



xLiMe – *crossLingual crossMedia knowledge extraction*

Welcome!

Overview

- Genesis
- Partners
- Vision
- First year
- Agenda for this meeting
- Next meetings

GENESIS

Genesis

- Summer 2012:
 - XLike does not exploit all information (text only)
 - Econda was looking for techniques to explain fluctuations in online shop performance
- Autumn 2012:
 - Vico and Zattoo joined since they have the data and technology we need
 - UNITN joined since they have the expertise to exploit multi-media
 - ISOCO joined since they know how to put this together

Genesis

- January 2013: After 5 days of non-stop writing, proposal submitted
- March: Rumors about good ranking
- April: ESR+acceptance (ranked 4th out of 74 proposals, 7 funded)
- Summer 2013:
 - Negotiation meeting in June
 - Over 12 iterations of the DoW
 - Long delays due to the KIT legal department

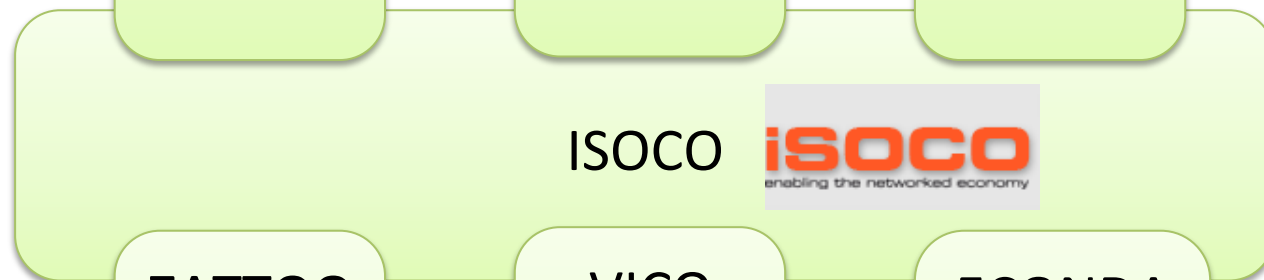
PARTNERS

Partners

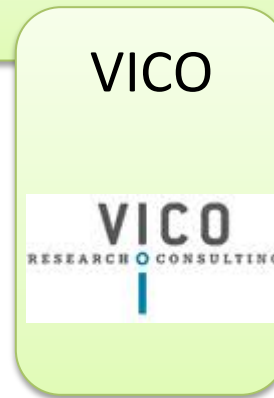
Research &
Development of
general functionality

