Automated film classification
- opportunities & challenges when developing AI support
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
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