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Abstract: This document summarises the overall project results and progress for the period 04/2006 (PM 01) – 09/2006 (PM 06).

DOCUMENT HISTORY

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2	2006-10-30	Input from WP leaders incorporated (WP2, WP4, WP5, WP6, WP7)
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Table of Contents

- 1 Introduction 2**
 - 1.1 Purpose of this document 2
 - 1.2 Scope of this document 2
 - 1.3 Related Documents 2

- 2 Project Progress and Status 3**
 - WP2: Requirements, Data Collection and Evaluation 3
 - WP3: Campaign Modelling 4
 - WP4: Media Presence and Campaign Analysis 5
 - WP5: Knowledge Fusion and Campaign Discovery 6
 - WP6: Component Frameworks..... 8
 - WP7: Exploitation and Dissemination 9

- 3 Glossary 11**

Executive Summary

After a successful kick-off meeting the MediaCampaign consortium started its work in three main lines in parallel: (1) definition of initial user requirements, use cases and initial test material (2) definition of the initial system architecture with the high-level building blocks and their interfaces and (3) definition of rapid prototyping tools in order to try out early different technologies for parts of the system with the goal to find the most efficient ones. In order to synchronize these three main lines a combined workgroup meeting was organized to be held 26 June 2006 at NMR-UK in Bracknell. Based on the results of this meeting a common understanding between the user's point of view and the technical point of view was reached.

From a technical point of view the main work was concentrated on the definition and update of the system architecture and the definition of the MEPCO ontology. In parallel first prototypes of some analysis components were implemented in order to assure as early as possible the successful implementation of the first MediaCampaign prototype to be delivered in April 2007. Results are manifested in D4.1. The following prototypes are available now: Enhanced similarity matcher for press recognition, prototype for jingle recognition, speech-to-text prototype and a text analysis prototype. The system architecture (D6.1) was created in close collaboration with the work performed in WP2. It contains the high-level building blocks and the technical specification of the MediaCampaign system. The main focus was laid on the definition of high-level building blocks, the interfaces in between them, the description of the overall technical workflow, the information flow and the data flow. The technical workflow was derived directly from the User Requirements and Use Cases defined by the end-user partner NMR-UK. In connection with campaign modelling the first design of the MEPCO ontology was done. MEPCO ontology was designed as a domain-specific ontology to model the media and advertising domain. MEPCO is an extension of PROTON Upper level ontology and extends the Event and Abstract classes of PROTON Upper module. Individual creatives, called spots, and Media Campaigns - a series of semantically related creatives, are considered events, while the description of spots, the creative proper, is considered an instance of the class Abstract. MEPCO possesses the means to describe all the types of campaigns (marketing, PR, social, etc.) so that its applicability lies beyond the frames of MediaCampaign Project.

Concerning dissemination the project public website was launched (<http://www.media-campaign.eu>), the project fact sheet was created, the initial version of the business plan was finalized, a project presentation was prepared, the project brochure D7.2.2 was prepared and made available to the partners and papers for the EWIMT-Conference 30 November 2005 London, LREC-Workshop 23 May 2006 Genoa, and SAMT 2006 have been prepared. Furthermore tutorials were presented by USFD in collaboration with JRS at the Semantic Web Conference 6 June 2006 in Budva/Montenegro, and at the 15th International Conference on Knowledge Engineering and Knowledge Management (EKAW 06 - <http://ekaw.vse.cz/>). Also the corporate identity of MediaCampaign was set by the design of a logo, presentation and document templates and a catchy project brochure. The logo is now part of all MediaCampaign documents, the web-site, and presentations.

