



Estonian Ministry of Culture

Suur-Karja 23, 15076

Tallinn, Estonia

Riga, 21 May 2026

I am writing to you on behalf of SIA "Digi Media". The company is one of the leading audiovisual content localisation service providers in the Baltic region. Digi Media works with the adaptation of film, television, streaming, cultural and other audiovisual content for different markets and audiences.

We are currently preparing a project proposal for the HORIZON-CL2-2026-01-HERITAGE-03 call. The project concept focuses on the development of an artificial intelligence-based platform aimed at significantly improving the accessibility of audiovisual and cultural content for people with hearing and visual impairments.

The planned platform would analyse video and audio content and support the creation of HoH subtitles for people with hearing impairments, as well as audio description for people with visual impairments. The solution is intended to be applicable to various types of audiovisual and cultural content, including films, series, television programmes, theatre performances, video works, digital cultural content and other formats.

Initially, the platform is planned to be developed for Latvian, Lithuanian and Estonian, with the aim of expanding the language coverage in the future. In this way, the project would address not only the issue of content accessibility, but also promote the presence of under-represented European languages in digital and artificial intelligence-based solutions.

The project is currently being prepared by an international group of partners combining expertise in audiovisual localisation, language technologies, artificial intelligence and academic research. The planned partners are SIA "Digi Media", the University of Latvia, UAB "Neurotechnology", Tallinn University of Technology (TalTech) and the University of Tartu.

The project concept is directly aligned with the areas under the supervision of the Ministry of Culture and its policy priorities, including cultural accessibility, public participation in cultural life, the development of inclusive cultural policy, the advancement of the audiovisual sector, and the strengthening of the Latvian language in the digital environment.

It is important to emphasise that the aim of the project is not to replace the work of professionals. The planned platform would be developed as a human-supervised artificial intelligence support tool, helping cultural and audiovisual content creators, distributors and localisation specialists prepare accessibility solutions more efficiently, while maintaining control over quality, linguistic accuracy and content suitability.

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We would greatly appreciate the opportunity to meet with representatives of the Ministry of Culture to briefly present the project concept and discuss its relevance to Latvia's priorities in cultural policy, the audiovisual sector and cultural accessibility.

Furthermore, if in line with the Ministry's procedures, we would be grateful for the opportunity to discuss the preparation of a letter of support confirming the public value of the project in the context of cultural content accessibility, inclusion and the digital development of the Latvian language.

We would be happy to send a short project concept note in advance and adapt to a meeting time convenient for you.

Yours sincerely,

Igors Djacenko
SIA "Digi Media"
CEO
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A handwritten signature in blue ink, appearing to be "I. Djacenko", written over a light grey circular stamp.