DEEPBRAND

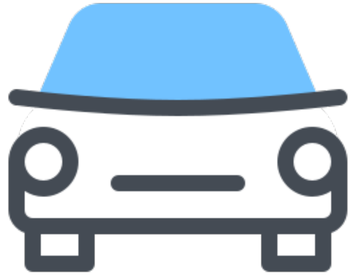
Monetizing Video Content with Computer Vision

www.deepbrand.ai

Who We Are

Media and Data Science Experts armed with state-of-the-art Deep Learning capabilities

Scenery recognition



Object detection

Face transfer

Voice recognition

Demographics prediction

Fashion items detection

Emotion extraction

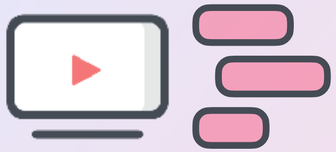
USP

DeepBrand brings **unprecedented competitive advantage**
to global brands and media, by unlocking
whole new possibilities for video monetization
using Computer Vision

Our services

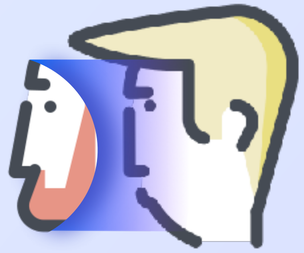
Deep Context Ads

Serve timecoded In-stream mid-roll video and overlay ads at a higher price



Deep Tagging

Understand more about your content using highly granular contextual data



Face Transfer

Optimize your content production costs and hire actors’ faces only

Deep Context Ads

USP

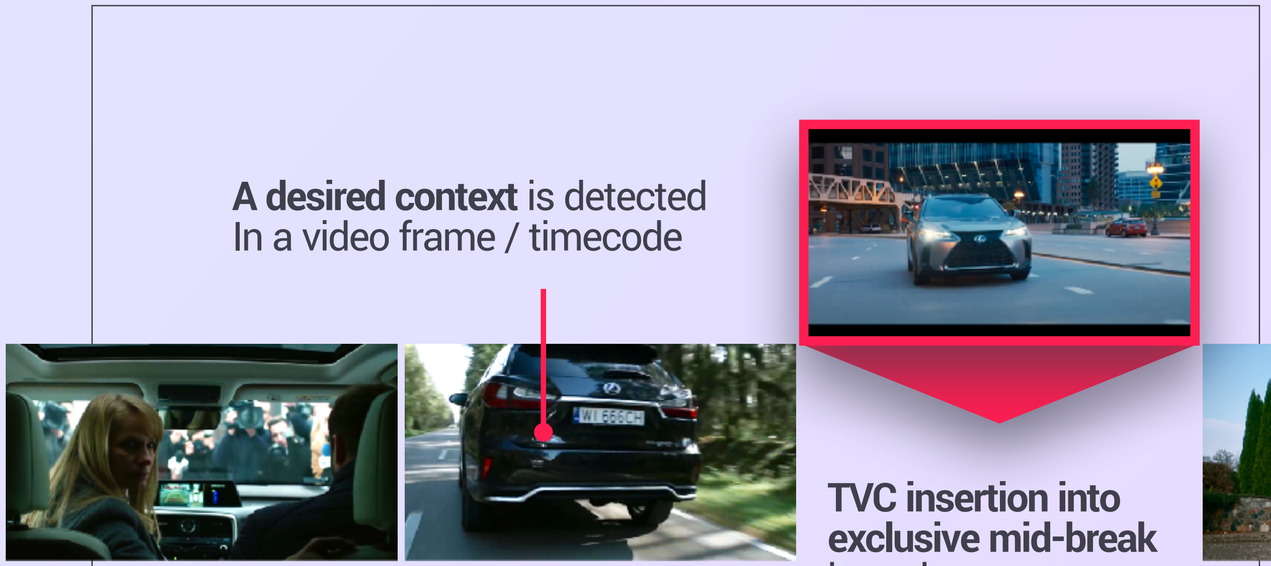
Next-generation contextual video ads that are meaningful to the viewer, ready for a cookieless future

