management at IBC Showcase 2020

Ilmenau, Germany, 8 September 2020 – Fraunhofer Institute for Digital Media Technology (Fraunhofer IDMT) is today launching its virtual exhibition, part of the IBC Showcase, which will take place 8-11 September, from 10am to 8pm CET daily at ibc2020.digitalmedia.fraunhofer.de.

At this year's online IBC Showcase event, Fraunhofer IDMT will present its latest research activities and technologies that transform and improve media workflows. Innovations from Fraunhofer IDMT's extensive technology portfolio will be showcased including automatic metadata extraction and enrichment, audio and video matching, content verification, search and privacy-enhanced content recommendation.

These innovations combine audiovisual content analysis, machine learning and AI, security and privacy protection to form a suite of "Trusted AI Solutions" that enable media businesses to fully exploit the potential of their audiovisual content.

Meet Patrick Aichroth, Hanna Lukashevich and Uwe Kühhirt, Fraunhofer IDMT's experts in machine learning, content analysis and trusted AI at the virtual showcase to learn about the latest innovations, current research agenda, and discuss hot topics:

- The use of automatic content analysis to drive monetization of archives and the long tail, and to save costs via content tracking and de-duplication.
- The use of audio forensics and matching to detect fakes and disinformation, and facilitate content verification and moderation.
- Misconceptions, opportunities and risks around the deployment of Artificial Intelligence solutions.

"AI is not magic", says Hanna Lukashevich, "many people see it as something that thinks for itself and is smart. "But they're wrong: AI is mostly mathematics, and it can only do what it has been taught in advance. It is key to know beforehand what you want to use it for, and then select, adapt and evaluate AI considering your specific needs".

Editorial notes

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“Similarly, concepts like bias and fairness can only be addressed if the target use case is clear, and if there is an agreed definition for what fairness means in that case”, comments Patrick Aichroth. “As for other technologies, it depends completely on how we use AI whether it is useful or problematic. Recommendation technologies, for instance, can reinforce human confirmation bias, or they can help us to lower confirmation bias, depending on how we design it.”

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We invite you to set up a meeting with Hanna Lukashevich, Head of Semantic Music Technologies, Patrick Aichroth, Head of Media Distribution and Security and Uwe Kühhirt, Head of Metadata Department, to learn more about AI-driven solutions for the media sector, and get insights into our research activities to transform and improve media workflows.

Visit us at the virtual Fraunhofer booth at 8-11 September, from 10am to 8pm CET daily at [ibc2020.digitalmedia.fraunhofer.de](https://www.digitalmedia.fraunhofer.de)

More info at: <https://www.digitalmedia.fraunhofer.de/en/veranstaltungen/ibc-2020/exhibits/audiovisual-content-analysis-trusted-ai-solutions.html>.



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The Fraunhofer Institute for Digital Media Technology is devoted to creating the novel acoustic, industrial and audiovisual business applications of tomorrow. Always anticipating future needs, our groundbreaking technology portfolios have a wide range of industrial, scientific and commercial applications. The Media Management and Delivery Department of Fraunhofer IDMT has been delivering novel software components and consulting solutions to the broadcast and media industry for nearly 20 years. https://www.idmt.fraunhofer.de/en/business_units/m2d.html

The Fraunhofer-Gesellschaft, headquartered in Germany, is the world's leading applied research organization. With its focus on developing key technologies that are vital for the future and enabling the commercial exploitation of this work by business and industry, Fraunhofer plays a central role in the innovation process. As a pioneer and catalyst for groundbreaking developments and scientific excellence, Fraunhofer helps shape society now and in the future. Founded in 1949, the Fraunhofer-Gesellschaft currently operates 74 institutes and research institutions throughout Germany. The majority of the organization's 28,000 employees are qualified scientists and engineers, who work with an annual research budget of 2.8 billion euros. Of this sum, 2.3 billion euros is generated through contract research. <https://www.fraunhofer.de/en.html>