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Letter of Endorsement

The Ministry of Culture of the Republic of Estonia (hereinafter – the Ministry) hereby expresses its support for the project led by SIA "Digi Media" (hereinafter – the Applicant) submitted under the HORIZON-CL2-2026-01-HERITAGE-03 call (hereinafter – the Project).

The Ministry of Culture acknowledges that the Project seeks to develop an artificial intelligence platform for the automated generation of subtitles for deaf and hard-of-hearing (SDH) and audio descriptions for visually impaired audiences, with a specific focus on the Baltic languages. The results will contribute to the objectives of Estonia and the European Union in the field of audiovisual accessibility, in particular in broadcasting and theatrical distribution.

Implementation of the Project will generate significant benefits, including:

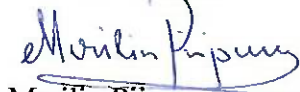
- Societal impact: expanded access to audiovisual, cultural, educational, and media content for persons with visual and hearing impairments;
- Cultural impact: improved accessibility of cultural content, including films, performances, digital cultural materials, and publicly funded cultural outputs;
- Technological impact: advancement of an innovative AI solution for the Baltic languages, where the availability of comparable technologies remains limited;
- Economic impact: development of a technology-based product with export potential and the capacity to be adapted for additional European languages;
- Industry impact: increased operational efficiency for audiovisual content creators, distributors, media companies, and localisation service providers.

The Project is closely aligned with Estonia's strategic priorities in the fields of digital transformation, artificial intelligence development, and accessibility of cultural content. Within the scope of its competence, the Ministry of Culture of the Republic of Estonia acknowledges the strategic relevance of the Project and supports its submission under Horizon Europe.

Ministry of Culture of the Republic of Estonia would contribute to project implementation where appropriate and possible, primarily through consultation, communication and dissemination activities.

This letter constitutes an expression of institutional support for the project's objectives and strategic relevance. It does not constitute a binding financial commitment, regulatory approval, or guarantee of administrative outcome.

Yours sincerely,



Merilin Piipuu
Secretary General