DISRUPTION THROUGH CONNECTION OF DIVERSITY
Who we are

* European Association (EEIG)
* ... of Picture Agencies and Libraries
* ... for photographers, videographers, visual authors
* In Press Stock and Heritage

Horizon 2020
Who we are

BLEND of ...
Visual creative content
... and
Innovative technologies

horizon 2020

visual recognition

ipr management

artificial intelligence
Challenges

* Extracting Value of Visual Objects (business model)
* Managing Quantity and preserving Quality (curation)
* Connecting diverse materials and scattered information (semantic gap)
* Providing Access (open data) and Controiling access >>>
  Finding the right balance between access to and protection of visual assets (IPR management)
* Managing « Orphan works »
Solutions

- Development of new business models based on the use of new technologies
- Management of IPR
- Closing the semantic gap
- Connecting technologies
- Artificial Intelligence opens new opportunities
References

Participation in previous projects: ARROW and RDI

- Extracting Value of Visual Objects (business model)
- Managing Quantity and preserving Quality (curation)
- Connecting diverse materials and scattered information (semantic gap)
- Providing Access (open data) and Controling access >>> Finding the right balance between access to and protection of visual assets (IPR management)
- Managing « Orphan works »

Horizon 2020
**Who:** Leading Italian Software house and ICT Researchers

**Objective:** develop Single Market platforms to connect stakeholders & Users

**Sectors:**
- Cultural Heritage/Visual Agencies
- Digital Publishing
- Education-Learning

**Technology:**
- Artificial Intelligence
- Very Large Audience & Data
- Multilingual and multi-modal Interfaces: language processing; human interaction; customization
- Community/Sentiment Analytics
- DRM

**Horizon 2020**
« The overbearing goal of the project is to close the semantic gap within and amongst cultural institutions by allowing new types of links between heterogeneous contents, scattered amongst them. We will bridge the gap through three integrated pillars: Visual Computing ..., Language Processing ..., Reasoning ... »
Projected Project 2

- Strong Partners: META, QWANT, European Federation of Publishers, MICHAEL, University of Applied Sciences in Berlin (HTW) etc.
- Working group of image agencies from several countries. Major names such as Deutsche Presse Agentur, La Parisienne de Photographie, RTE Radio Telefis Eirann etc.
Which calls?

* DT-TRANSFORMATIONS-12-2018-2020: Curation of digital assets and advanced digitisation

But also ...

* ICT-25-2018-2020 Interactive Technologies
* ICT-26-2018-2020 Artificial Intelligence
THANK YOU!

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