

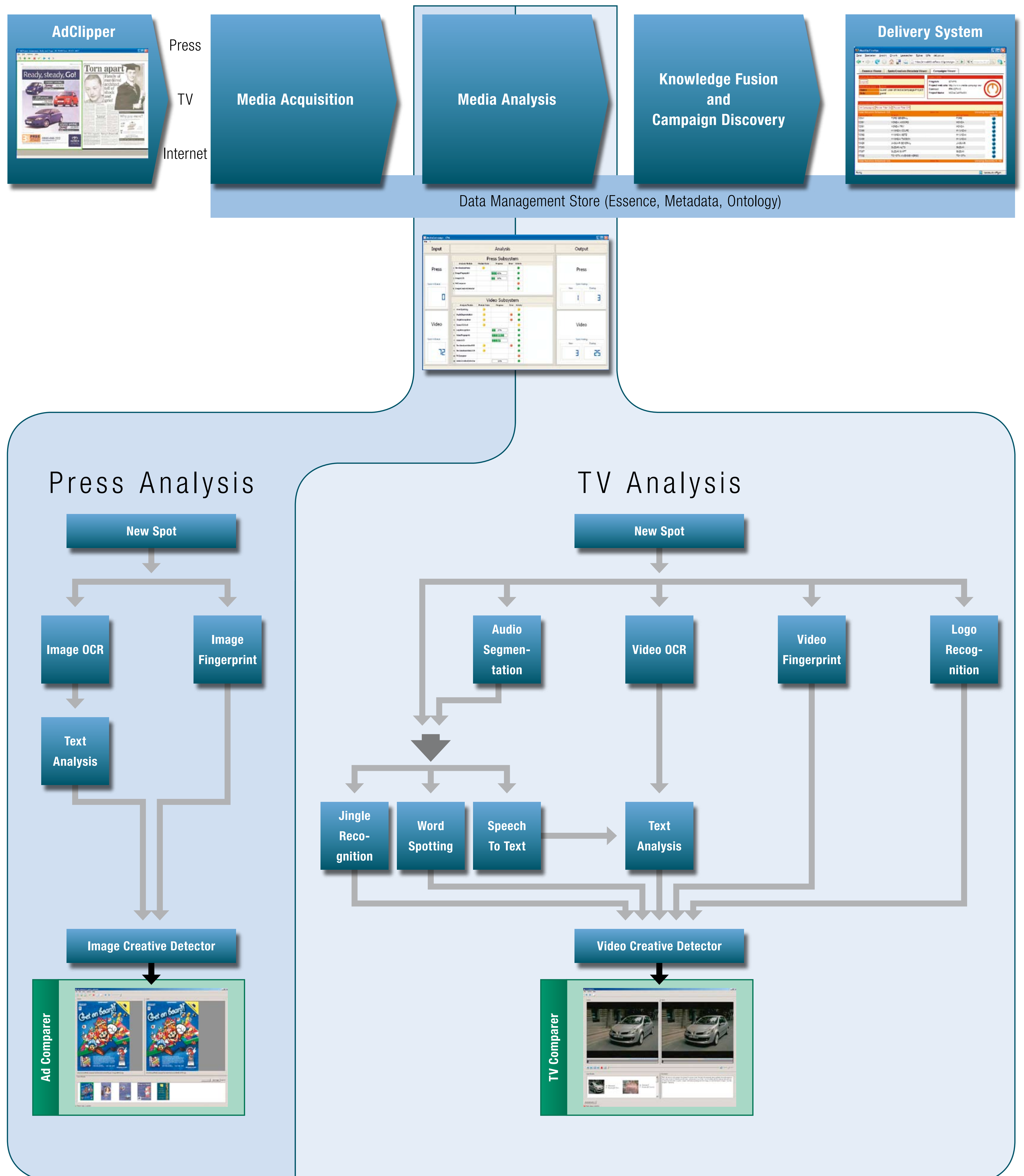
DISCOVERING, INTER-RELATING AND NAVIGATING CROSS-MEDIA CAMPAIGN KNOWLEDGE

Abstract

MediaCampaign's scope of activity is the discovery and inter-relation of advertisements and campaigns, i.e. to relate advertisements semantically belonging together, across different countries and different media. The project's main goal is to automate to a large degree the detection and tracking of advertisement campaigns on television, Internet and in the press. For this purpose we introduce a first prototype of a fully integrated semantic analysis system based on an ontology which automatically detects new creatives and campaigns by utilizing a multimodal analysis system and a framework for the resolution of semantic identity.

