



INITIATIVE
FOR
MEDIA
INNOVATION

2024

ANNUAL REPORT

Annual activity report of the Initiative for Media Innovation, an
academia-industry alliance to foster media innovation

MESSAGE FROM THE DIRECTOR

In an era of accelerated technological disruption, growing misinformation and deepening distrust in public discourse, IMI's mission has never been more relevant: bringing together academia and the media sector to address the challenges of a rapidly evolving information landscape.

2024 was a year marked by significant progress and tangible results. A four-day training course was held to strengthen the digital skills of media professionals. Two major research projects reached key milestones: after more than a year of collaborative efforts, DemoSpaces came to a close, and B-News entered a new phase that would have a significant impact, with its findings currently being implemented by the main media partner.

We maintained our commitment to fostering public engagement by holding five public events and launching the inaugural issue of our magazine, "Décryptage", which garnered significant media attention.

This year also marked a deepening of our ecosystem, with new connections forged with funding bodies, cantonal authorities, foundations, and like-minded initiatives such as the Global Alliance for Media Innovation (GAMI) from WAN-IFRA. This is an encouraging development in the evolving landscape of support for innovation in public interest media.

In a time when reliable, high-quality information remains essential to the health of our democracies, the partnerships between science and media that we continue to cultivate are key to public engagement and research impact.

Looking ahead, 2025 is poised to be a year of transformation. RTS will be moving into its new building on the Ecublens campus, paving the way for closer collaboration, new activities and physical proximity between IMI and the Swiss public broadcaster.

I wish you an insightful and enjoyable read,

Mounir Krichane
Director of IMI



ABOUT IMI

Founded in 2018 by EPFL, SRG SSR and Triangle Azur (a cooperation network between the Universities of Geneva, Lausanne and Neuchâtel), IMI fosters interdisciplinary projects and develops innovative solutions in journalism, digital trust, artificial intelligence and data science. Its ambition: to support high-quality research, strengthen the autonomy of the media and promote the essential role of information in our democracies.

KEY TARGET AUDIENCES

Our initiative is primarily active in the French-speaking part of Switzerland, but also operates nationally and in Europe, where it serves three main audiences: researchers, media professionals and the general public.

FOUNDING MEMBERS



AFFILIATE MEMBERS



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MISSION STATEMENT

IMI is an academia-industry alliance that develops forward-looking, human-centered partnerships at the intersection of science and media to drive transformative change for the benefit of society.

KEY ACTIONS TO STRENGTHEN OUR COMMUNITY

- Building additional alliances with academic, media and institutional partners.
- Securing external funding for projects.
- Organizing community-building events.
- Providing training for media and communication professionals in collaboration with faculty members.
- Engaging in outreach activities to raise awareness of key issues and opportunities.

SUCCESS INDICATORS

For media partners:

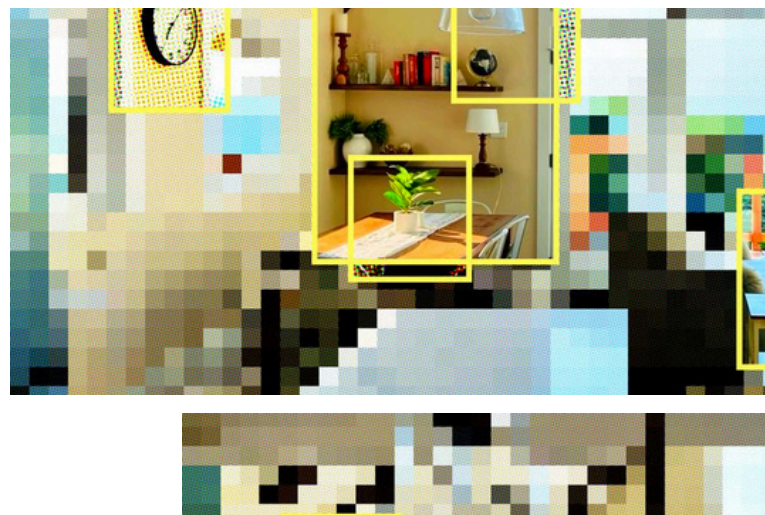
- Number of prototypes from collaborative projects being tested or deployed.

