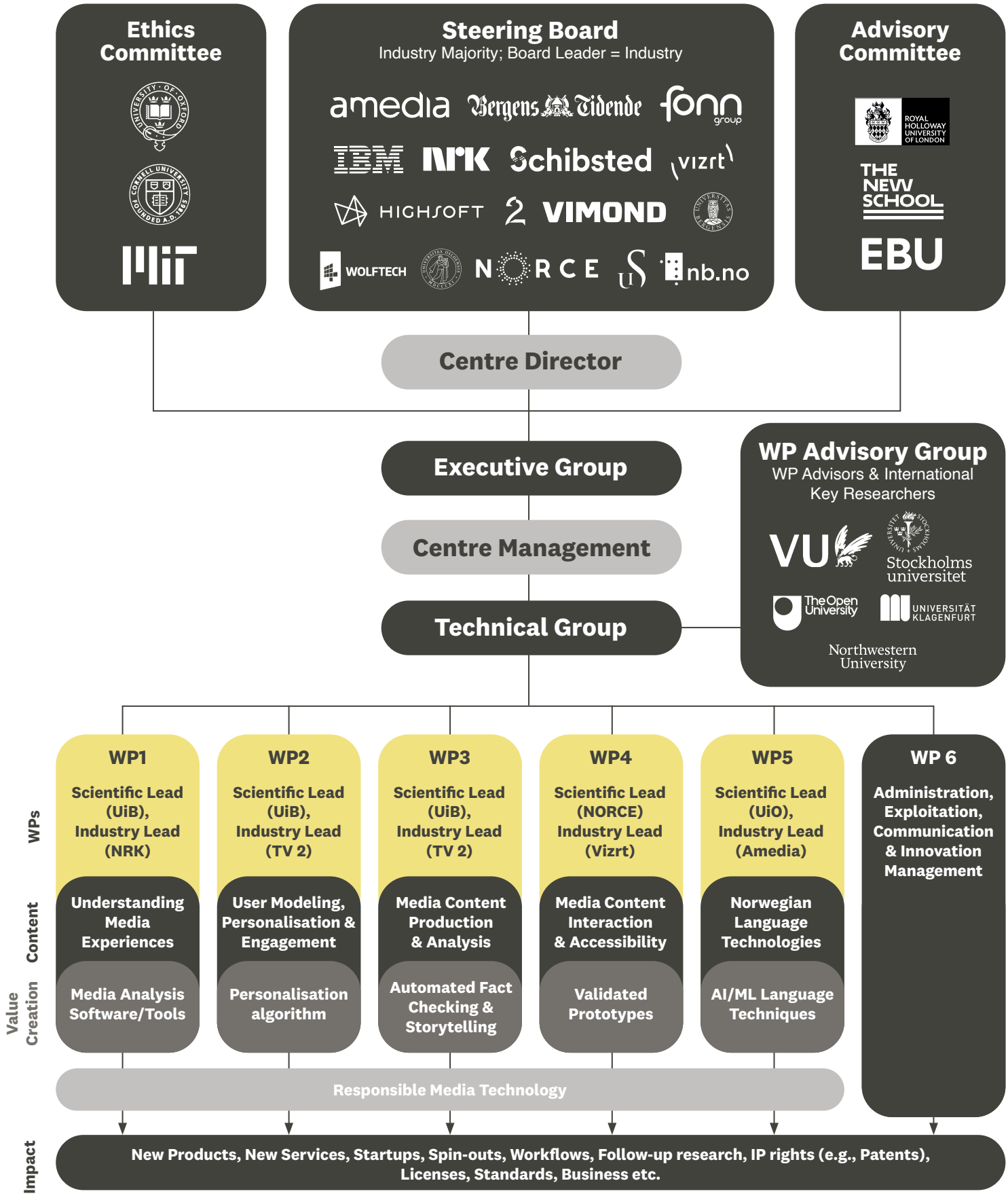
Ethics Committee
Steering Board
Industry Majority; Board Leader = Industry
Advisory Committee
Centre Director
Executive Group
Centre Management
Technical Group
WP Advisory Group
WP Advisors & International Key Researchers
WP1
Scientific Lead (UiB), Industry Lead (NRK)
Understanding Media Experiences
Media Analysis Software/Tools
WP2
Scientific Lead (UiB), Industry Lead (TV 2)
User Modeling, Personalisation & Engagement
Personalisation algorithm
WP3
Scientific Lead (UiB), Industry Lead (TV 2)
Media Content Production & Analysis
Automated Fact Checking & Storytelling
WP4
Scientific Lead (NORCE) Industry Lead (Vizrt)
Media Content Interaction & Accessibility
Validated Prototypes
WP5
Scientific Lead (UiO), Industry Lead (Amedia)
Norwegian Language Technologies
AI/ML Language Techniques
WP 6
Administration, Exploitation, Communication & Innovation Management
Responsible Media Technology
WPs
Content
Value Creation
Impact
New Products, New Services, Startups, Spin-outs, Workflows, Follow-up research, IP rights (e.g., Patents), Licenses, Standards, Business etc.