In parallel to the technical work described above the overall management structures were defined at the kick-off meeting and set-up over the first project months. For MediaCampaign a flat management structure consisting of the project management - with its assigned project office - and work package leaders was applied. Below the project management only WP leaders are assigned, additional task leaders were not appointed. During the project kick-off meeting WP leaders were appointed in person. The quality assurance procedures applied within MediaCampaign include an internal review mechanism, project monitoring and standards & conventions how to prepare documents. Project monitoring is performed by Bi-monthly activity reports to be delivered by each partner to the work package leaders who confirms the reports and forwards them to the project co-ordinator. In order to assure an efficient communication amongst a geographically dispersed consortium the project management put an internal communication infrastructure in place. This includes the set-up of a central document store and a mailing list.

The project is well in plan and the first milestone "Overall Specification" of the MediaCampaign project is expected to be completed in-time by PM 07 (October 2006). All Deliverables due to for the first period were submitted in time to the EC.

1 Introduction

1.1 Purpose of this document

This document gives an overview over the technical project achievements within the first reporting period, which is from 04/2006 (PM 01) until 09/2006 (PM 06). The Management part is not included in the public version of the document.

1.2 Scope of this document

This document contains the activities and milestones reached within the first six months of the MediaCampaign project.

1.3 Related Documents

In order to get a more detailed insight in the project progress this document should be read together with the following already submitted Deliverables:

- Project fact sheet,
- D7.2.1 Public Website,
- Public project presentation,
- D7.2.2 Project Brochure

Furthermore in order to get a general idea of the MediaCampaign project the public website <http://www.media-campaign.eu> shall be visited, where latest dissemination activities, public deliverables, the project objectives and the technical achievements can be found.

2 Project Progress and Status

WP2: Requirements, Data Collection and Evaluation

WP leader	NMR-UK
Objectives	<ul style="list-style-type: none"> • Production of test scenario document and check list • Define the guidelines for the data collection and for the training of the system • Provision of relevant content with which the system can be tested off-line in as close-to-reality conditions as possible • Ongoing feedback from testing throughout the development stage • Define and characterise operational environment and conditions • Analyze the Advertising Campaign Domain, provide hints for heuristics for campaign detection • Define a methodology for the metrics and the evaluation • Produce URD containing the above information
Milestones and expected results	<ul style="list-style-type: none"> • User requirements, Advertising Campaign Domain Analysis & Draft of Training and Test Data (URD) • Definition of user groups and use cases • Selection of test material for testing MediaCampaign system • Test scenario plan – to be defined for testing MediaCampaign Prototype • Mid-term evaluation report MediaCampaign Prototype • Final Evaluation Report
Deliverables	D2.1 User requirements, Advertising Campaign Domain Analysis & Draft of Training and Test Data

The objective of this WP is to define guidelines for the system operation by media monitors, along with the framework that will be modelled in order to provide the optimal operating conditions suited to end-users demands and input.

In particular we will define the ideal workflow for all the relevant activities related with the detection of new media campaigns, from the data collection up to the final data delivery. It will use cutting edge technology within the vision of MediaCampaign to try to identify automatically or semi-automatically new creatives on Television, Press and Internet, using both the multimedia international database with a collection of Advertising Expenditure data and Creatives, and a local version of it.

During this first six months of the MediaCampaign project, the main achievements are:

- The completion of the delivery of the test material for the three media chosen for MediaCampaign. The material is stored in the document store, under the WP2/T2.3 Training and Test Data Collection; it covers TV, Press and Internet, for the three target countries (UK, The Netherlands and Germany) with about 1 year's worth of creatives for IT and car. Within this material it would be

possible to identify either exiting or new creatives, depending on the analysis period. The quality provided is the actual quality stored in each of the Databases involved. So, it is not possible to modify (i.e. increase) the quality of the raw material for MC as it will require a modification for each local operation, which is not foreseeable in the short medium term.

