

Challenges
proposed by

3cat

ANTEDECENTES



3Cat (Corporació Catalana de Mitjans Audiovisuals) is the public media corporation of Catalonia, responsible for television, radio and digital media services. Through its multiple broadcast channels, streaming platforms and extensive audiovisual archive, 3Cat produces, distributes and preserves large volumes of multilingual content for diverse audiences. As media consumption increasingly shifts towards digital and connected devices, 3Cat faces new challenges related to AI-powered content delivery and multilingual accessibility. To address these challenges, 3Cat seeks innovative solutions that improve user experience and automate content adaptation processes.

AREAS OF INTEREST

LANGUAGE TECH / AINA

DATA & ANALYTICS

ARTIFICIAL INTELLIGENCE

SUSTAINABILITY



CHALLENGE 1



TÍTULO

Large Language Models for Low-Resource TV Devices

DESCRIPCIÓN

Develop lightweight Large Language Models capable of running on resource-constrained HbbTV devices, enabling intelligent conversational interfaces, enhanced content discovery and personalised user assistance directly on the device. The objective is to provide users with a more natural and engaging way to access audiovisual content while reducing dependence on external cloud services. The solution should prioritise privacy, data protection and technological sovereignty, minimising the transfer of user data to third-party platforms while maintaining acceptable performance, low latency and scalability.

KEYWORDS

LLMs, HbbTV, Low-resource computingAI



This challenge focuses on language technologies; the solution you propose must incorporate the resources from the Aina project. Please find all of the Aina's resources linked [here](#) and on the website.

CHALLENGE 2

3cat

TÍTULO

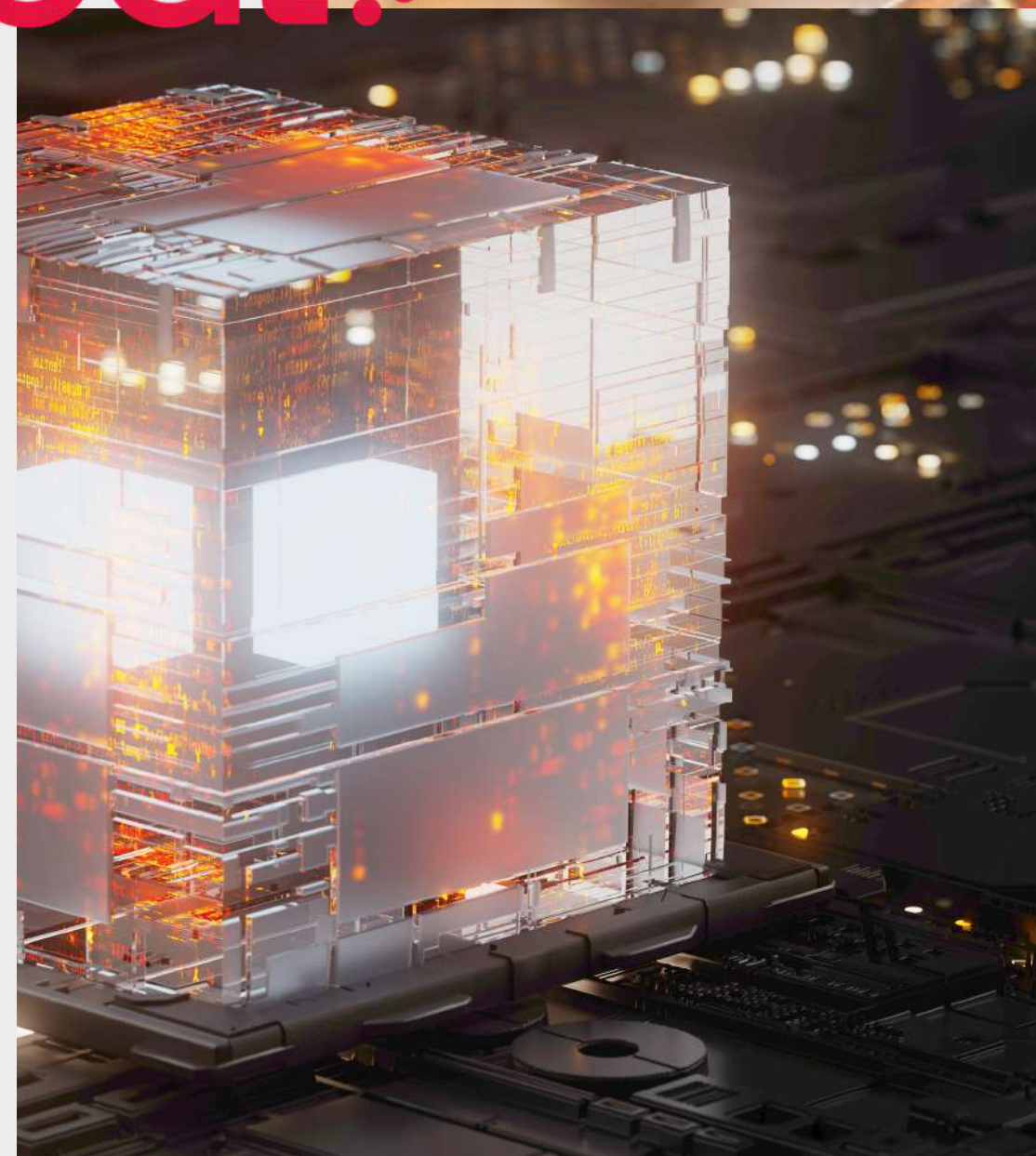
Real-Time Dubbing and Automatic Quality Assessment

DESCRIPCIÓN

Develop an AI-based solution capable of performing real-time dubbing into multiple languages and automatically assessing the quality of the generated translations and voice outputs. Because human reviewers may not be available for all target languages, the system should automatically detect translation errors, inconsistencies, pronunciation issues and cultural mismatches, ensuring high-quality adaptation of audiovisual content across diverse linguistic and cultural contexts.

KEYWORDS

Real-time dubbing, Speech translation, AI quality control, Multilingual AI.



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