For academic partners:

- Number of scientific publications from collaborative projects.

For the general public:

- Number of outreach events held.



SERVICES & SUPPORT

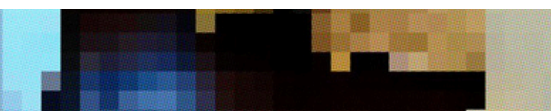
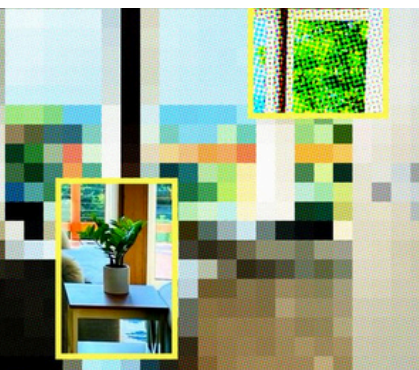
As a catalyst for innovation at the intersection of academia, media and society, IMI offers services that support its stakeholders and encourage collaboration within an active community.

RESEARCHERS AND MEDIA PROFESSIONALS

- Demonstrated expertise in anticipating significant trends in innovation and societal issues related to the evolution of media and technology.
- Targeted networking events to help connect media professionals with scientific experts.
- Comprehensive support for projects, from initial development to implementation and the pursuit of funding opportunities.
- Communication support for researchers to promote their findings.
- Training opportunities for media and communication professionals on AI applications and evolving journalistic practices.

GENERAL PUBLIC

- Commitment to diverse, high-quality and trustworthy information.
- Support for the development and digital evolution of the Swiss media landscape.
- Media and digital literacy, such as raising awareness about misinformation and the impact of technologies on democracy.



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2024 HIGHLIGHTS

COLLABORATIONS WITH THE ACADEMIC COMMUNITY

In 2024, IMI strengthened its ties across the academic community by fostering collaborations with research labs, centers, students and institutional services. These interactions reflect our commitment to bridging scientific expertise with media innovation and anchoring our work within the ecosystem.

Four major research projects received support from IMI in 2024, with the last two starting during the year:

- **DemoSpaces:** Led by Florian Evéquoz of the Institute of Informatics, HES-SO Valais-Wallis, in collaboration with RTS.
- **B-News:** Led by Nicole Glassey Balet of the Media Innovation Lab, HES-SO Valais-Wallis, in collaboration with Blick | fr.
- **REMIT:** Led by Sarah Kenderdine of the Laboratory for Experimental Museology, EPFL, in collaboration with RTS.

- **Citizen Facts:** Led by Aude Favre and Sylvain Louvet of CITIZEN FACTS, in collaboration with Tommaso Venturini of the Medialab, UNIGE and RTS.

IMI also continued its partnership with the SNSF-funded project **Data During a Pandemic (PANDA)**, led by Nathalie Pignard-Cheynel of the Academy of Journalism and Media, UniNE.

Additionally, IMI contributed to two transdisciplinary proposals under the **6th NCCR call**, in support of our faculty members.

Finally, IMI launched two **student projects** at EPFL: one between E4S and RTS, and another between LSIR and Le Temps. This highlights the important role that young talents play in applied innovation.

 [Want to learn more about our projects?](#)



Adrian Holzer, IMI Annual Event 2024

OUTREACH AND EVENTS

In 2024, IMI organized five public events and one matchmaking workshop to promote dialogue and engagement within its community. At the same time, IMI published the first issue of its magazine, **Décryptage**, which addresses urgent societal issues for a broad audience.

Events are also a great opportunity for collaboration, building connections across communities and amplifying impact. This year, IMI strengthened its partnerships with three EPFL centers by co-hosting events with C4DT, the AI Center and CLIMACT.

