Multimodal Foundation Models in the VLAM Program

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Let's talk about…

- The VLAM program
- Multimodal AI in media
  - Use case: agentic AI in media
  - Use case: virtual production
- Challenges

The VLAM program

The Digital Sovereignty Imperative

Need for Attuned AI

Critical need for culturally and linguistically attuned AI in a global landscape dominated by large international models.

Risk of Bias

Risk of cultural erosion and linguistic bias if we rely solely on dominant, non-local models.

VLAM

Develop robust, culturally attuned foundation models to serve as the backbone for the Flemish ecosystem.

The Foundation: Rich Media Archives

Data is the Core

Unique value from rich digital archives (text, audio, video) of Flemish media houses.

This data enriches open-source international models.

Goal: Create AI that reflects the region’s linguistic and cultural identity.

Strategy: "Adapt, Don't Build" => work on post-training and inference

Building from Scratch

Extremely high cost (billions)

Requires massive compute resources

Slow time-to-market

Difficult to keep pace with global leaders

The VLAM Way: Adapt

Cost-efficient and fast

Uses existing State-of-the-Art (SOTA) models as a base

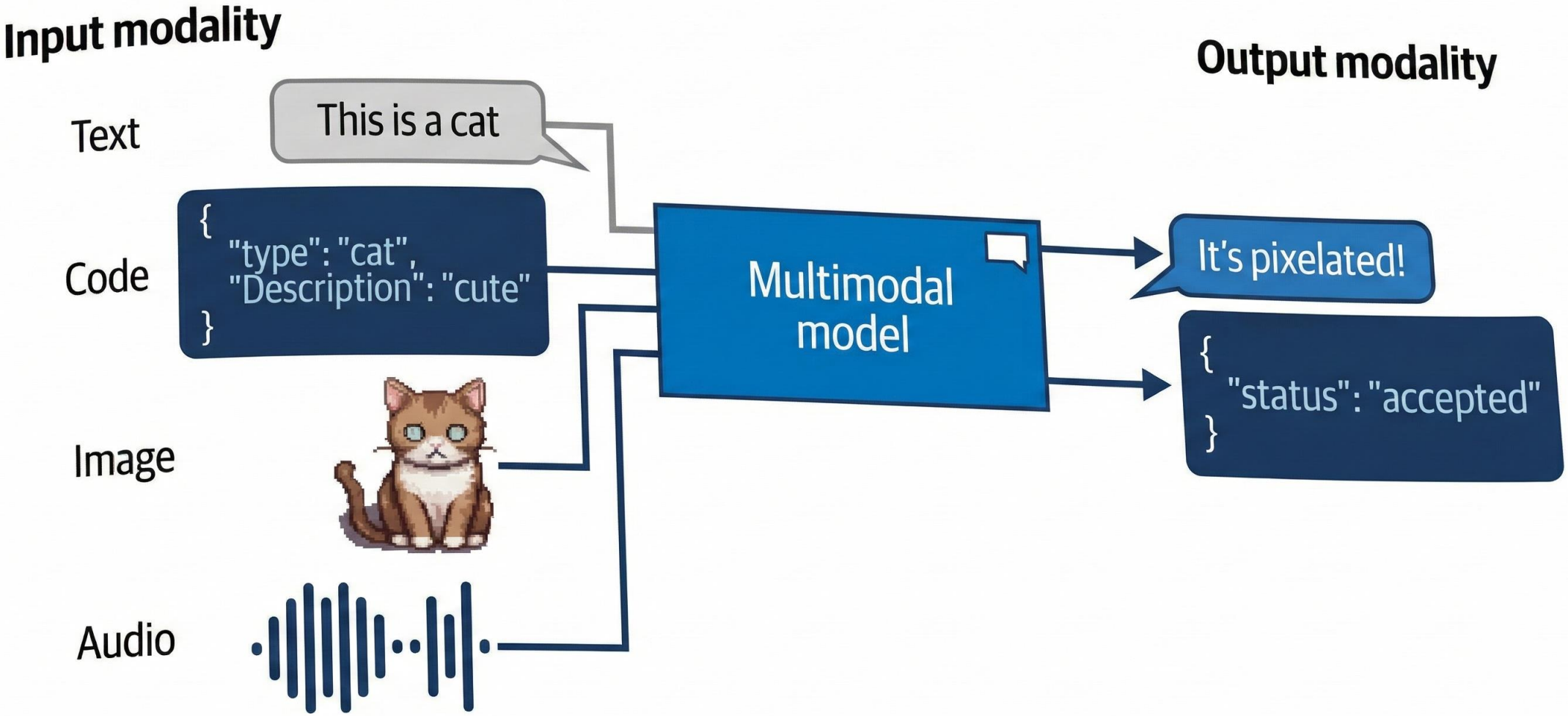
Focuses resources on fine-tuning with unique Flemish data