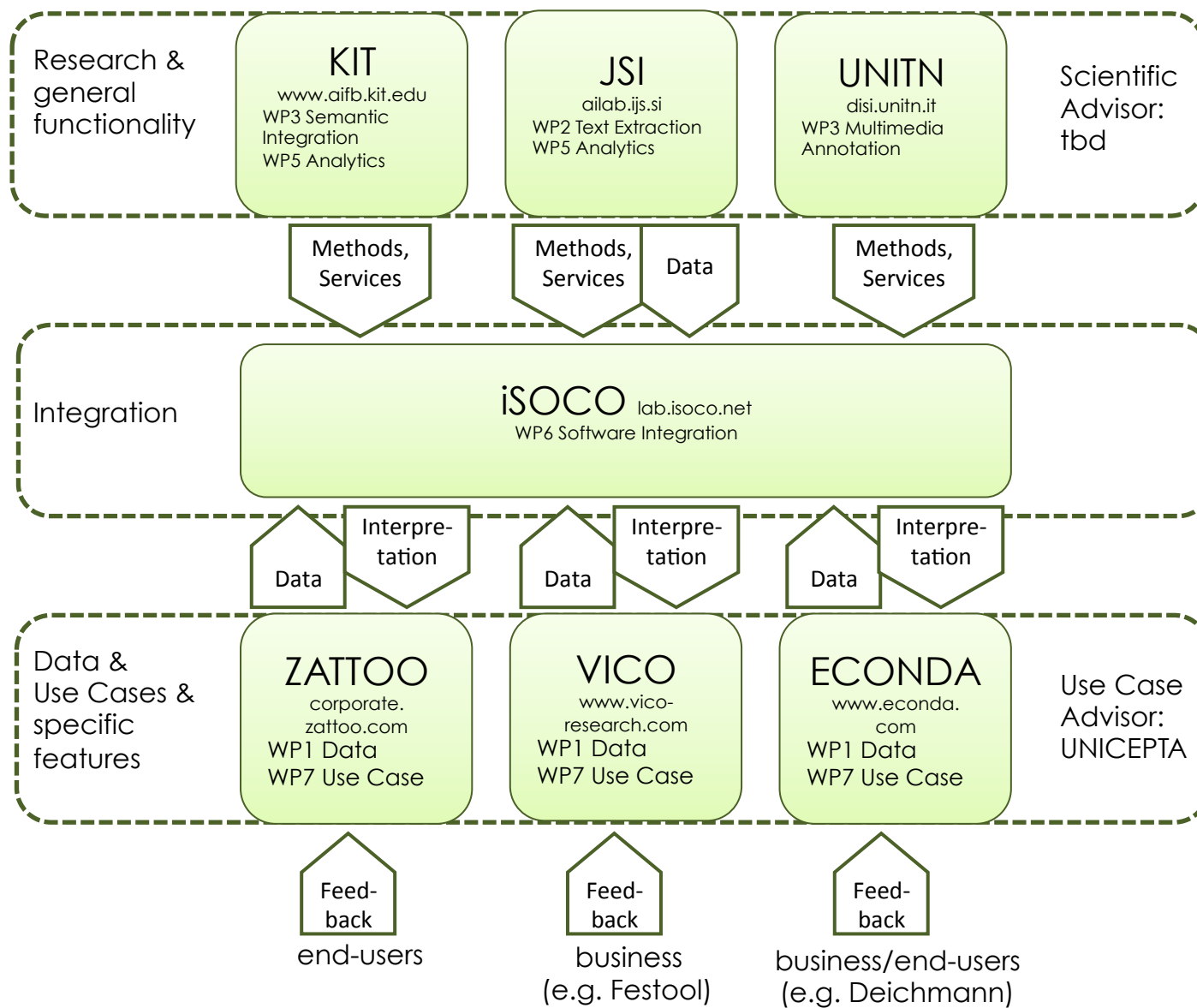


Integration



Data & Use Cases &
Development of
specific product features





VISION

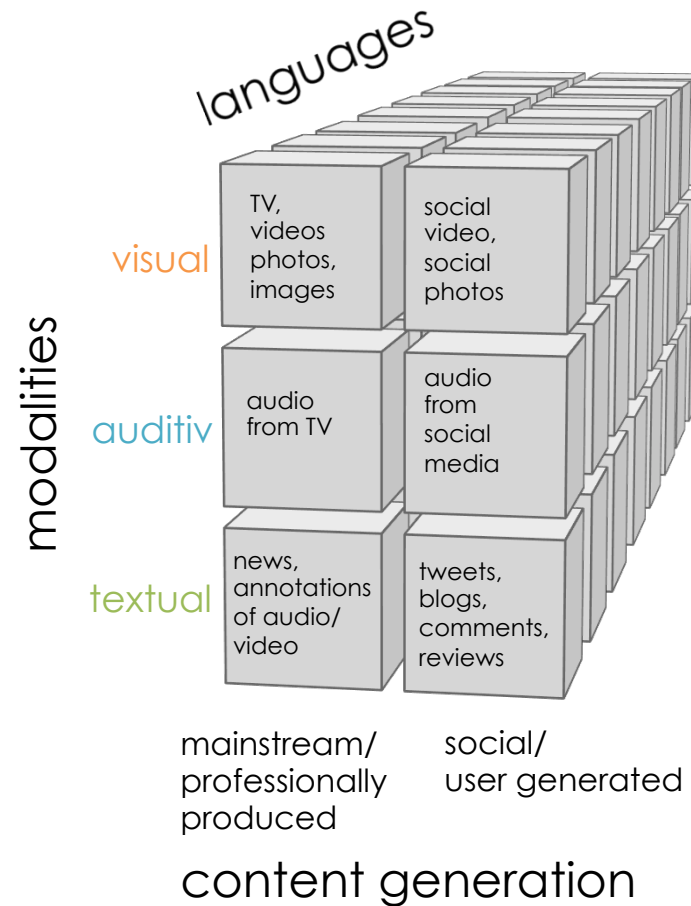
Motivation of our project

Knowledge in the EU is fragmented...

- across diverse content types (audio, video, text) and different channels (mainstream, social media).
- across many languages and local contexts.

So far, information can only be analysed independently for each dimension. This restricts the extractable knowledge and keeps it fragmented.