One of the year's highlights was the 24-hour game jam organized at EPFL in collaboration with the InForm Foundation. The competition brought together 40 students for a creative and collaborative experience, focusing on information and interactive technologies.

TRAINING COURSE FOR INFORMATION PROFESSIONALS

In the fall of 2024, IMI hosted the first edition of its four-day training course, **"IA, data & journalism : cap sur la confiance"**, which was developed in partnership with C4DT at EPFL and Formation Continue UNIL-EPFL. All of the participants were from SRG and joined the program to learn new skills and tools that they could reuse and share in their professional contexts.

These collaborations demonstrate IMI's strength and reach within the ecosystem, as well as the importance of interdisciplinary and cross-sector partnerships in shaping the future of trustworthy and sustainable media.



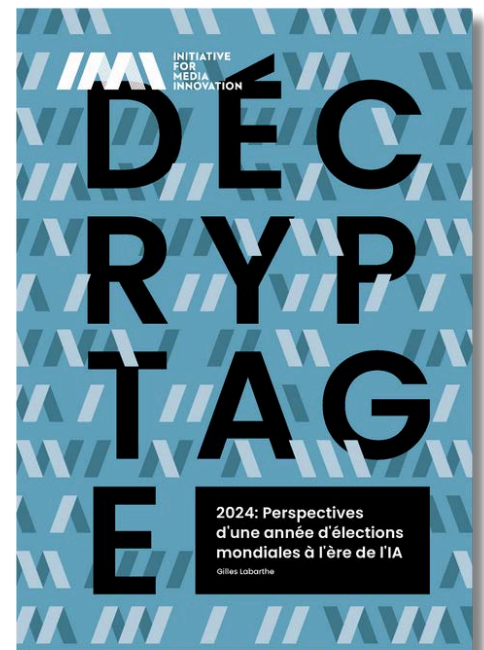
IMI Annual Event 2024

MAIN ACHIEVEMENTS

In 2024, IMI's activities contributed to advancing knowledge, fostering collaborations and strengthening the ties between the academic and media sectors. Key achievements included a continuing education program, student-led initiatives, interdisciplinary research projects, and the practical application of innovative solutions by media partners. The following section highlights selected achievements in innovation, research and education.

IN INNOVATION AND IMPACT

- Technology transfer:
 - Results of the project B-News were implemented by the media partner (Blick | fr).
 - The code developed in both projects DemoSpaces and REMIT was opened for evaluation by media organizations.
- A matchmaking workshop brought together 36 media professionals and academic experts from five academic institutions and nine media companies to discuss future project ideas.
- Five public events totaling 400 participants were organized in collaboration with external partners and other EPFL centers (C4DT, AI Center and CLIMACT) to raise awareness among media professionals, policymakers, students and the public on topics such as fake news, digital trust and climate change.
- The first issue of Décryptage was released, a magazine aimed at helping media professionals, policymakers and the public understand the impact of technologies on the information landscape and democracy.





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IN EDUCATION

- A four-day training course on AI applications, media security and evolving journalistic practices was organized for media professionals from RTS and RSI. 22 participants joined the program, which was led by 14 experts from EPFL, universities and industry. IMI and C4DT were awarded seed funding from EPFL to develop the program, which received very positive feedback.
- Student initiatives:
 - Two student projects were completed, one between E4S and RTS, and the other between LSIR and Le Temps.
 - A Bachelor's thesis was presented within the project DemoSpaces at HES-SO Valais-Wallis.
 - A 24-hour game jam was held at EPFL with 40 students to educate the younger generation about information.

IN RESEARCH

- The project DemoSpaces was completed, resulting in the publication of one scientific article and another under review.
- Four other research projects were underway, including one SNSF-supported project as part of NRP 80 (Covid-19 in Society) and three IMI-supported projects led by EPFL, UNIGE and HES-SO Valais-Wallis in partnership with media companies, a journalist association and a start-up.
- IMI contributed to two transdisciplinary NCCR project proposals, one led by EPFL and ETH Zurich, and the other by UNIGE and UNIFR.