Ensures technological relevance

Core Component: The Foundation Base Model

- **Base Models:** We start with powerful, open-source international foundation models as our technological core.
- **Flemish Data:** We enrich this base with our unique, high-quality multimodal media archives.
- **Process:** A continuous process of fine-tuning, retrieval-augmentation, and grounding ensures deep cultural relevance and accuracy.

Multimodal AI in media



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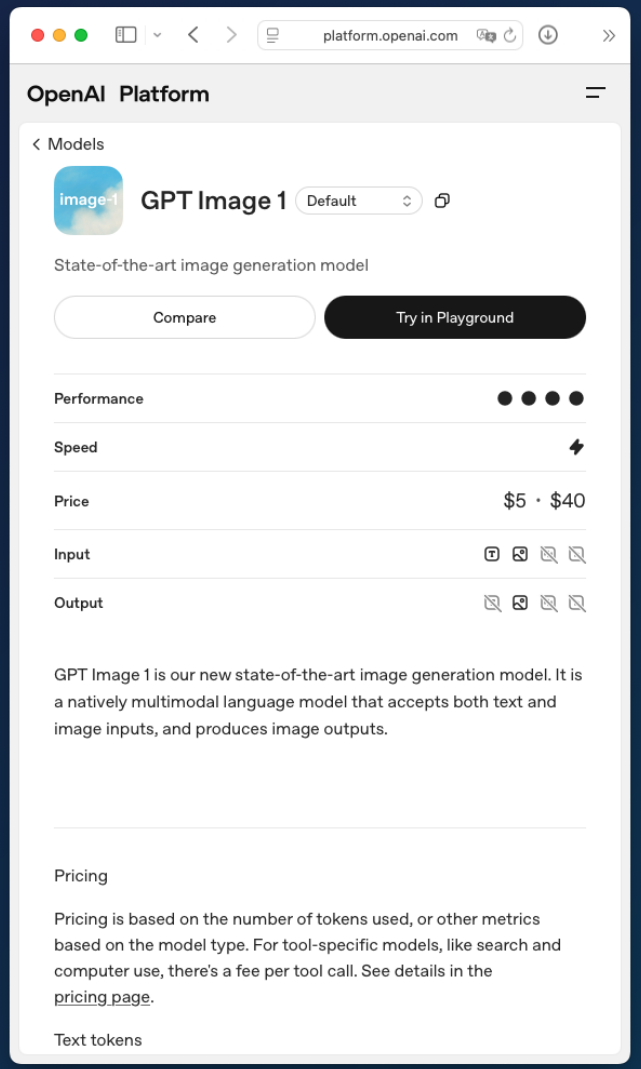
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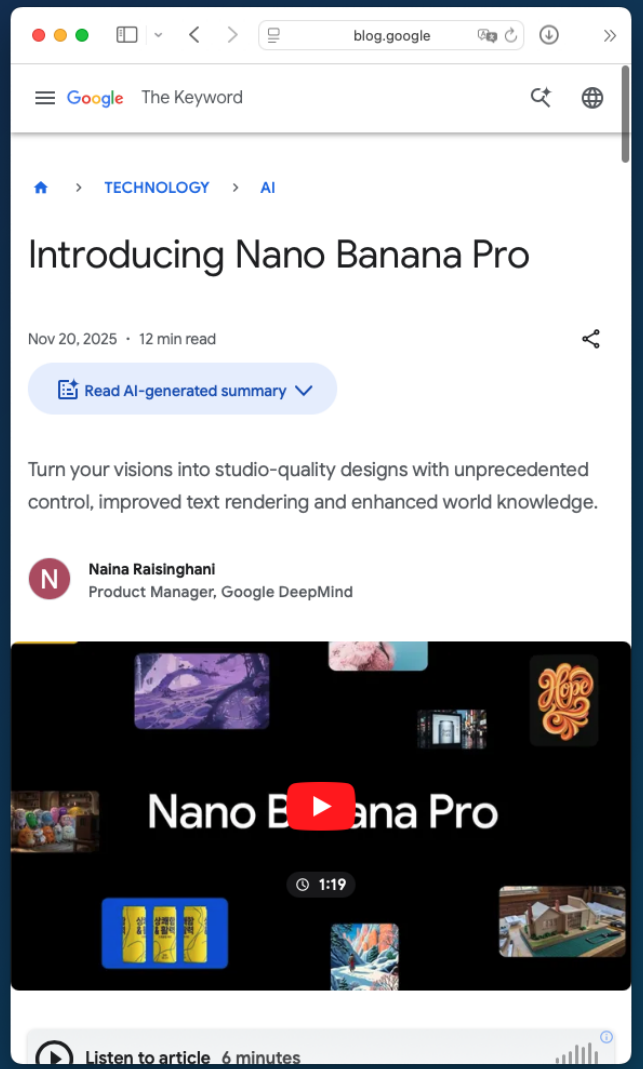
Models
GPT Image 1
Default
State-of-the-art image generation model
Compare