Fragmented Dimensions of Media

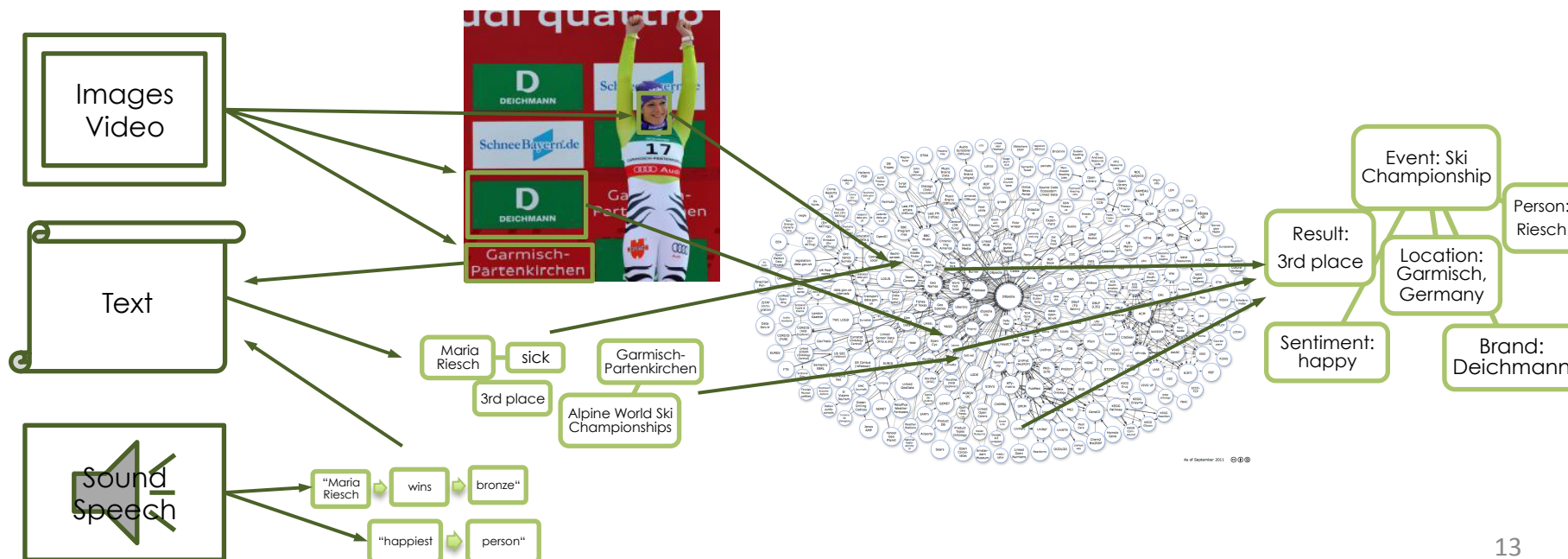
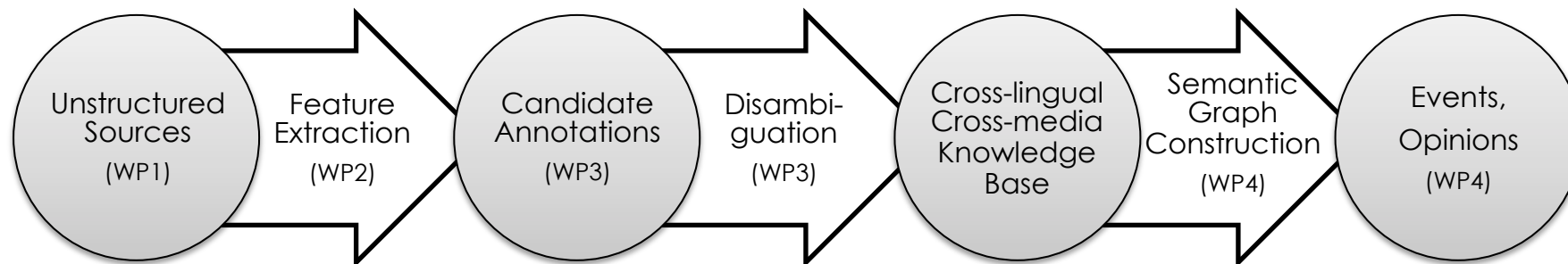


xLiMe contribution

Extract knowledge from different media channels and languages and relate it to cross-lingual, cross-media knowledge bases.