SUPPORTED PROJECTS

DEMOSPACES

Summary: Access to diverse content is essential for a shared information space, a key component of a democratic society. This project aims to address the risk of fragmented media consumption by encouraging consumers to broaden their horizons by gradually discovering interesting content outside their usual areas of focus, offering complementary perspectives and different editorial treatments of news events.

Timeline: Started in March 2023 and lasted 12 months.

Academic partners:

- Institute of Informatics (HES-SO Valais-Wallis)
- Department of Philosophy (UZH)

Media partner:

- RTSinfo (RTS)

Project outputs:

- [Source code](#)
- ["Recommandation algorithmique et nudging: un modèle de légitimité pour le service public audio-visuel"](#) (medialex, 09/24)



B-NEWS

Summary: In the rapidly evolving landscape of news publishing, the ability to predict which news content will resonate with readers is becoming increasingly important. This project aims to develop a predictive system based on machine intelligence for news republishing, equipping newsrooms with a real-time visual dashboard to help journalists select and republish articles from other regions.

Timeline: Started in September 2023 and will last 18 months.

Academic partner:

- Media Innovation Lab (HES-SO Valais-Wallis)

Media partner:

- Blick | fr

Project outputs (restricted access):

- Source code
- WP1 - Requirements elicitation and literature review
- WP2 - Data collection and preprocessing
- WP3 - Data visualization
- WP4 - Feature engineering and model design
- WP5 - Prediction system development and deployment





Elise Racine & The Bigger Picture, <https://betterimagesofai.org>, CC-BY-4.0

REMIT: AI-DRIVEN DYNAMIC NARRATIVES FROM AUDIOVISUAL ARCHIVES

Summary: In today's rapidly evolving media and technology landscape, the way we interact with and consume content is undergoing a significant transformation. What if we turned the rapid production of news into an opportunity? This "fast fashion of news" generates a vast amount of single-use information that is later stored and categorized as archives, whether it is the latest news report or a documentary made in 1980. This project aims to leverage cutting-edge AI technologies to generate user-driven narratives from extensive audiovisual archives.

Timeline: Started in April 2024 and will last 24 months.

Academic partner:

- Laboratory for Experimental Museology (EPFL)

Media partner:

- Données & Archives (RTS)

CITIZEN FACTS

Summary: This project aims to radically transform the production of information by enabling every citizen to participate in high-quality journalistic investigations, thanks to a distributed infrastructure supported by blockchain technology that enables traceability and remuneration. The project builds on the extensive experience of the CITIZEN FACTS association in producing collaborative investigations. With IMI's support, this expertise will be complemented by a tailor-made platform that can be adapted for mainstream media outlets, as well as a field study.

Timeline: Started in October 2024 and will last 12 months.

Academic partners:

- Medialab (UNIGE)
- Academy of Journalism and Media (UniNE)

Media partners:

- RTS
- ARTE (France)

Industry partner:

- Predicta Lab (France)

OUTPUTS FOR PARTNERS

IMI enables open innovation in the media and information sectors. It offers its partners a wide range of activities, from organizing community-building events that connect academic research with market needs, to developing prototypes and sharing research tools and code. By creating spaces for dialogue between researchers, media professionals and industry stakeholders, IMI supports the translation of research into practical applications, fosters interdisciplinary collaboration and promotes outreach.

