

Advertisement X.0

Displays Personalized Ads

Epil - get beautiful smooth skin

79.00 \$

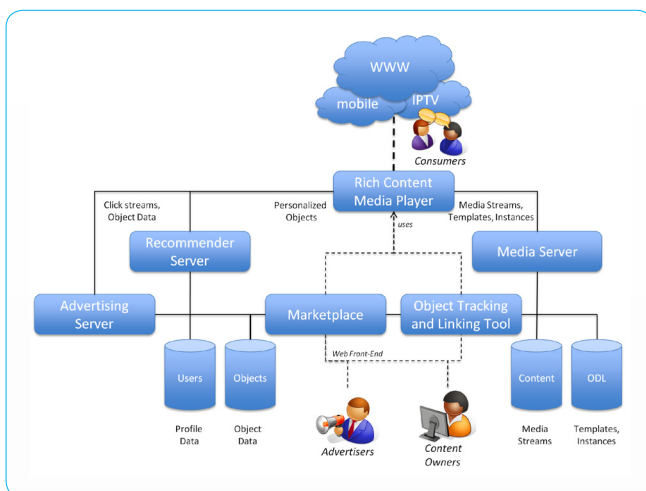


Add to Cart

Modern video-on-demand (VoD) services already deliver advertisements in the form of pre-rolls, post-rolls, commercial breaks, and overlays. These types of advertisements are becoming increasingly ineffective as more and more customers decide to skip these ads due to low involvement and inadequate personal interest in the products. Advertisement X.0 provides non-linear video based interactive advertisements and clickable content objects.

Architecture

The Advertisements X.0 technology enables customers to decide which type of advertisements are displayed and when. With the above VoD example customers can pause rented movies at any time. Once paused, several objects in a scene are automatically highlighted. When clicked, each object displays additional information, such as a detailed object description and a related content and links section.



Concurrence of FOKUS Advertisement X.0 components

Our system identifies and displays objects relevant to particular customers based on their preferences. Another example:

- In the James Bond movie "Casino Royale" a customer who pauses the movie during a close-up of James Bond receives information about the brand of the watch James Bond is wearing.
- A related content and links section also indicates the brand new Sony Ericsson smart phone James Bond is using later in the movie.
- The SMART Recommendations engine is used to personalize the customer experience. If the system "knows" that the customer likes playing poker, it will display additional information on a poker chip set.

The result is a win-win situation for both consumers and advertisers in the emerging digital content markets:

- Customers enjoy full control of which personalized and interactive information they receive (detailed object descriptions, related content, as well as links) and when they receive it. (tagline: "Customer-initiated technology with a rich variety of interaction.")
- Advertisers and publishers enjoy a directly measurable customer involvement and a heightened interest in their products (tagline: "Higher conversion rates and customer satisfaction.")

Interactive Media Player

The interactive media player displays Advertisements X.0-based videos. The media player enables users to play / pause the video and to seek to a specific timeframe. The player indicates the availability of interactive objects with additional information whenever they appear in a scene. The media player highlights

all objects that have been previously identified and tagged via a thumbnail at the bottom of the screen. Hovering the mouse pointer over the thumbnail highlights the corresponding object. The thumbnail's size corresponds to the predicted relevance based on previous actions (i.e. selecting an object) and on personal preferences that can be set in a separate menu. When a customer clicks on an object, a new user tracking session is started and all actions linked to the selected object are triggered and additional information is displayed in a separate canvas. To ensure a high attention rate among the target audience, objects are filtered and colored based on the predicted relevance. The SMART Recommendations engine can calculate the relevance of all objects in a scene for a particular customer.

Object Identification and Tagging Application

An object identification and tagging application is used to link video objects. The linking process consists of three steps:

- Defining an object template for each video object tracked.
- Creating a new instance for each scene that contains a specific object.
- Tracking the object in each scene.

The object template contains the definition of the tracking shape, a link to an HTML landing page that provides further information about the object, and a list of related Web links. Each object instance contains information about a particular scene in which the object is visible. The application then records single frame numbers and the position of the tracking shape in the video frames.

The output of the tracking and linking process defines the object template and the list of object instances for all objects in a video.

This meta data is described in an XML-based Object Definition Language (ODL). The interactive media player uses this description to highlight a scene's objects.

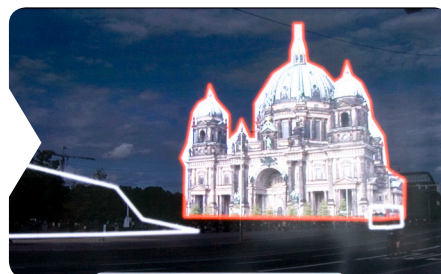
SMART Recommendations

The SMART Recommendations engine suggests interactive objects relevant to a particular customer in a given situation. The interactive media player accesses this information to customize which advertisements and related links are shown. Advanced recommendation algorithms can quickly target customers based on their interests and online behaviors. SMART Recommendations is a parallel computing recommendations engine that provides a model-based framework for learning individual user profiles and predicting relevant items (movies, news, etc.) from a large catalogue of possible candidates. User profiles are created from customer feedback as well as from an aggregation of customer preferences and interests. New recommendation algorithms can be built dynamically and flexibly from a predefined set of computational components, and custom components can be implemented as needed.

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Advertisement X.0 enables customers to interact with video content. Highlighting objects of personal interest on the screen prompts additional information.