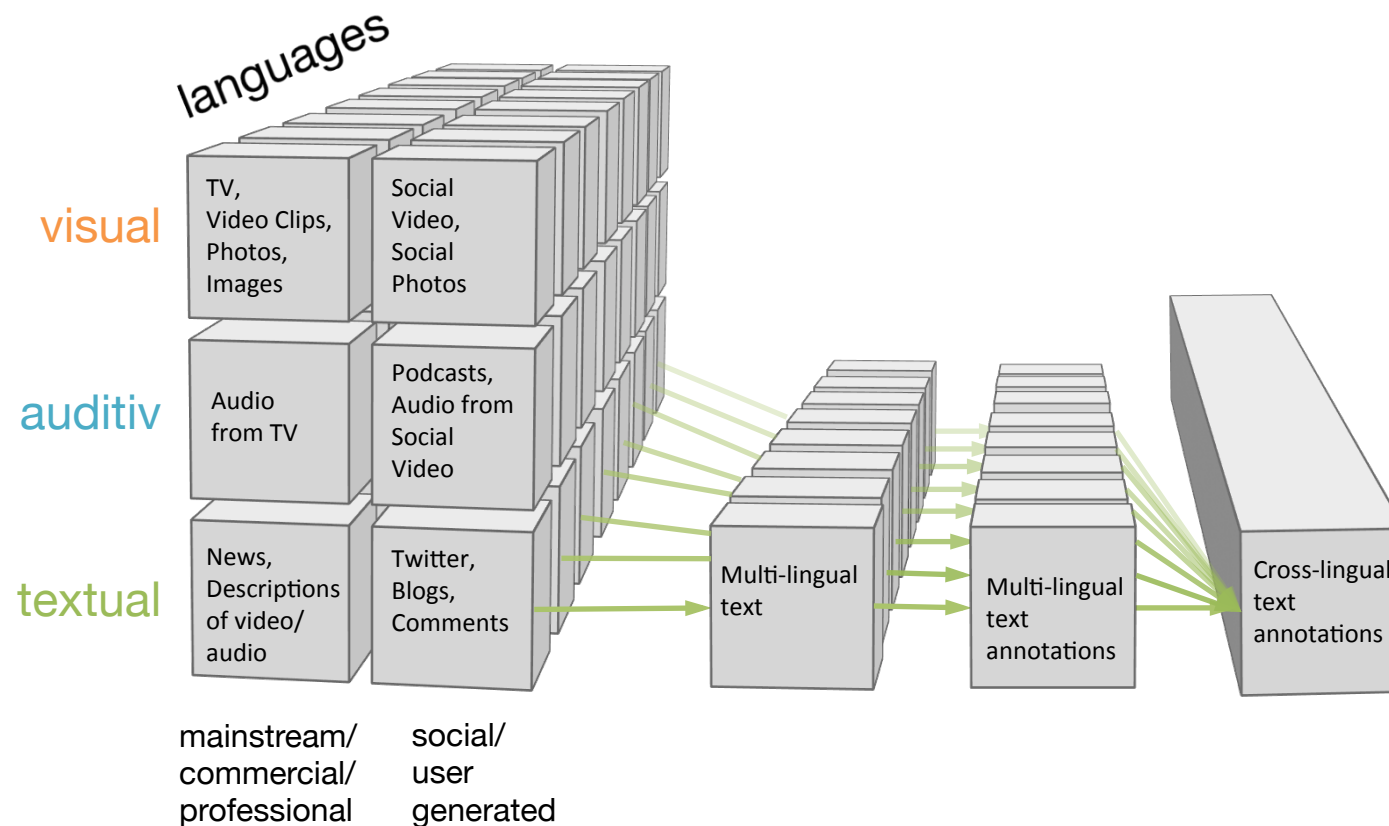
→ Provide a near-realtime updated and comprehensive view on knowledge diffusion across media and across languages.

