# ADAPT: Centre for Digital Content and Media Innovation

ADAPT is Ireland's global centre of excellence for digital content and media innovation. Recently awarded €50 million in additional funding, it's a world-leading multi-institutional research centre. It combines the expertise of researchers at four universities with that of industry partners to produce ground-breaking digital content innovations.

Engaging Content Engaging People
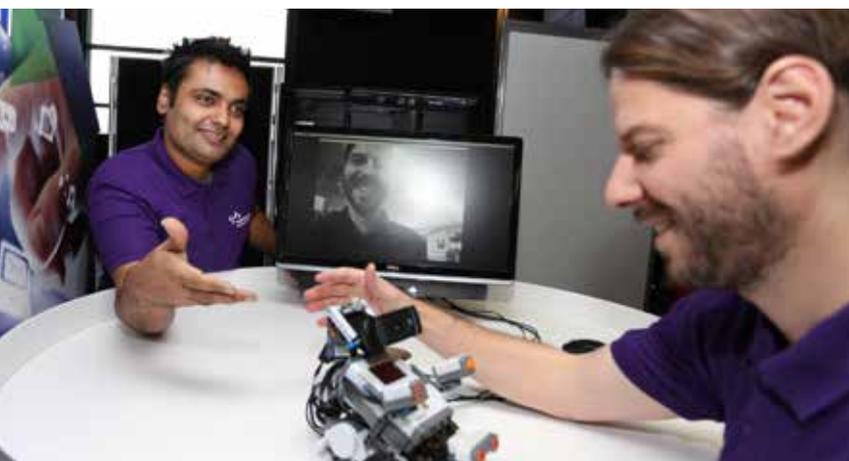
ADAPT's cutting-edge technologies enable businesses to analyse, personalise and deliver content more effectively to drive engagement, reach and revenue.

Research Areas

› **Analysing media, content and customer interactions**

› **Enabling global reach through innovative machine translation**

› **Transforming and delivering personalised content**

› **Extracting actionable knowledge from digital content and user interactions**

› **Empowering innovative customer engagement and interaction across media**

Research programmes

Many of ADAPT's 200 researchers collaborate on research projects with industry partners. Its current projects include:

› **Ensuring consistent brand voice across global communications**

› **Identifying future online community leaders**

› **Delivering personalised content for targeted customer segments**

› **Enhancing translation productivity**

› **Detecting offensive content in social media**

Academic partners

› **Trinity College Dublin**

› **Dublin City University**

› **University College Dublin**

› **Dublin Institute of Technology**

Industry and commercialisation

By enabling deeper user engagement, ADAPT enhances efficiencies and global reach for industry partners in ICT, localisation, financial services, eCommerce, media, entertainment and games, life sciences, digital culture and humanities, and eLearning/education.

Industry partners include:

- Acrolinx
- AOL
- Cisco
- Commetric
- eBay
- FBD
- Huawei
- iFlyTek
- Intel
- Microsoft
- Moravia
- Novartis
- PayPal
- Sajan
- Symantec
- VistaTec
- Welocalize
- Xanadu Consultancy
- Xcelerator Machine Translations

Facilities

- Content-aware multilingual search and discovery technologies
- State-of-the-art interactive information retrieval and meta-data semantics models
- World-leading language technology systems
- Personalisation and delivery applications for textual and multi-modal content.

Key Contacts

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Vincent Wade holds the Chair of Computer Science in the School of Computer Science and Statistics, Trinity College Dublin. He was awarded Fellowship of Trinity College for his contribution to research in knowledge management, web-based personalisation and adaptive technologies. He holds multiple patents relating to personalisation and adaptive digital content. He has authored almost 300 peer-reviewed scientific papers and has received seven 'best paper' awards and numerous patents in knowledge engineering.

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