

Automated film classification

- opportunities & challenges when developing AI support



Statens medieråd



Why a film robot?

- 720 000 hours of video are uploaded to Youtube/24h
- Children prefer "picture media" (Instagram, Youtube, Snapchat, Tiktok osv)

Project design

- **Collaboration with cutting-edge academic research environment**
- **Contract with data owners (film distributors)**
- **Funding from Sweden's innovation agency**
- **Goal 1: raise AI competence within the agency**
- **Goal 2: develop a solution that automatically classifies harmful violence in video, with the support of machine learning**



Photo: Yuval Haimovits, CC by 2.0

Challenge 1: Qualitative annotations

Challenge 2: Teaching the system



- **Animated movies**
- **Humoristic contexts**
- **Psychological violence**



Results

- Skills development of the agency's staff
- A high-qualitative, open data set
- An AI-supported system almost as good as humans at classifying "all ages"
- Feedback on our the quality of the agency's decisions