Brands, Events and Sentiment Monitoring

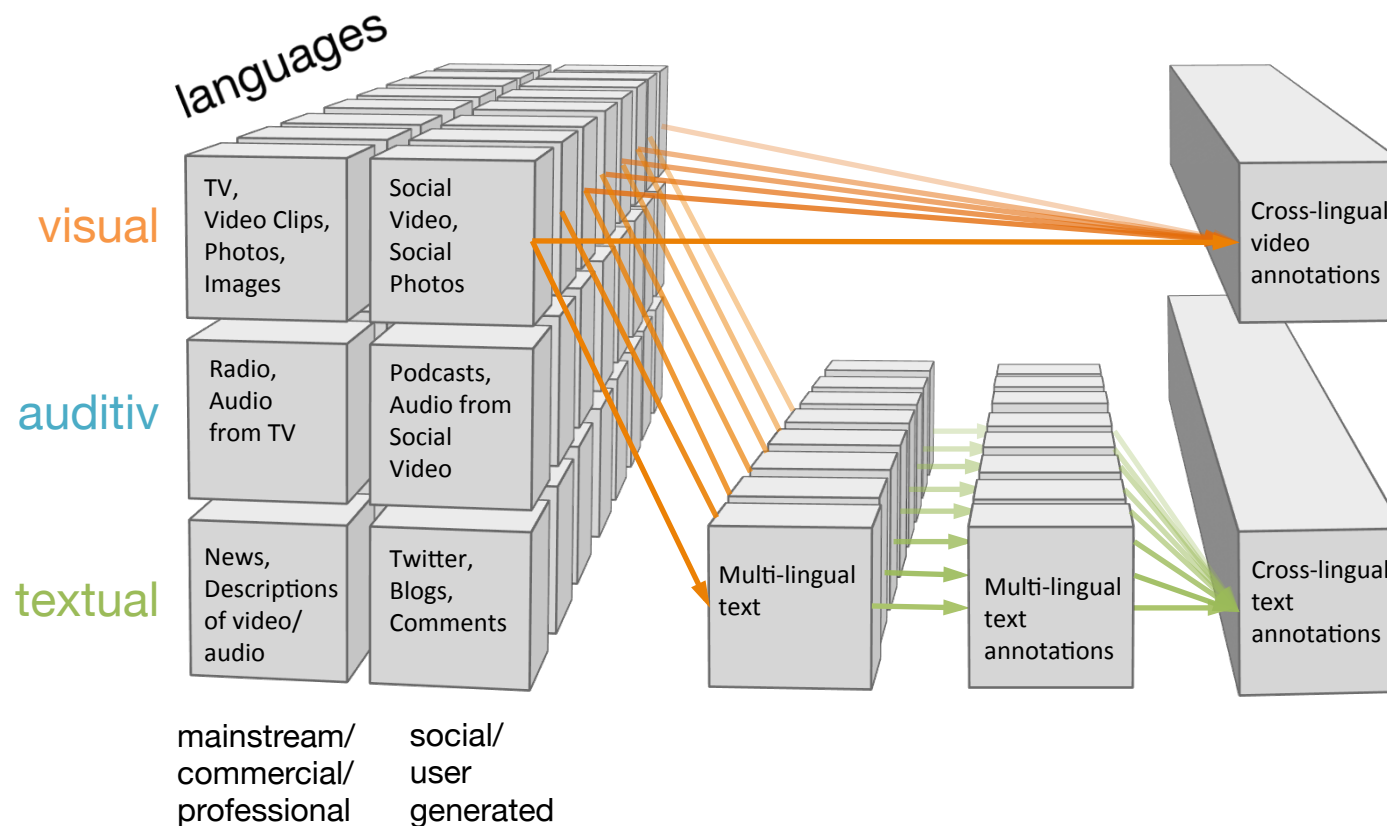


Cross-lingual Text Processing Pipeline

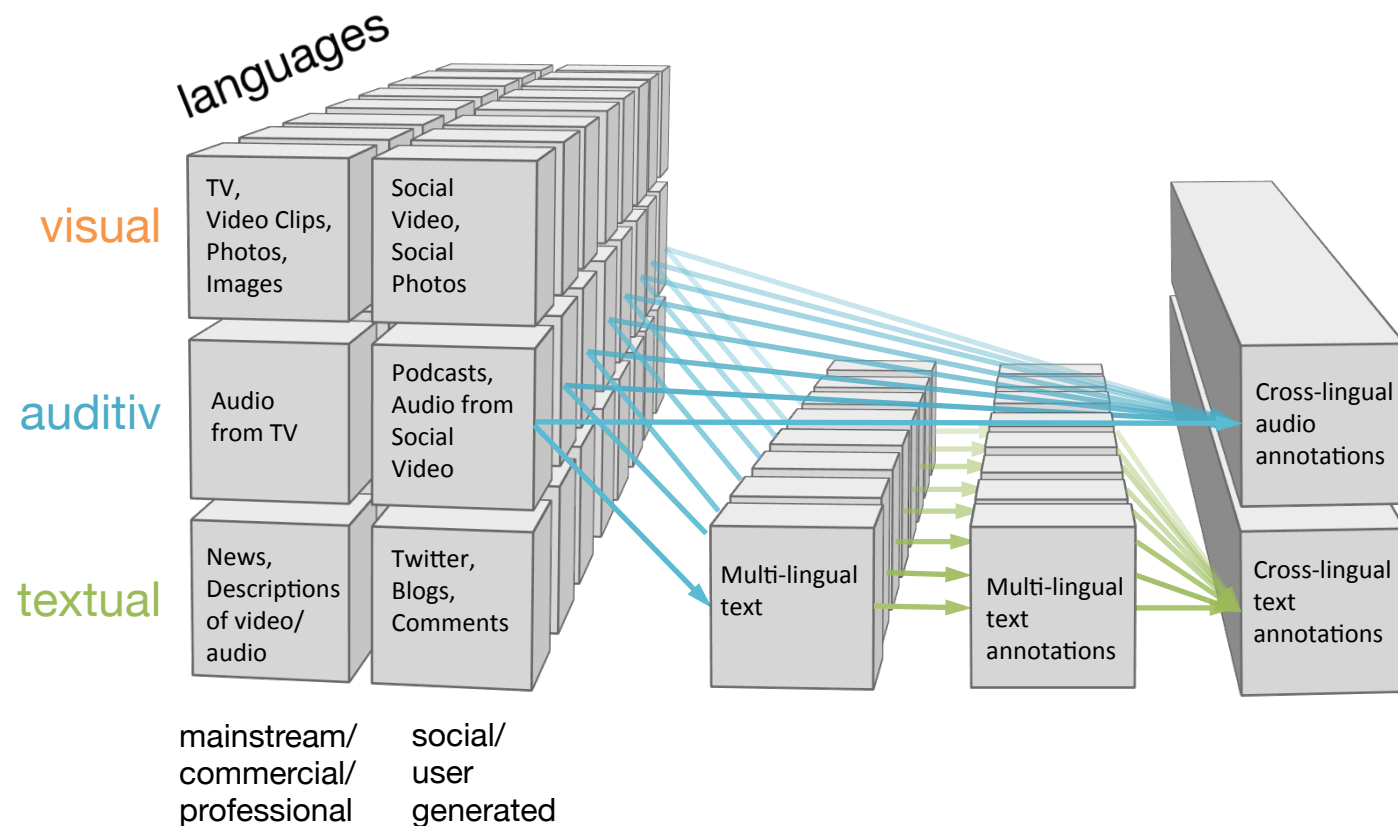
(provided by the XLike project)



