



Scalable Understanding of Multilingual Media



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SUMMA



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Motivation – BBC Monitoring



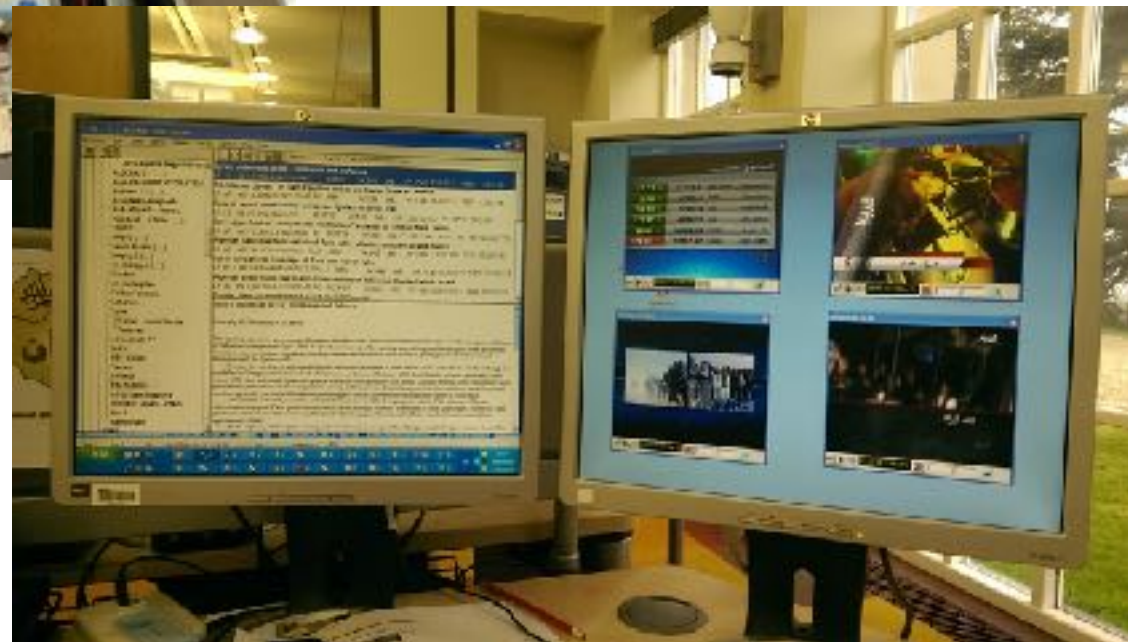
Many journalists each monitoring up to 4 TV channels
several online text sources

30 languages – most important include

Russian

Arabic

Farsi



- Significantly **improve media monitoring**, by the automatic
 - **analysis** of media streams across many languages
 - **aggregation and distillation** of stream content
 - **knowledge base** construction and **fact checking**
 - supply of media data **visualisations** at scale

1. External Media Monitoring (BBC)

- identify emerging **trends**
- tracking **people** in the news
- monitoring the evolution of **storylines**

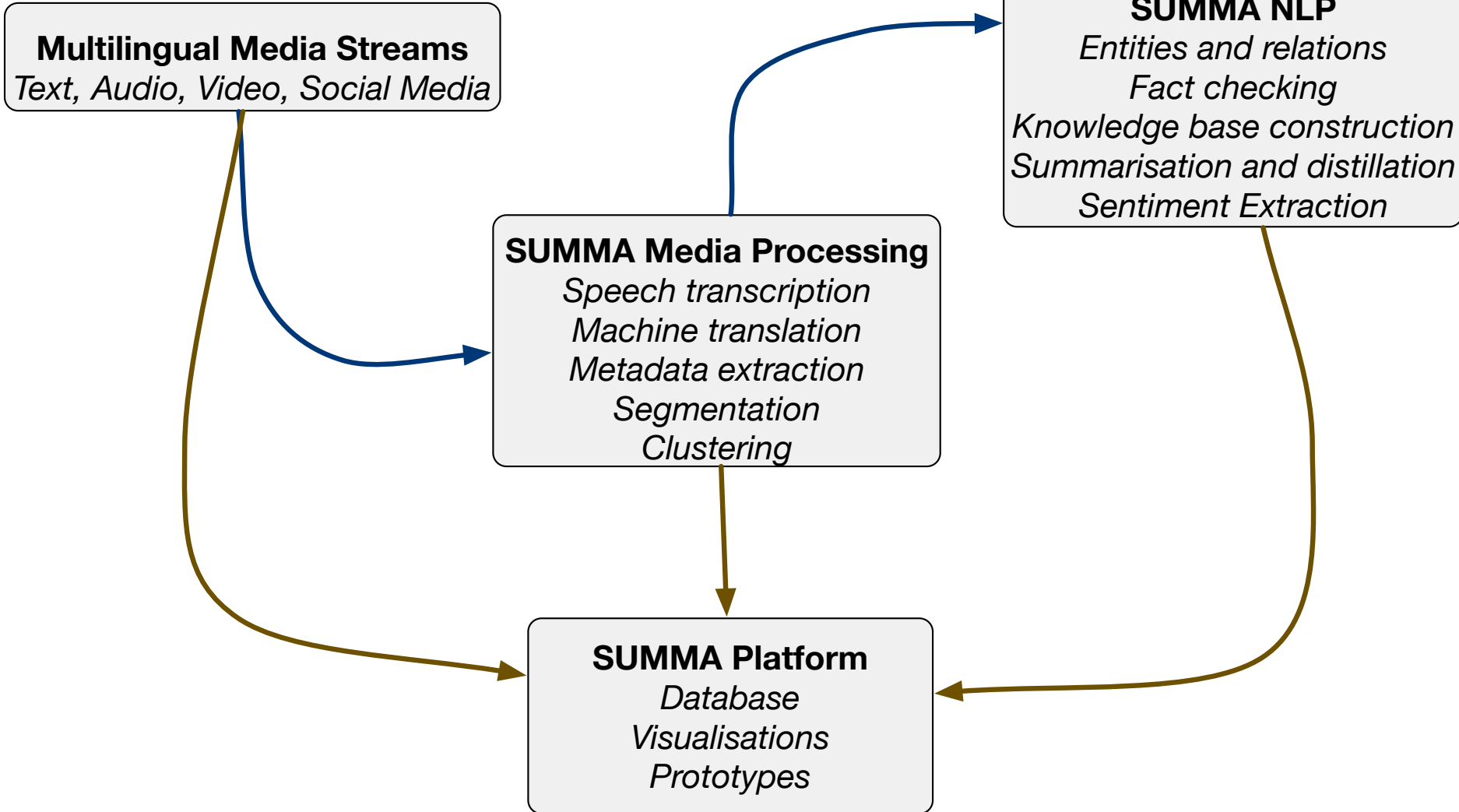
2. Internal Media Monitoring (Deutsche Welle)

- manage **multilingual content creation**
- efficient **reuse of content** across languages

3. Data Journalism

- use SUMMA platform for data driven journalism

SUMMA Overview



- Welcome to SUMMA and to BBC Monitoring
- Motivation and vision for SUMMA technologies
 - BBC
 - Deutsche Welle
- The SUMMA Platform
- SUMMA technologies
 - speech recognition
 - machine translation
 - fact checking
- Poster, demos, BBC monitoring
- Panel & discussion

SUMMA