OUTREACH AND NETWORKING EVENTS

February 2024

Innovative communication strategies: Bridging science, storytelling and social media

- In collaboration with CLIMACT
- [Watch the video](#)

May 2024

Digital Trust 4 Media: Navigating the Media-Tech Nexus

- As part of the Swiss-Korean Innovation Week
- In collaboration with the Embassy of Switzerland in South Korea, Swissnex, C4DT, Kyung Hee University and Sogang University

September 2024

24-hour Game Jam to Rethink Information

- In collaboration with InForm, GameLab UNIL-EPFL, LauzHack, Game* and ISART Digital
- Sponsored by ELCA, Logitech, Crésus and Alp ICT
- [Watch the video](#)

October 2024

Deepfakes, Distrust and Disinformation: The Impact of AI on Elections and Public Perception

- In collaboration with C4DT and the AI Center at EPFL
- [Watch the video](#)

November 2024

IMI Annual Event and Matchmaking Workshop

- Hosted by Unlimitrust Campus



IMI prioritizes the development of prototypes and demonstrators in all its projects. Additionally, IMI facilitates collaborations between media partners and students to address specific, short-term challenges. Depending on the topic and needs, these student projects may take the form of Bachelor's or Master's theses or internships and are always carried out under the supervision of an academic professor. This approach fosters practical solutions while creating valuable synergies between education, research and the media sector.

STUDENT PROJECTS AND SHORT-TERM COLLABORATIONS

Les médias en tant qu'espaces démocratiques : promouvoir la découverte de nouveaux contenus sur le site web d'un média

- Bachelor's thesis by Bastien Schneider
- Supervised by Florian Evéquoz at HES-SO Valais-Wallis, in collaboration with RTS

Analyse des discours des candidats aux présidentiels US

- Led by Rémi Lebet of the Distributed Information Systems Laboratory, EPFL, in collaboration with Le Temps

Investigating the Use of Generative AI in French-Language Public Communication: Identifying the Adoption by Politicians, Influencers, Journalists, and Researchers

- Internship by Gaëlle Pillon
- Supervised by Rémi Lebet at EPFL, in collaboration with Le Temps

From Reducing Carbon Footprints in Event Production to Integrating Sustainability into RTS Operations

- Master's thesis by Sophie Daya, Giulia Facchini, Jeanne Salamin and Shara Vigneswaran
- Supervised by Olivier Gallay at UNIL, in collaboration with E4S and RTS

TOOLS AND CODE

- [DemoSpaces source code](#)
- B-News source code (restricted access)



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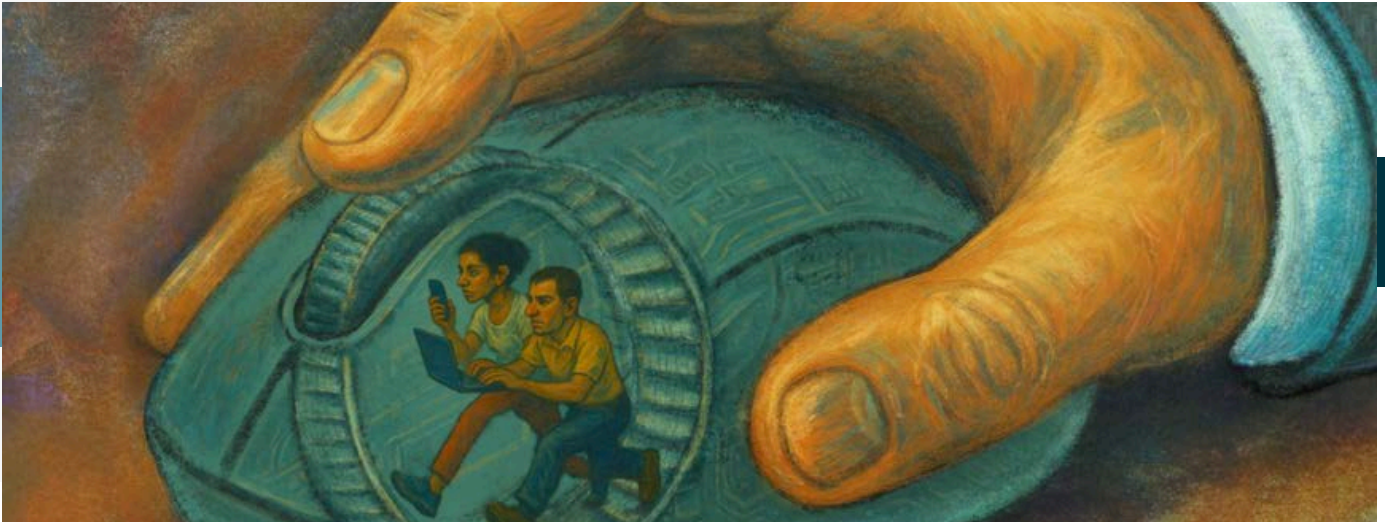
PUBLICATIONS