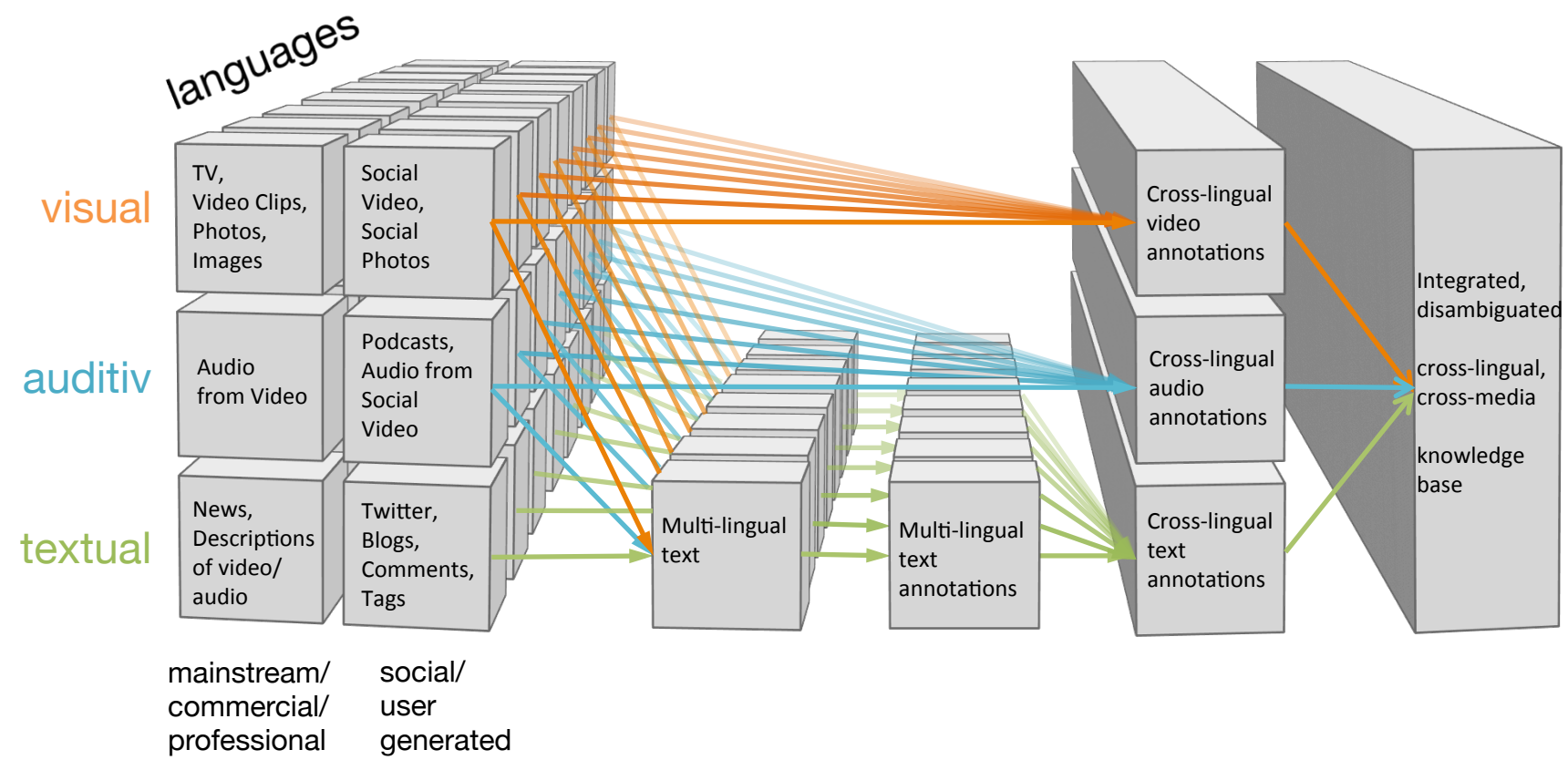
Cross-lingual Video Processing Pipeline



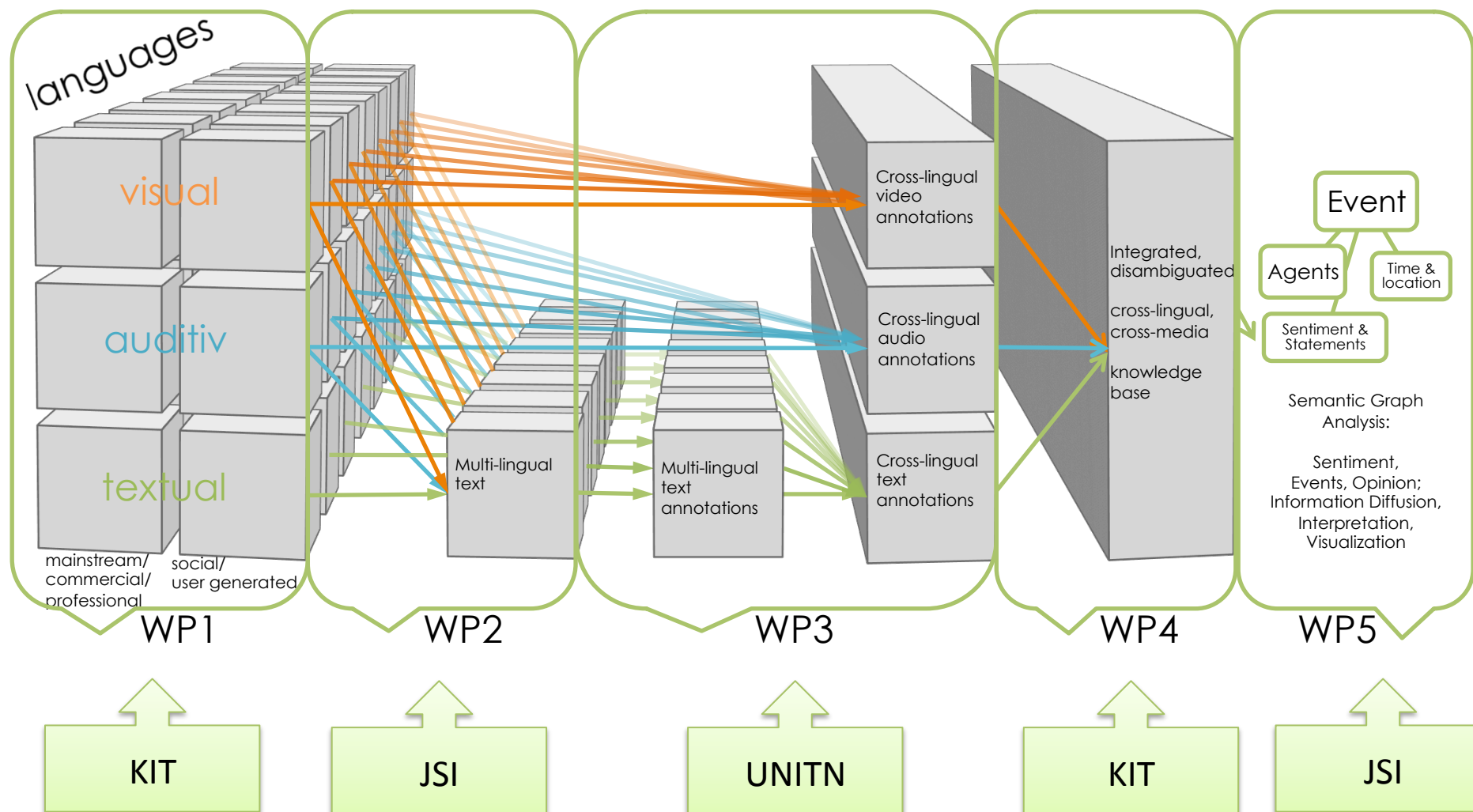
Cross-lingual Audio Processing Pipeline



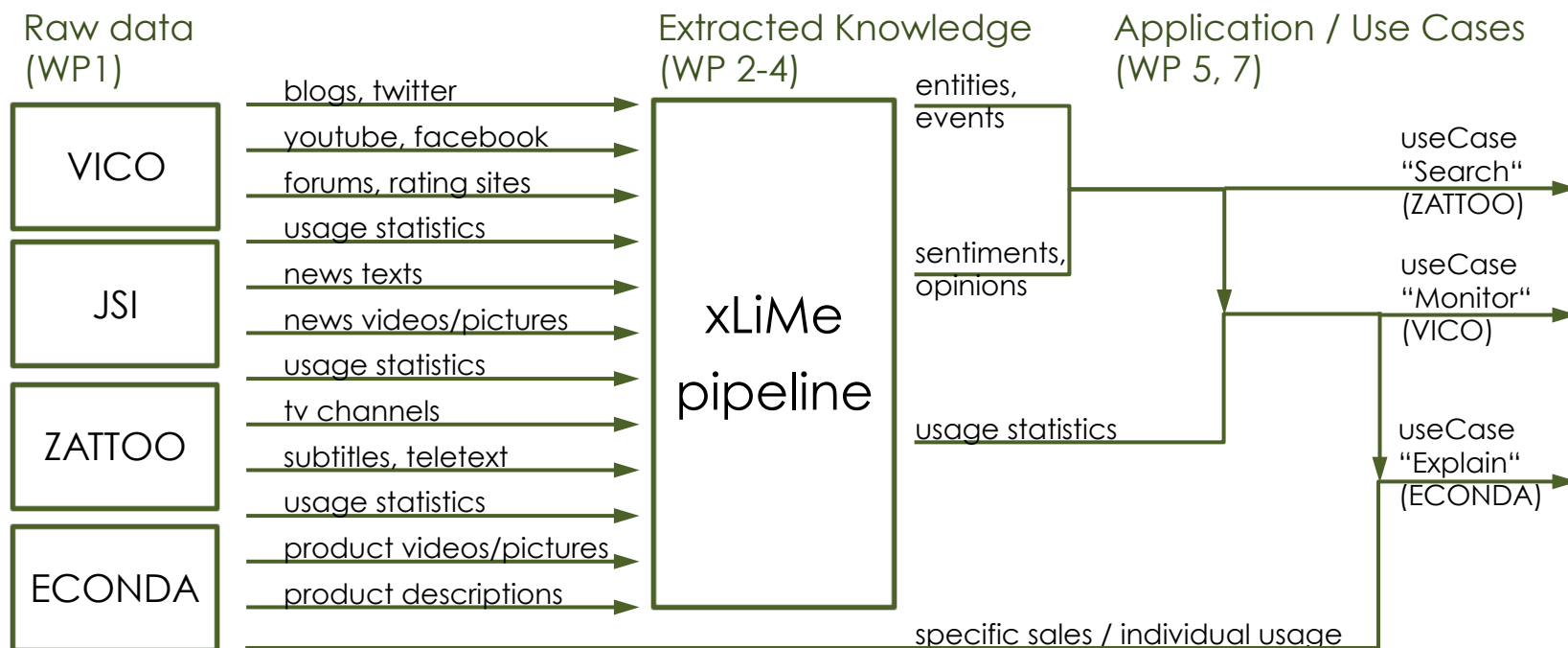
Cross-media and Cross-lingual Processing Pipeline



Research WP Structure



From Data to UseCases



1st Year

Execution of the project



Y1 Research Goals

- Extract text from all content forms
- Annotate concepts from all languages & modalities to a common knowledge base
- Comparison across media and languages (pairwise statistical similarity function)

Y1 Engineering Goals

- Meta data is modeled
- Data from all sources is processed in near-real time in a common pipeline
- Search is performed in near-real time on the stream and some history

Use Case Goals