SOLUTION

AI-powered, context-based video and overlay ads

REVENUE STREAMS

Payments from the advertisers for video campaigns which are based on DeepBrand’s contextual data



In-stream ad insertion using DeepBrand’s contextual data

✓ **Higher relevance** ✓ **Better memorability** ✓ **Higher effectiveness**

Use case

OBJECTIVE

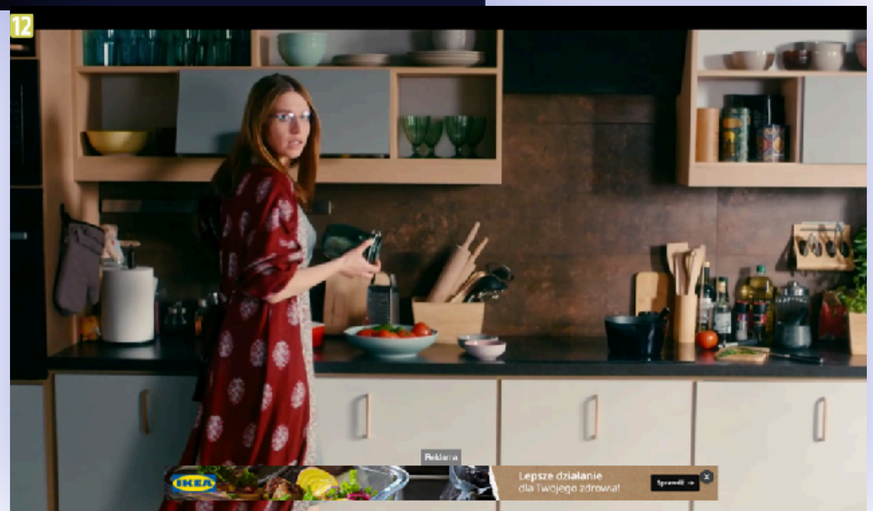
A number of brands (Castorama, Ikea, Sniezka) wanted to run contextual display campaigns in TVN's VOD platform.

SOLUTION

DeepBrand's data enabled targeting each campaign on specific timecodes for each video episode, so that an ad has been served always in the most relevant context (e.g. Ikea in scenes related to food, kitchen and cooking)

RESULTS

TVN was able to sell deep context ads with +70% increase in CPM and advertisers accepted this price - everyone wins. Also, the users were 2x more likely to click on deep context ad as compared to a soc-dem targeting benchmark.



Deep Tagging

USP

Transform videos into Big Data and understand them better with over 500 contextual categories and one-second granularity

SOLUTION

Analyzing video with DeepBrand's computer vision algorithms to acquire highly granular information on everyday objects, scenery, fashion items, spoken phrases appearing throughout the video

REVENUE STREAMS

Monetization of products that use video content data, e.g. recommendation engines (VOD platforms, web services)

Object detection sample from a TV series

Use case

OBJECTIVE

TVN requested us to perform deep content tagging for a selected number of videos.

SOLUTION

TV series episodes were analyzed second by second using DeepBrand’s proprietary algorithms which detect everyday items, scenery types, fashion items and voice.

RESULTS

Thanks to detailed analysis, we were able to identify best moments to serve contextual ads for a home improvement brand and to blacklist content with explicit language. Our client’s data science team also found the results useful to fuel content recommendation engine.