SCIENTIFIC LITERATURE

- J. Rochel. « Recommandation algorithmique et nudging: un modèle de légitimité pour le service public audio-visuel », medialex 09/24, 2024 [[link](#)]
- A. Robotham, C. Dupuis and Nathalie Pignard-Cheynel. "Unveiling data pluralism: A multimodal analysis of data source diversity in the Swiss media during the Covid-19 pandemic". In Proceedings of the 10th European Communication Conference, Book of Abstracts, p. 455, 24–27 September 2024, Ljubljana, Slovenia. European Communication Research and Education Association, 2024 [[link](#)]
- A. Robotham, C. Dupuis and Nathalie Pignard-Cheynel. "Covid-19 Data Visualizations: from Source Diversity to Source Reflexivity". The 10th European Communication Conference, 24–27 September 2024, Ljubljana, Slovenia. European Communication Research and Education Association, 2024 [[link](#)]

STUDENT THESES

- S. Daya, G. Facchini, J. Salamin and S. Vigneswaran. "From Reducing Carbon Footprints in Event Production to Integrating Sustainability into RTS Operations" [Unpublished Master's thesis]. EPFL, 2024
- B. Schneider. « Les médias en tant qu'espaces démocratiques : promouvoir la découverte de nouveaux contenus sur le site web d'un média » [Unpublished Bachelor's thesis]. HES-SO Valais-Wallis, 2024



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PRESSE REVIEW

22 December

- RSI: [Radiogiornale](#)

20 December

- RTS: [L'impact de l'IA sur les scrutins électoraux a été limité cette année, selon l'EPFL](#)

18 December

- SWI swissinfo.ch: [Artificial intelligence has yet to affect election results](#)
- 20 Minutes: [L'IA n'a pas bouleversé les résultats électoraux, mais...](#)
- Webradio.media: [L'IA fragmente les opinions en période électorale, selon l'EPFL](#)
- 24 heures: L'IA a un impact limité sur les scrutins
- La Quotidiana: L'IA n'ha fin uss betg midà resultats d'elecziuns

17 December

- EPFL: [L'IA influence-t-elle les scrutins électoraux?](#)
- Radio Argovia: KI hat Wahlergebnis bisher nicht entscheidend verändert
- Radio Bern1: KI hat Wahlergebnisse bisher nicht entscheidend verändert
- Radio 32: KI hat Wahlergebnisse bisher nicht entscheidend verändert
- Radio 1: KI hat Wahlergebnisse bisher nicht entscheidend verändert
- blue News: [Künstliche Intelligenz verändert Wahlergebnisse bisher nicht](#)
- Radio Grischa: Künstliche Intelligenz verändert Wahlergebnisse bisher nicht
- Radio 24: Künstliche Intelligenz verändert Wahlergebnisse bisher nicht
- Radio 1: Künstliche Intelligenz verändert Wahlergebnisse bisher nicht
- Tele Z: Einfluss der KI auf Wahlen

17 October

- WAN-IFRA: [AI, Misinformation, and the Future of Journalism: Insights from Media Labs Days #8 in Vienna](#)

CONTACT

-  www.media-initiative.ch
-  info@media-initiative.ch
-  [+41 21 693 91 27](tel:+41216939127)
-  c/o EPFL AVP CP MEDIA
BAC 101 (Château de Bassenges)
Station 5
CH-1015 Lausanne