Use Search Functionality to

- provide related content (ZATTOO)
- monitor similar content over time (VICO)

Side Note: Beware!

Internal vs. Official Deadlines
aka
Technology vs. Report Deadlines

AGENDA

for this meeting

AGENDA

- Today: Research topics
- Tomorrow: Data and Use Cases & Administrative Issues
- Wednesday: Hands-on Tutorials & Bilateral Discussions

Diner today

- <http://www.oishii-karlsruhe.de>
- japanese (sushi, soups, salads, noodles, vegetables, rice bowls, grilled meat, tempura,...)
- Order à la iPad, all-you-can-eat / drink
- Near Ludwigsplatz
- Meet 7:30pm at the lobby, or 8:00 pm at the restaurant

Diner tomorrow

- <http://www.bratar.de/karlsruhe/>
- Fancy burgers and fancy sausages (plus starters, sides, soups, salads,...)
- http://www.bratar.de/media/Speisekarte_22102013.pdf

- Near Ludwigsplatz

- Meet 7:30pm at the lobby, or 8:00 pm at the restaurant

NEXT MEETINGS

Year1 Meetings

- Ca. 4 meetings a year
- Partner by partner
- Convenient over fancy over cheap

- Q1 2014 meeting (March 3-5?, ?)
- Q2 2014 meeting (June 16-18?, Dubrovnik?)
- Q3 2014 hackathon (Sept, ?)
- Q4 2014 review rehearsal (Oct, ?)

My last first words

My Philosophy

- Research & development over reporting & management
- Trust, fairness and common sense over rules & regulations
- Real world data & applications over theoretical concepts

Goal of this meeting

- Get to know each other personally
 - Learn about new technologies
 - Plan the first year
 - Initiate implementation
- Talk to each other, discuss, ask questions!

Promising setup,
let's use this opportunity!