

Objectives & expected outcomes

InVID will build a platform providing services to detect, authenticate and check the reliability and accuracy of newsworthy video files and video content spread via social media.

Objectives	Expected outcomes
Provide a toolset for discovering and indexing newsworthy videos	Toolset for video discovery and indexing
Provide a toolset for newsworthy video verification	Toolset for video verification
Provide a process for managing video rights	Video rights management process
Integrate the InVID services of the three above objectives into a web-based analytics and visualization platform	Web platform for video discovery, verification and rights management
Develop complete verification applications and systems for broadcasters and news agencies, and ensure their usefulness to the media industry	Applications and systems for the media industry
Pursue a clear, multi-tier path to innovation	Successful dissemination and exploitation

Project details

InVID is an H2020 Innovation Action
Start date: 1/1/2016; Duration: 36 months

Consortium



Centre for Research & Technology Hellas
Information Technologies Institute
<http://www.iti.gr>



Modul Technology GmbH
<http://www.modultech.eu>



Universitat de Lleida
<http://www.udl.cat>



Exo Makina
<http://www.exomakina.fr>



WebLyzard Technology GmbH
<https://www.weblyzard.com>



Condat AG
<http://www.condat.de>



APA-IT Informations Technologie GmbH
<https://www.apa-it.at>



Agence France-Presse
<http://www.afp.com>



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Stay in touch!

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InVID - In Video Veritas!

VERIFICATION OF SOCIAL MEDIA VIDEO CONTENT FOR THE NEWS INDUSTRY



<http://www.invid-project.eu>

*Protecting the news industry from
distributing fakes, falsehoods, suffering
lost reputation and ... lawsuits!*



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INVID - IN VIDEO VERITAS! VERIFICATION OF SOCIAL MEDIA VIDEO CONTENT FOR THE NEWS INDUSTRY

Motivation

User Generated Content (UGC) & the News Industry

UGC is a valuable resource...

- Digital media revolution & convergence of social media with broadband connectivity are bringing breaking news to online video platforms
- News organizations often rely on UGC of breaking & developing news events shared via social media

...but it is also a tricky one!

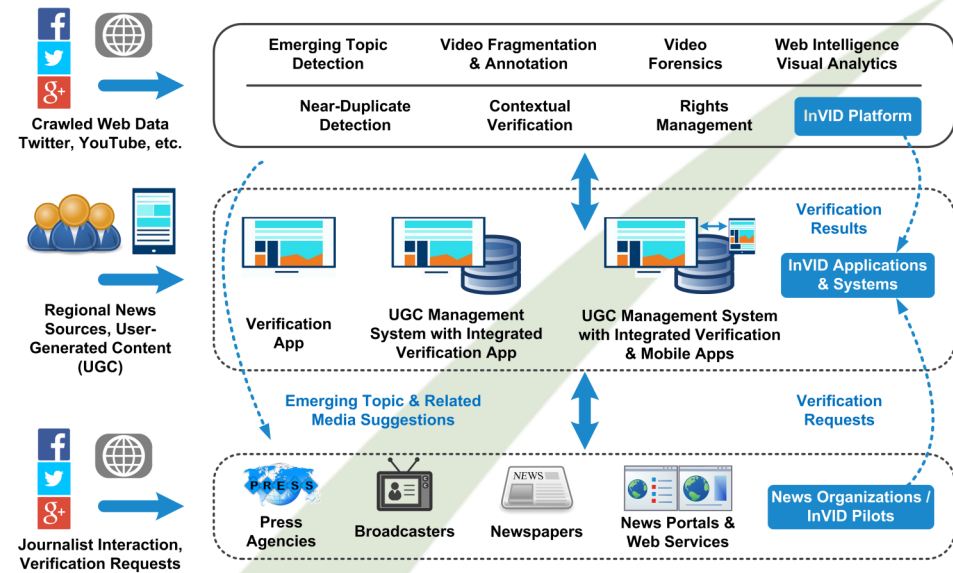
- Deception facilitated by access to sophisticated editing & content management tools
- Rapid spread of fake information in electronic networks

Careful verification of third-party content is necessary for reputable news outlets

- Currently this is a manual process which reduces the ability to break news quickly & increases the operational costs

Concept & approach

The in-time on-demand verification and rights clearance of user-generated video is the cornerstone of the InVID concept: InVID allows professional users to verify any piece of video, regardless of how it was brought to their attention. InVID also gives full editorial control over the verification and right clearance process to its users: it presents to them all the evidence produced by the different verification functionalities it offers, and allows them to make informed decisions on whether they can trust and re-use a piece of user-generated video more quickly, efficiently and reliably than currently possible, resulting in more responsive and reputable news distribution.



Use Cases & Examples

HAITI EARTHQUAKE VIDEO HOAX

Video from a previous earthquake in California published by major media, slightly modified (cropped) and re-circulated in social media as a Haiti video; picked-up and aired by mainstream media for hours.



PRESIDENTIAL FAKE PICTURE

Video frame of a surgery operation in Mexico in 2008, which was sold to and mistakenly published by a top newspaper in January 2013 as a fake image of the late Venezuelan president Hugo Chavez in a Cuban hospital.



EAGLE VIDEO HOAX

Video of an eagle snatching a baby was posted on YouTube and went viral; later, a more careful examination revealed inconsistencies in the shadows of the eagle's flight path.