- The delivery of the final version of **User Requirements, Advertising Campaign Domain Analysis & Draft of Training and Test Data**, including all the recommendations highlighted in the internal review document. More in detail we have included more requirements/material about the campaign detection; where a campaign is a list of related spots in different media, while a creative represent all the occurrences of same spots from one advertisement; single media, single language. In other words a campaign is a collection of creatives semantically belonging together, across different countries and different media. Currently as NMR we don't track campaign within our systems, as it is not so easy to identify the different links between creatives, as identified above, and this will require a significant post process effort. The introduction of creatives is quite recent for most of the NMR branches, and the ideal next step could be the campaign, and the help of technical solution like those included in MediaCampaign will help to simplify the task and to reduce the operational cost. We also provided more definition for the detection of creatives in Television spot identification (recall and system risk), to help the consortium to understand better the operational environment we typically have in NMR.

WP3: Campaign Modelling

WP leader	ONTO
Objectives	<ul style="list-style-type: none"> • Design of a media presence and campaign ontology (MEPCO) allowing for representation, interlinking, and consolidation of data across different media. • Develop specific media presence models for press, TV, and Internet. • Enable semantic representation and mapping of brand and product related data (catalogues, feature-related terminology, etc.). MEPCO will allow for (i) extension with domain ontologies specific to particular markets and (ii) cross-linking artefacts (e.g. products) between those. • Formally model the domains and markets described in WP2.
Milestones and expected results	<ul style="list-style-type: none"> • (I) overall specification • design of MEPCO V1 as major input for (II) MediaCampaign prototype • design of the final MEPCO version as major input for the MediaCampaign integrated prototype • public available MEPCO ontology
Deliverables	<ul style="list-style-type: none"> • D3.1 Related Standards Study (M6) • D3.2 MEPCO design (M6)

Related Standards Study (T3.1, D3.1) : The goals set in the project plan were achieved and finalized. These included the analysis of the related standards in the audiovisual community for modelling media presence and campaigns, as well as the formalisms used. The analysis of these standards also included mapping to the actual tasks in MediaCampaign, the domain definition and the expected expressivity of the model (closely related to the scalability and responsiveness of the implementations). The requirements, test

materials, current practices and partial data models provided by the use case partners were also analysed and taken into consideration for the next achievement – the design of the ontology. The deliverable due (D3.1) has been finalized and submitted.

Design of a Media Presence Ontology (T3.2, D3.2): The ontology called MEPCO modelling the media presence of creatives, spots and media campaigns had been development in an iterative methodological manner involving the consortium partners, who provided lots of beneficial feedback. The ontology mainly encapsulates the sub-world of media events and campaigns with their hierarchies and relationships to other classes (concepts) in the domain. The types of media in focus are also modelled. Another aspect of the ontology covers the modelling of Brands, Organizations (running a campaign, owning a brand, being an Advertising Agency, etc.), and other entities from the broader world. Part of the power of MEPCO comes from the fact, that it is being based on simple upper-level ontology (PROTON¹) enriching it with classes like Location, Date, TimeInterval, Person, Organization, Company, Product, etc. Another benefit is the easy mapping to other domain specific ontologies aligned with PROTON.

An online community portal for collaborative discussions and issue tracking has been set up to aid the development of MEPCO.

The ontology released has been enriched with instance data modelling real-world examples of creatives, spots, campaigns of existing companies and brands. This ensures that the consortium partners will have actual examples of how MEPCO models the domain. The modelling of these instances was also a serious test for the MEPCO design and provided for several improvements.

The deliverable D3.2 has been finalized and submitted; including detailed description of the design with different aspects of the ontology being visualised, the MEPCO source code encoded in OWL and HTML documentation.

WP4: Media Presence and Campaign Analysis

WP leader	JRS
Objectives	<ul style="list-style-type: none"> • Implementation of a cross-media (Press, Internet, TV) advertisement detector • Development of an audio analysis module featuring speech transcripts (3 languages), jingle recognition and word spotting • Implementation of visual analysis module with new "subimage & subtext" approach and brand detection • Development of text analysis modules for the analysis of text from ASR, Internet and Press
Milestones and expected results	<ul style="list-style-type: none"> • (II) MediaCampaign prototype software - Subsystem • (III) MediaCampaign integrated prototype - Subsystem
Deliverables	<ul style="list-style-type: none"> • D4.1 Rapid Prototyping Software for basic analysis modules

Within this work package two main components of the MediaCampaign framework analysis component are developed: (1) the cross-media advertisement detector and (2) the multimodal semantic analysis modules for new creatives (as an input for campaign discovery). The cross-media advertisement detector will identify single creatives within TV, press and Internet content. Within the analysis systems video, text and audio modality will be covered. Dependent on the media the analysis results will be forwarded either to the AdComparer (Press, Internet) or to the TVComparer (TV). These components detect new and existing creatives within a single media and a single language. They are developed and further described in WP5.

