



MediaCampaign

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

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



Public Presentation



Vision

Discovering, inter-relating and navigating cross-media campaign knowledge and extensively automate detection and tracking of media campaigns on TV, press and Internet



Innovation

- ▶ **Ontology** for cross-media modelling of media presence and campaigns
- ▶ Semantic cross-market product **data interlinking**
- ▶ **Identification & tracking** of new media campaigns in different media and countries



Technical Objectives

- ▶ Identification and tracking of **new** campaigns
 - ▶ in different single media (Press, TV, Internet)
 - ▶ using different modalities (audio, text, image, video)
- ▶ Semantic cross-market advert. interlinking
 - ▶ relate similar advertisements over different media & countries
- ▶ Define Ontology for cross-media modeling of media presence and campaigns
 - ▶ Media Presence and Campaign Ontology (**MEPCO**)
 - ▶ includes media presence information

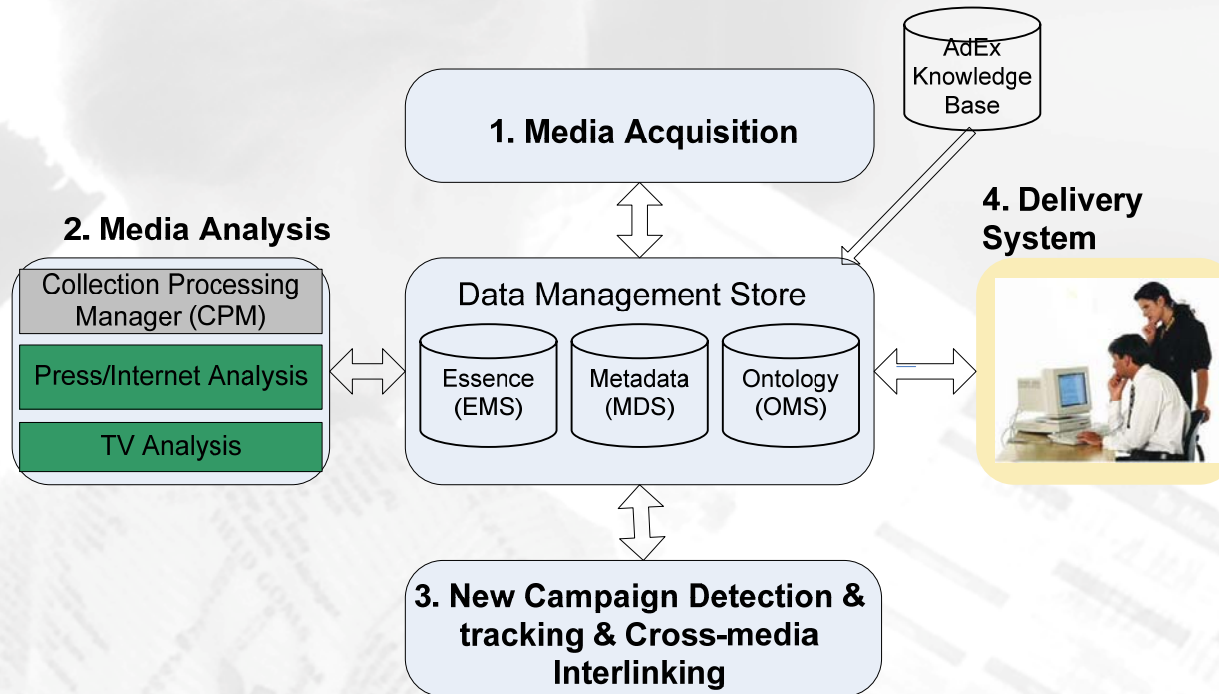


Technical Approach

- ▶ **Service Oriented Architecture**
all modules will be available via web services
- ▶ **Semantic Web technologies**
leveraging on standards such as OWL
- ▶ **Low level feature extraction**
leveraging ISO MPEG-7 standard for storage



System Architecture



Target Market

- ▶ Primarily targeted end-users:
 - ▶ Media Monitoring Companies
- ▶ Secondary targeted end-users:
 - ▶ Market research institutes
 - ▶ Publishing and advertising companies
 - ▶ Government sector



Media Monitoring

- ▶ Measurement of advertisement expenditure
- ▶ Find out:
 - ▶ how much a company has spent for advertising
 - ▶ on a product level
 - ▶ over different media
- ▶ Typical Business Case
 - ▶ advertisement information
 - ▶ sponsorship tracking
 - ▶ creativity (new campaigns)



Benefits to users

- ▶ 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



Project Data

- ▶ 8 partners
 - ▶ Austria, Bulgaria, Italy, Netherlands, UK
 - ▶ 4 R&D and 4 Industrial partners
- ▶ Time & Effort
 - ▶ Duration **30** months
 - ▶ **418** person months
- ▶ Budget
 - ▶ Total **4,203,180 €**
 - ▶ EC funding **2,475,000 €**



Consortium

JOANNEUM



RESEARCH

- ▶ **Joanneum Research (Austria)**
<http://www.joanneum.at/iis>
<http://www.joanneum.at/ias>



Nielsen
Media Research

- ▶ **Nielsen Media Research (UK)**
<http://www.nielsenmedia.co.uk>



The
University
Of
Sheffield.

- ▶ **University of Sheffield (UK)**
<http://www.sheffield.ac.uk>



- ▶ **Ontotext Lab. (Bulgaria)**
<http://www.ontotext.com>

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Consortium



- ▶ **University of Twente** (Netherlands)
<http://hmi.ewi.utwente.nl>



- ▶ **HS-Art Digital Service GmbH** (Austria)
<http://www.hs-art.com>



- ▶ **Softeco Sismat** (Italy)
<http://www.softeco.it>



- ▶ **TNO** (Netherlands)
<http://www.tno.nl>



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