Try in Playground
Performance
Speed
Price
$5 · $40
Input
Output
GPT Image 1 is our new state-of-the-art image generation model. It is a natively multimodal language model that accepts both text and image inputs, and produces image outputs.
Pricing
Pricing is based on the number of tokens used, or other metrics based on the model type. For tool-specific models, like search and computer use, there's a fee per tool call. See details in the pricing page.
Text tokens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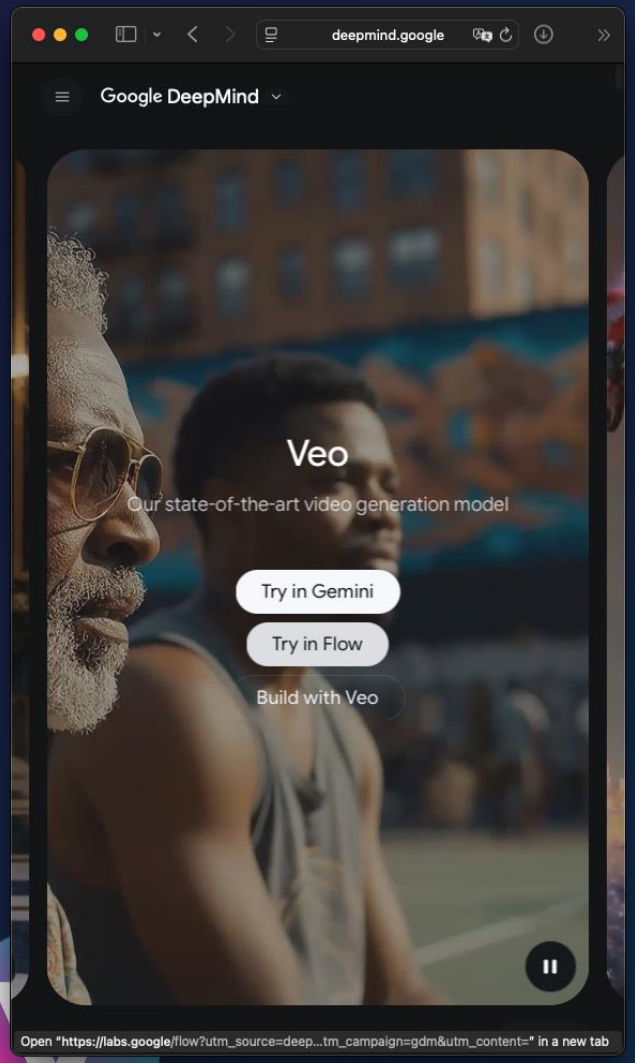
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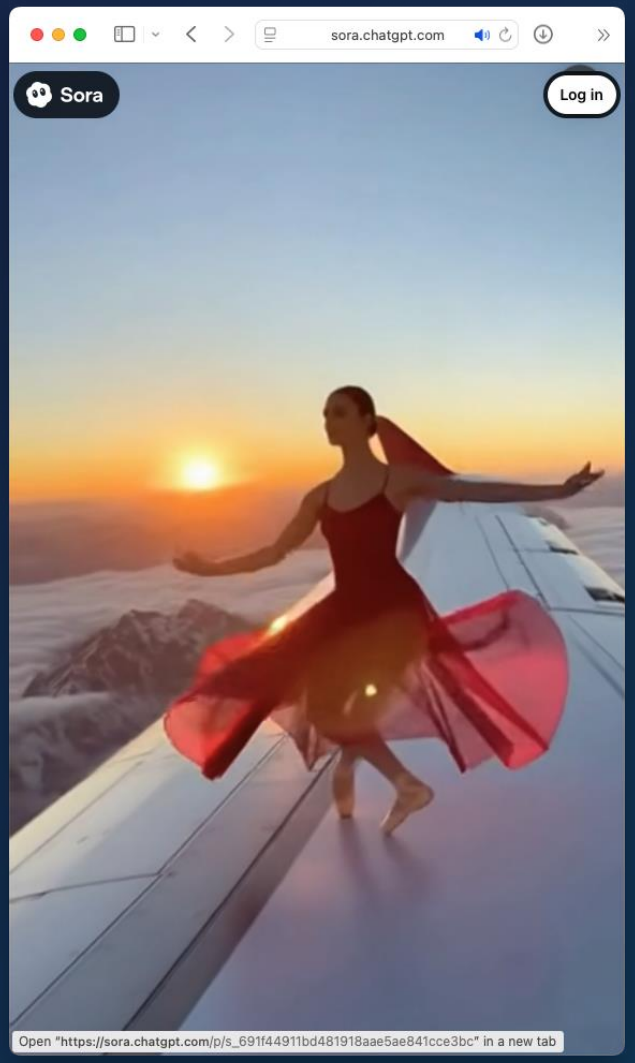
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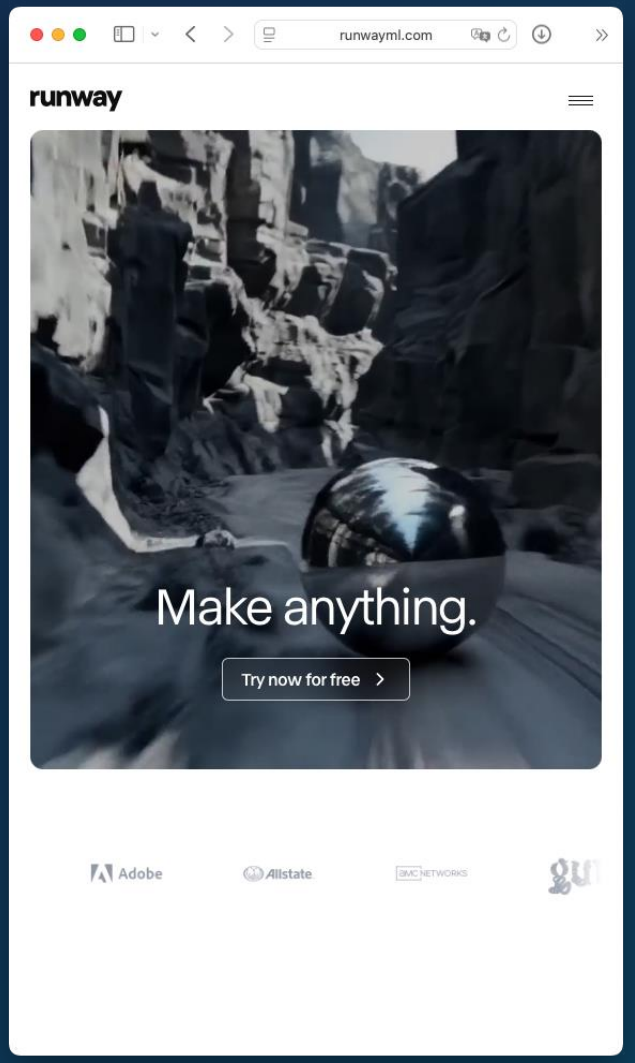