¹ PROTON <http://proton.semanticweb.org>

The analysis workflow is controlled by the Collection Processing Manager (CPM) which is developed and described in the WP6.

With respect to cross media advertisement analysis the technical focus was changed according to the results of the Bracknell WP meeting. During this meeting it turned out, that NMR-UK already has working solutions for acquisition and splitting of creatives for the media TV. Concretely this means, that they can split an incoming TV stream into advertisement breaks and furthermore isolate single spots within this period with high accuracy. Hence for TV we will take already single spots as an input for the MC system. For Press NMR-UK does not have such an application, hence we will put research focus on such an application – referred to as "AdClipper" - which will be a joint development between the partners HSA and JRS. HSA has started the first Implementation of AdClipper and demonstrated a first prototype with basic functionalities at the Sofia PBM in September. Also for Internet no module exists at NMR for collection creatives. Currently they buy Internet monitoring data from an external supplier. Hence for Internet an appropriate crawler will be implemented by SOF within WP6.

Within Task 4.2 "audio analysis" the first version of a system for the segmentation of audio data was built. The segmentation of pure classes (speech, music, silence, other) has high classification rates. The segmentation of mixtures (e.g. speech with underlying music, singing voice) has to be further examined. Furthermore an evaluation of XMLBeans for generating a Java based MPEG-7 interface was performed. The automatic generation based on the MPEG-7 XML Schema was successful. Additionally preparatory work for the development and tuning of audio analysis tools (speech to text component) has been performed.

Within Task 4.3 "visual analysis" JRS performed evaluation of different image OCR toolkits have been initiated. Furthermore the first prototype for the press workflow for the D4.1 was developed by JRS. The visual analysis for the press and internet workflow is composed of two basic steps: the Similarity Matcher and the Exact Matcher. The first one performs a very fast comparison of the query image with the whole database and returns a list of the most similar image. The second visual analysis step, the exact matching, uses the result list of the similarity matching to find out which images from the database are identically to the input image. Therefore each result image from the similarity matcher is individually compared to the query image, which is a time-consuming task. In this prototype we enhanced the visual analysis in a way that the similarity matching returns fewer images which are quite different from the query image and to detect images which are very similar but not identical. To achieve this, another visual analysis stage was introduced that took the original results of the similarity matcher and returned only a (ordered) subset of these images to the exact matching stage. This led to an improvement of the overall speed because fewer comparisons are needed in the exact matching stage.

In D4.1 first prototypes of the analysis components have been implemented. More specifically an enhanced similarity matcher for press recognition, a prototype for jingle recognition, a speech-to-text prototype and a text analysis prototype have been implemented. For all prototypes we defined a specific problem to be solved, a specific test data set to be used and evaluated the results. Additionally an outlook was given how the results will be incorporated into the integrated MC prototype and what influence the results will have on further developments.

WP5: Knowledge Fusion and Campaign Discovery

WP leader	USFD
Objectives	<ul style="list-style-type: none"> Use the composite data model to decide, for any particular semantic block, document or shot sequence, whether it belongs to an existing campaign or forms evidence for a new campaign. Develop hybrid SVM and heuristic model for fusion of evidence from: <ul style="list-style-type: none"> OBIE from multiple sources from multiple media Features from audiovisual analytics

WP leader	USFD
Milestones and expected results	<ul style="list-style-type: none"> • (II) MediaCampaign prototype software – cross relation of media campaigns • (III) MediaCampaign integrated prototype - cross relation of media campaigns including knowledge base
Deliverables	<ul style="list-style-type: none"> • No deliverables in the reporting period!