<http://www.media-campaign.eu>

Complete Workflow



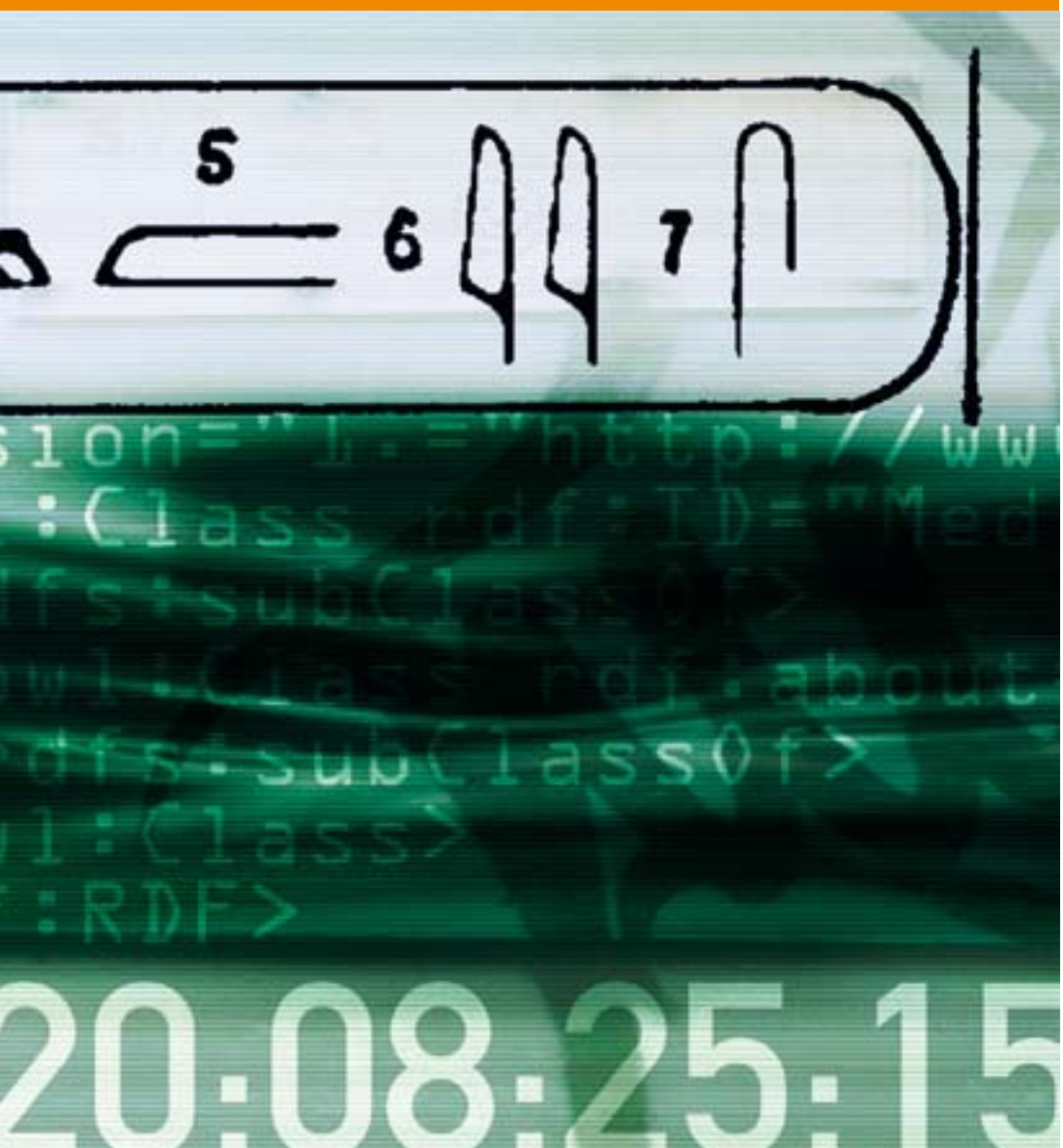
www.joanneum.at/iis

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