

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



[HTTP://WWW.MEDIA-CAMPAIGN.EU](http://www.media-campaign.eu)

MediaCampaign

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VISION & OBJECTIVES

Media Campaign's scope is on discovering, inter-relating and navigating cross-media campaign knowledge and to extensively automate detection and tracking of media campaigns on TV, press and Internet. A media campaign is defined as the universe of measures aiming at fulfilling a specific objective. The project's main goal is to automate to a large degree the detection and tracking of media campaigns on television, Internet and in the press. This will lead to new business cases in media monitoring and analysis, and will positively impact the European media monitoring sector. In support of this goal, the project will address the following objectives:

- Modelling the knowledge present in campaigns and their related business and social processes;
- Analysis of tele-visual and image-based-media streams and parallel focussed web analysis to extract features related to campaigns of all types;
- Fusion of the diverse evidence from the different media and analysis methods, with innovative means to exploit their complementarity;
- Delivery of the campaign data in an enduser pilot prototype.

INNOVATIONS

For the pilot system developed within the project we will focus on a concrete example for a media campaign: advertisement campaigns. An advertisement campaign consists of a number of single advertisements ("creatives" in business jargon) on the same product issued in different media and/or countries. For example: a new car model is introduced into the market, then the campaign for this introduction will include all creatives issued for this car model in different media such as press, TV and Internet. The system will be designed in such a way that it can be also extended later on to monitor and analyse other campaigns such as political campaigns. Hence a major technical objective is to design a flexible system architecture by using well defined interfaces and utilizing standards for all components where possible.

Within the project we target press, TV and Internet. Within these media, up to four modalities will be analysed and combined (image, video, text, audio) and three languages - German, Dutch and English - will be covered.

Scientifically, MediaCampaign will provide three main innovations as described below.

ONTOLOGY FOR CROSS-MEDIA MODELLING OF MEDIA PRESENCE AND CAMPAIGNS

The Media Presence and Campaign Ontology (MEPCO) will be defined, allowing for modelling of media campaigns, including media presence information. MEPCO will have a general cross-media level, extended with fine-grained specifications for the different media. Overall, the project will leverage on Semantic Web technologies to model, manage, query and navigate within multi-dimensional information spaces with non-linear dimensions.

SEMANTIC CROSS-MARKET PRODUCT DATA INTERLINKING

Due to cultural differences and national market specifics, similar or analogous products are branded and marketed differently across the countries. This will be handled through semantic representation and mapping of brand and product related data (catalogues, feature-related terminology, etc.). MEPCO will allow for extension with domain ontologies specific to particular markets and cross-linking artefacts (e.g. products) between them.

IDENTIFICATION & TRACKING OF NEW MEDIA CAMPAIGNS IN DIFFERENT MEDIA AND COUNTRIES

This will be realised by combined multimodal analysis of the media content (text, audio and video), usage of a semantic media store to consolidate and query the analysis results and all the related materials, and detection and tracking of campaigns based on heuristic patterns and statistical analysis of "popularity" timelines and "media distance" metrics.

BENEFITS & TARGET MARKET

The main goal of this project is to discover new media campaigns and link them over various media and countries. Usually media monitoring firms use various existing automatic tools to classify the existing media campaigns. Currently media monitoring firms are not using any automatic system for the identification and attribution of the first appearance of a new media campaign. Moreover, media monitoring companies also have to introduce manual intervention steps for the campaigns which are not completely recognised by the automatic system.

Therefore, one of the biggest areas of improvement will be the automatic identification of any new media campaign, by taking advantage of existent external knowledge bases for similar events. MediaCampaign aims to offer cost reducing and efficiency enhancing solutions by automating as much as possible the media monitoring process which currently are mostly manually performed. The primarily targeted end-users are Media Information firms active in the advertising, news and music information markets, that capture, monitor, archive, and analyse media information to serve clients' needs.

The MediaCampaign project will deliver a system providing the following features:

- Enhanced productivity - fewer operators are required per monitored channel
- Greater information accuracy
- Shorter time-to-information
- Re-purposing of information and content
- Creation of new business opportunities

The results of the project can likewise be easily used in similar applications, for instance analysis of Socio-Economic campaigns, political campaigns, anti-drug campaigns or Public Relations. In the latter case, applying the same approach as for the new campaign, media monitoring companies will try to identify specific patterns of information, such as positive/negative mentions regarding any entity (a company, a politician or a football player, for example), using similar information already classified and stored in a repository. Together with the positive/negative mention, they can classify the context where the mentions appear.





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