The **main technical achievements** are:

- **Creative detection:** This module detects whether a given spot is an instance of an existing creative or the first instance of a new creative. This module combines the output of the analysis modules (audio, video and text). During the reporting period a detailed specification of the creative detection module has been done. The GUI components for this task are: (1) AdComparer is a software tool for manual user verification and classification of ads, and (2) the TVComparer; this component displays analysis results from the TV workflow and provides a user interface to compare the target spot with suggested creatives from the database manually and to display the analysis results for the target spot.
- **Test dataset:** Once a new creative has been identified, it will be represented as an entity of the MEPCO ontology and passed to the Knowledge Fusion and Campaign Discovery module. This module determines whether the creative is related to a known Campaign or is the beginning of a new one. These modules requires the output of the analysis modules and of the creative detection, however, in order to start working on the KFCD module early in the project, it has been decided to use the data provided by Nielsen Media Research to simulate the input of the KFCD module. These test data have been evaluated during the period.
- **Identity resolution:** An important feature of the KFCD module is the Identity Resolution. The KFCD module takes as input a semantic representation of a Creative. The Creative class is defined in the MEPCO ontology and will have several properties, such as for example Company, Product or Jingle, which are also defined as classes in the ontology. Some modules will produce information at the instance level. That will be the case for a Jingle, since the audio analysis will recognise a particular instance of the class Jingle (represented by an identifier). At the opposite, some of the entities identified by the text analysis are available at the class level only (for instance Class == Product). Identity Resolution is the additional step required in order to relate an incoming entity to an existing description in the Semantic Knowledge Base. As such, it is a basic component of the Campaign Discovery module. During the reporting period, some research has been done on instance resolution strategies and techniques, in particular on description and context based approaches. An Identity Resolution architecture has been designed. A first implementation of the Identity Resolution engine has been implemented, based on this architecture.
- **Campaign Discovery:** Some initial research has been done on the strategies and techniques for the discovery of campaigns.

WP6: Component Frameworks

WP leader	SOF
Objectives	<ul style="list-style-type: none"> • Definition of the overall MC system architecture • Design and implementation of MC workflow management component • Design and implementation of the MC cross-media knowledge repositories (essence, meta-essence, ontologies) • Design and implementation of applications for end-user delivery/reporting of MC analysis results • Integration of the components and set-up of a working demonstrator
Milestones and expected results	<ul style="list-style-type: none"> • (I) Overall system specification • (II) MediaCampaign Prototype (M 14) • (III) Media Campaign Integrated Prototype (M 27) • (IV) Final Demonstrator and MC Case Study tests at NMR-UK completed (M30)
Deliverables	<ul style="list-style-type: none"> • No deliverables in the reporting period!

WP 6 deals with the design, implementation and testing of the MediaCampaign system as a framework of components. The Work Package is divided into these tasks (task leaders):

- T6.1: Architecture & Workflow Management (JRS): Definition of the system architecture (high level building blocks and their interrelation)
- T6.2: Cross-Media Knowledge Stores (SOF): Within MediaCampaign three different data stores will be used: an essence management store (EMS), a metadata management store (MMS) and an ontology management store (OMS). All three stores will be interconnected and related. Essence Management Store (EMS) is in charge of the storing of acquired essences and produced meta-essences. Meta-essences are produced by analysis components. Metadata Management Store (MMS) is the data exchange point for the analysis subsystems. Ontology Management Store (OMS) (or semantic store) provides for the storage, inference, input and output and querying of ontological data (or formal knowledge).
- T6.3: Delivery, Navigation & Reporting (SOF): The delivery component will present the overall results of the system. The delivery system will focus on campaigns and will provide to the operator the results of the cross media interlinking analysis. The aim of the delivery system is to browse check and validate data regarding campaigns in order to present them to final customers.
- T6.4: Case Study (NMR-UK), T6.5: Case Study (demonstration) (NMR-UK + HS-Art) deals with the implementation and integration of the components into a unit that can be clearly evaluated.

