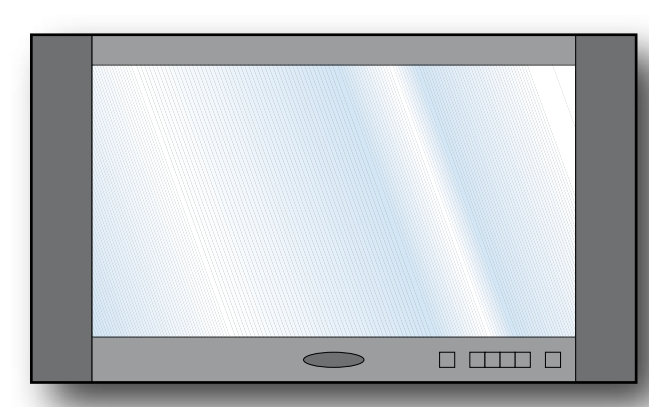


Abstract

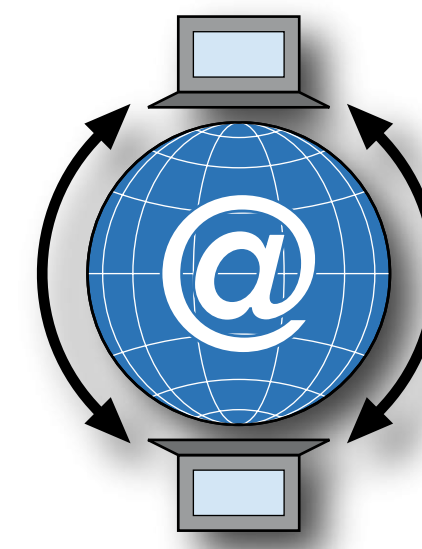
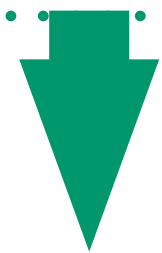
Knowledge about which competitor company has invested how much money in a specific media campaign is very important for the highest management level of companies. Such information is gathered through global advertisement expenditure measurement, which is performed currently manually by media monitoring companies. MediaCampaign targets to automate the detection and tracking of campaigns.

Main Innovations

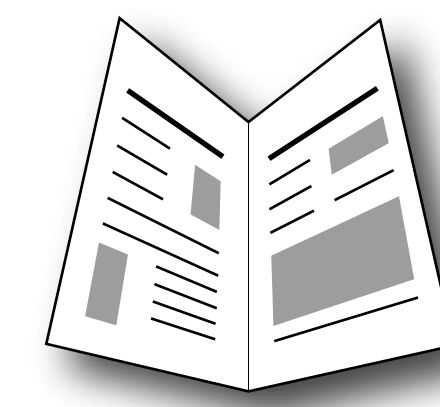
- Ontology for cross-media modelling of media presence and campaigns (MEPCO)
- Semantic cross-market product data interlinking
- Identification & tracking of new media campaigns in different media, modalities and countries



TV



Internet

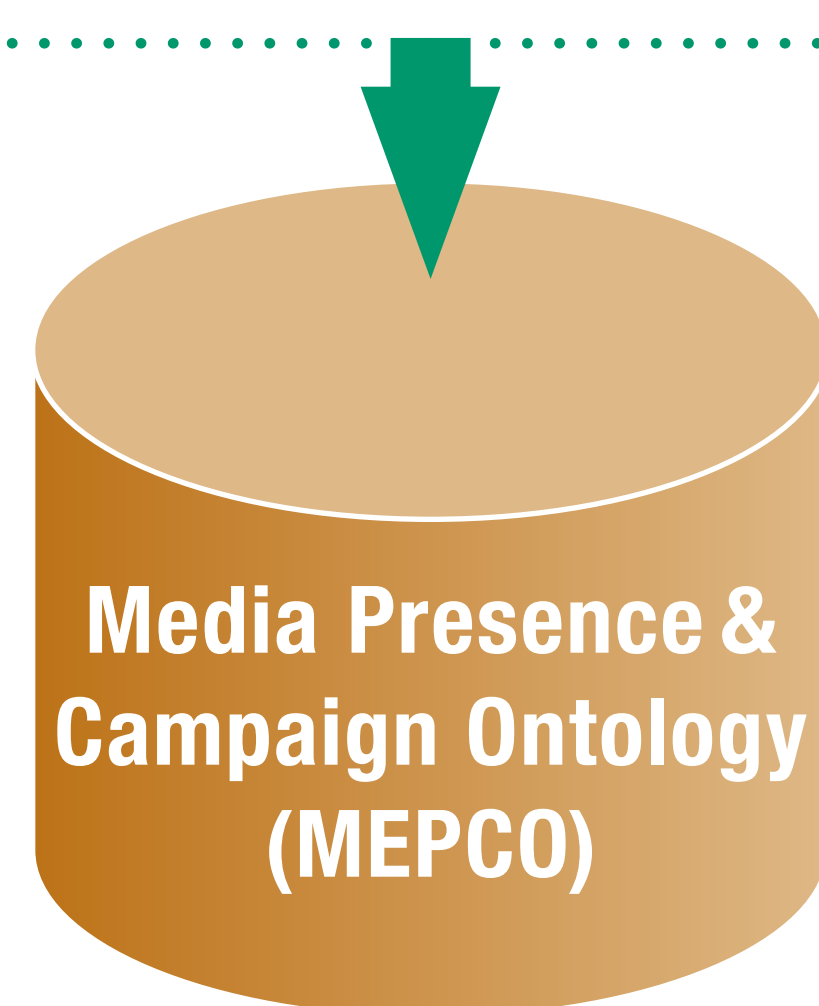


Press



New Campaign detection & tracking

Modalities	Images	N/A	✓	✓
	Text	✓	✓	✓
	Audio	✓	Not covered in MediaCampaign	N/A
	Video	✓	Not covered in MediaCampaign	N/A
		TV	Internet	Press
		Media		



MediaCampaign Semantic Store

Cross Media Interlinking

Results & Statistics for Customers

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