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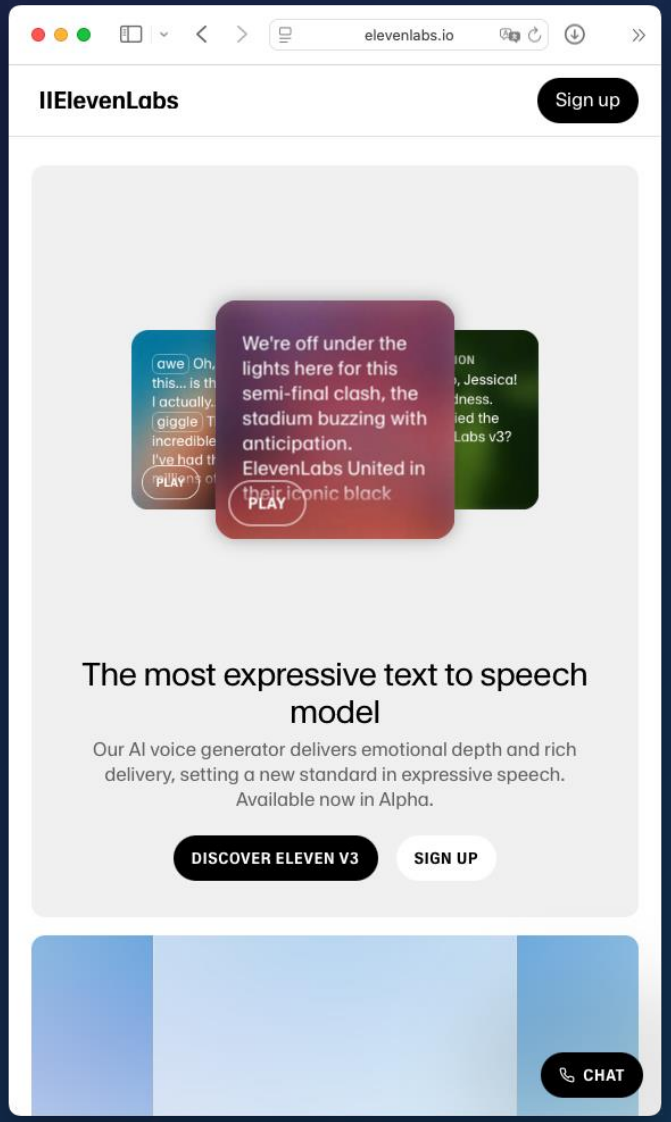
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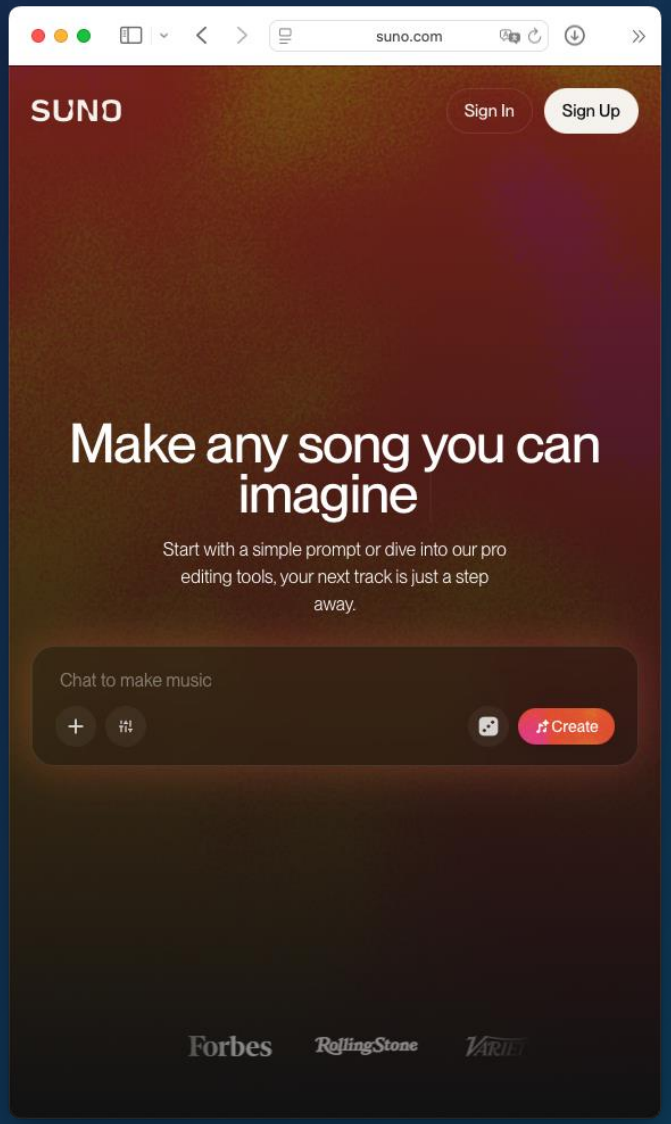
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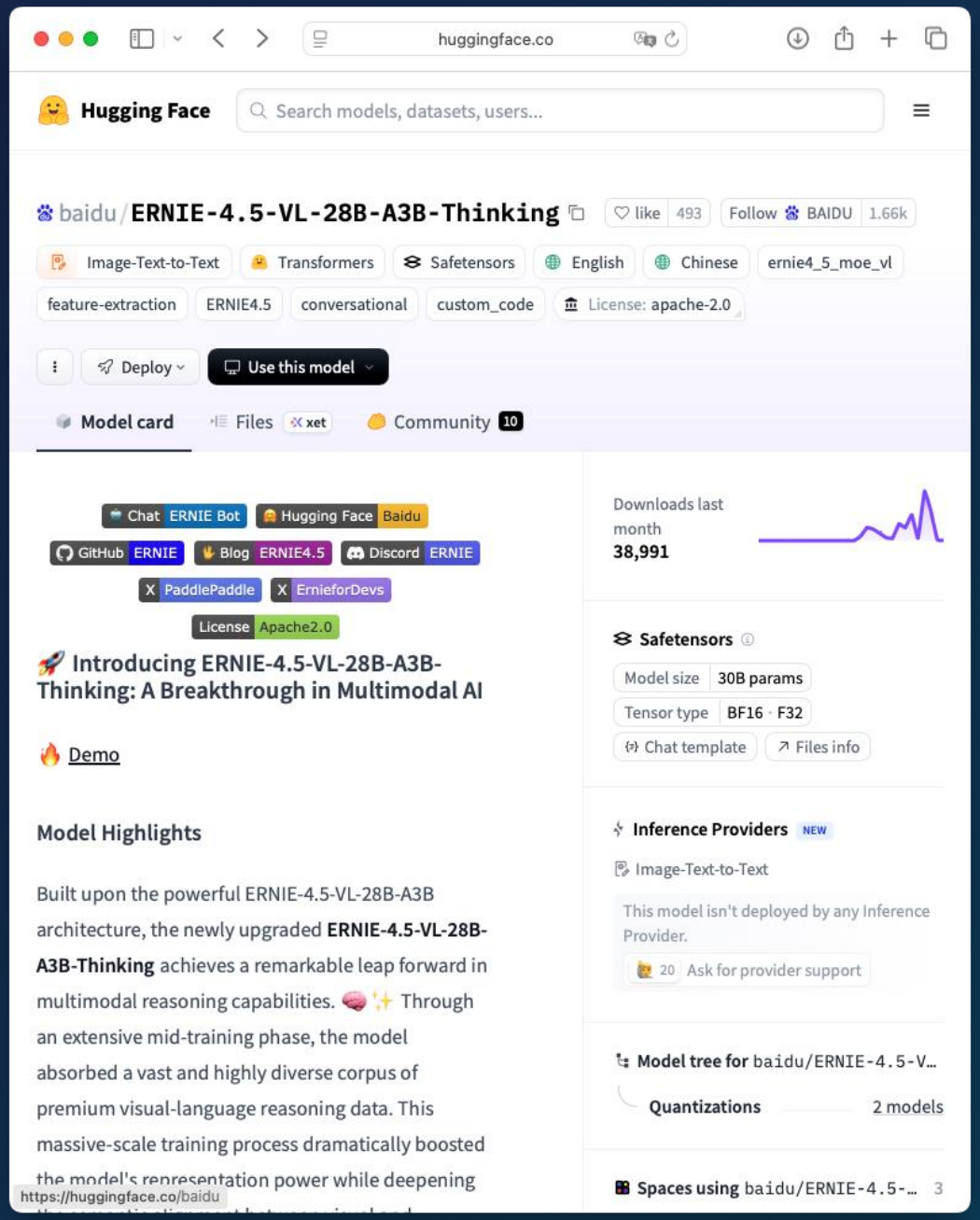
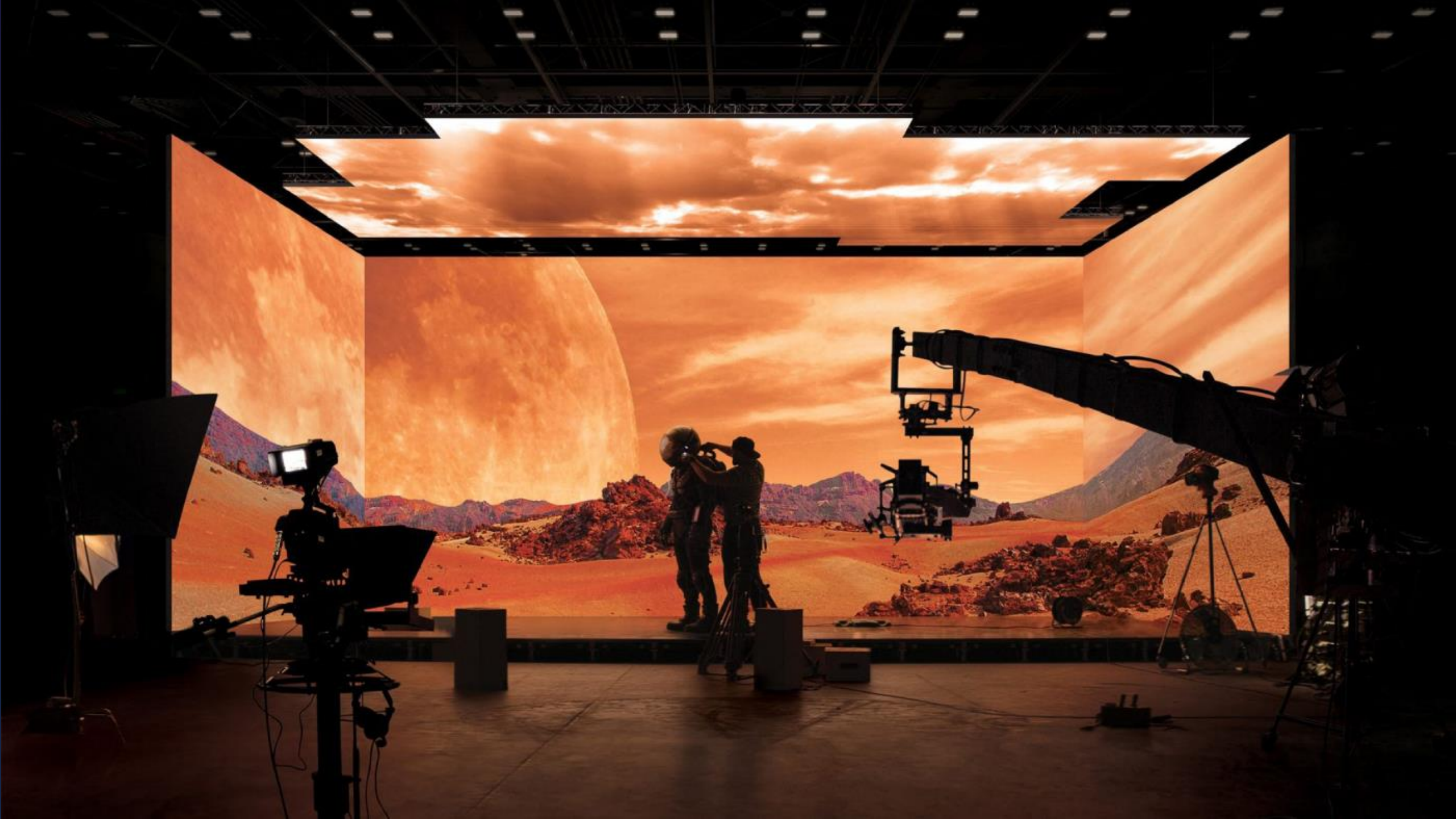


Use case 1: Agentic AI in media

Use case 2: Virtual production



Challenges

Some of the multimodal challenges we plan to work on in VLAM

- Authenticity tracking
- Data value attribution
- Multimodal RAG
- Narrative structure
- Emotional connection
- Collaboration between The Netherlands and Flanders

Thank You

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