In the first six months of the project most of the work focused on task 6.1 and marginally on task 6.2.

There was no specific workpackage meeting in the reporting period. The project kick-off meeting on April 6/7th in Graz has been used to plan and coordinate the first activities related with WP6. The meeting in Bracknell (June 26-27) led to a refinement of the system architecture. The PPB meeting in Sofia on September 5/6th has been used to review the progress of the workpackage.

Technical achievement:

- The main achievement is the definition of the system architecture that reached a coherent vision and almost a final stage.
- The high-level building blocks of the system were identified, along with the interfaces between these modules.
- All the different components have been detailed and depicted in diagrams.
- The workflows for the different media types have been studied carefully and the workflow for Press and Internet has been merged, leading to a cleaner workflow management.
- Also the domain terminology has been taken into consideration: the domain technical terminology follows now suggestions from NMR-UK and has been widely accepted among the consortium.

WP7: Exploitation and Dissemination

WP leader	HSA
Objectives	<ul style="list-style-type: none"> • Transfer goals and achievements of the project to the public • Prepare the basis for commercialisation of project results after successful completion • To ensure maximum visibility of MediaCampaign results, to promote take-up of the technology in relevant industrial sectors, and to minimise the overheads in exploiting the project's R&D outputs, both in commercial applications of the technology and in further research on related areas.
Milestones and expected results	<ul style="list-style-type: none"> • PM1: First version of the website • PM12: market analysis and first dissemination activity report • PM24: Update of Dissemination Activity Report • PM30: Exploitation Plan
Deliverables	<ul style="list-style-type: none"> • D 7.2.1 Public Website • D 7.2.2 Exploitation Project Brochure

The workpackage consists of 2 tasks, the first deals with exploitation planning and is headed by HS-ART, the second handles dissemination activities and is headed by USFD.

Although Task 7.1 (exploitation planning) has been started with the project start at PM1, there was only very moderate activity planned for the first reporting period. The first milestone at PM12 will bring a market analysis driven by the user partner NMR and specifically supported by the industrial partners.

Task 7.2 (Dissemination) has successfully resulted in the availability of a project brochure and web-site as well as in a few publications

The results of the workpackage are documented in the deliverables D7.2.1 and D7.2.2 – both of them have been delivered in time.

The **major achievements** are the release & setup of a project corporate design. This includes:

- Public web-site (<http://www.media-campaign.eu>).
- Project fact sheet. The project fact sheet was prepared and submitted to the EC (can be downloaded also from the public website).

- Project brochure
- MC consortium participates in the IST website competition.

Beside that the public web-site has been permanently updated and improved.

Publications:

Papers:

- H. Rehatschek, "MediaCampaign - Discovering, Inter-Relating And Navigating Cross-Media Campaign Knowledge". Proceedings of the International Workshop on the integration of knowledge, semantics and digital media technology (EWIMT), ISBN-0 86341 595 4 / 9780863415951, London, November 2005, pp. 335 - 336.
- H. Rehatschek (et al.), "Cross Media Aspects in the Areas of Media Monitoring and Content Production", Proceedings of LREC 2006, Genoa, Italy, May 2006, pp. 25 - 31.
- F.M.G. de Jong, "From Media Crossing to Media Mining", in LREC 2006 Satellite Workshop, May 22 2006, Genoa, pp. 50-58, 2006
- Franciska de Jong (et.al.) "Automated speech and audio analysis for semantic access to multimedia", SAMT2006 (December 2006).

Tutorials:

- Tutorial "*What you Mean is What you Watch: Multimedia and the Semantic Web*" during the European Semantic Web Conference (<http://www.eswc2006.org>) organised by USFD, presenters from MediaCampaign Consortium: Michael Hausenblas (JRS), Valentin Tablan (USFD)
- Tutorial "*Human Language Technology (HLT) for Knowledge Acquisition for the Semantic Web*" 15th International Conference on Knowledge Engineering and Knowledge Management (EKAW 06 - <http://ekaw.vse.cz/>) organised by USFD, presenters from MediaCampaign Consortium: Julien Nioche (USFD), Diana Maynard (USFD), Atanas Kiryakov (ONTO)

Others:

- Contribution to the brochure on Austrian EC-projects for the Austrian research support agency FFG (<http://www.ffg.at/>)

3 Glossary

Terms used within MediaCampaign project sorted alphabetically.

- API** Application Programming Interface
- Campaign** A campaign represents a number of creatives semantically belonging together. A campaign has a certain duration and can be cross country and cross media. See also "spot" and "creative"
- Creative** A Creative represents all the occurrences of a similar spot. A Creative is not cross media (e. g. TV and press) and not cross language. See also "spot"
- CPM** Collection processing manager. Central component which controls the analysis workflow via web services.
- DB** Database
- DBMS** Database Management System
- EMS** Essence management store – holds all essence of MC, i.e. TV spots, press images and meta essence such as extracted audio files.
- JAPE RULES** Extraction patterns used to identify new entities
- HTML** Hypertext Markup Language
- HTTP** Hypertext Transfer Protocol
- IDE** Integrated Development Environment
- IE** Information Engineering
- iFS** Internet File System
- ISO/ANSI** International Organization for Standardization / American National Standards Institute
- META-ESSENCE** Under this term we understand all essence and additional data which is generated by subsystems (e.g. lo-res videos, keyframes, OCR text, ...).
- MMS** Metadata Management Store – holds all data extracted by the analysis systems, i.e. low-level and mid-level features such as tagging of spots in connection with logos.
- OMG** Object Management Group
- OMS** Ontology management store – holds all semantic knowledge of MC, i.e. the MEPCO ontology and the campaign knowledge.
- OS** Operating System
- PL/SQL** Procedural Language/SQL
- Re-detection** The same creative is re-detected in a single media. E.g. the ad of Renault Megane appeared on 5 May 2005 on "TV ORF1" 5.00 pm and on 7 June 2006 on "TV ORF1" at 4.00 pm.
- Scene** A consecutive series of shots connected through transitions (hard cut, fade, panning, ...) that constitutes a logical unit of action in a video. It is defined by "bridging features" such as same visual/audio content, music/speech/noise segments or text overlays.
- SGML** Standard Generalized Markup Language
- Shot** A consecutive series of pictures representing coherent visual content, e.g. when having an interview with two persons, and the camera is changing between the two faces (depending on who is talking), each face would be a shot.

- SOAP** Simple Object Access Protocol
- SQL** Structured Query Language
- Spot** An occurrence of a Creative, e.g. TV spot seen on a given channel at a specific time. The incoming material obtained from the Media Acquisition step is initially available as a spot and later attached to a new or existing Creative. See also "creative".
- S&R** Search and Retrieval
- Tracking** Tracking of creatives by means of history over media and countries. When a creative is re-detected (see also "re-detection"), it is inserted into a data structure which represents the history of this creative. This enables users to query the database for appearances of this creative in the past (e.g. it had appeared on 1 April 2006 in press "The Times" in US p.5 and on 3 April 2006 on "TV Sky 1" at 19.00 in UK.
- WP** Work Package
- UML** Unified Modelling Language
- URI** Uniform Resource Identifier
- XML** Extensible Markup Language
- XPath** XML Path Language
- XSLT** XSL Transformation

Partner Acronyms:

- HSA** HS-Art Digital Service GmbH
- JRS** JOANNEUM RESEARCH Forschungsgesellschaft mbH
- NMR-UK** Nielsen Media Research UK
- ONTO** Sirma AI EAD
- SOF** Softeco Sismat SpA
- TNO** Netherlands Organisation for Applied Scientific Research
- USFD** University of Sheffield
- UT** University of Twente