videoWidt	videoHeig	videoDura	fps	frame	timecode	tagName	x1	y1	x2	y2	probabili	coveredArea
1080	607	188397	25	525	00:00:21.0000	context_car	0	723	0	735	0.7717168	0
1080	607	188397	25	600	00:00:24.0000	context_bottle	517	465	548	569	0.8872242	0.49179327597779
1080	607	188397	25	600	00:00:24.0000	context_person	0	391	210	834	0.9973188	14.1909207395284
1080	607	188397	25	600	00:00:24.0000	context_person	226	400	477	651	0.9943983	9.61025687961438
1080	607	188397	25	600	00:00:24.0000	fashion_vest	120	266	283	453	0.9159383	4.64961254499969
1080	607	188397	25	625	00:00:25.0000	context_bottle	518	466	550	569	0.8859689	0.502776252364391
1080	607	188397	25	625	00:00:25.0000	context_cup	388	498	347	529	0.8341660	0.184422473401671
1080	607	188397	25	625	00:00:25.0000	context_person	0	393	102	796	0.9992156	6.27036426871682
1080	607	188397	25	625	00:00:25.0000	context_person	285	403	481	651	0.9684071	18.4411495515285
1080	607	188397	25	625	00:00:25.0000	fashion_long_sleeved_outwear	447	245	712	415	0.7212087	6.87198730856062
1080	607	188397	25	650	00:00:25.0000	context_bottle	518	467	549	573	0.8891431	0.501250338977363
1080	607	188397	25	650	00:00:26.0000	context_cup	382	481	345	518	0.7459836	0.242693269876136
1080	607	188397	25	650	00:00:26.0000	context_person	0	389	133	886	0.9994431	8.46009518579535
1080	607	188397	25	650	00:00:26.0000	context_person	157	389	676	658	0.9982088	13.089724815425
1080	607	188397	25	650	00:00:26.0000	fashion_long_sleeved_outwear	424	248	706	426	0.7039411	7.65696503752517
1080	607	188397	25	675	00:00:27.0000	context_bottle	518	468	550	571	0.7983044	0.502776252364391
1080	607	188397	25	675	00:00:27.0000	context_dining table	0	667	607	837	0.7899462	15.7467487407487
1080	607	188397	25	675	00:00:27.0000	context_person	0	392	116	786	0.9979115	6.97174934407224
1080	607	188397	25	675	00:00:27.0000	context_person	218	405	474	656	0.9894950	9.881696259868638
1080	607	188397	25	675	00:00:27.0000	fashion_long_sleeved_outwear	450	251	703	423	0.8007861	6.63798889499054
1080	607	188397	25	675	00:00:27.0000	fashion_vest	180	278	249	467	0.6498080	4.29571663928923
1080	607	188397	25	700	00:00:28.0000	context_person	0	268	607	835	0.9992327	53.2407487407487
1080	607	188397	25	700	00:00:28.0000	fashion_long_sleeved_shirt	172	343	865	599	0.6858015	27.8620538165843
1080	607	188397	25	725	00:00:29.0000	context_person	0	278	607	830	0.9990823	51.1111111111111
1080	607	188397	25	725	00:00:29.0000	context_person	0	234	17	842	0.8138160	1.57666727683282
1080	607	188397	25	725	00:00:29.0000	fashion_long_sleeved_shirt	286	347	948	598	0.7162374	28.4056040026847
1080	607	188397	25	750	00:00:30.0000	context_person	46	284	607	837	0.9994981	47.3233571297822
1080	607	188397	25	775	00:00:31.0000	context_bottle	51	430	146	722	0.7673525	4.18107389102447
1080	607	188397	25	775	00:00:31.0000	context_person	11	273	607	841	0.9996081	51.6395143883776
1080	607	188397	25	775	00:00:31.0000	fashion_long_sleeved_shirt	285	358	959	598	0.6828684	27.6038806516566
1080	607	188397	25	800	00:00:32.0000	context_person	0	287	491	826	0.9999558	48.3669127463543

Raw data sample from DeepBrand’s video analysis

Style Transfer

USP

Save on content production costs and integrate brands through style transfer technology; mitigate risks for brand reputation by acquiring better control over a character's image

SOLUTION

Application of the style transfer to easily swap and de-age faces of actors, swap similar products in post-production, for an unlimited number of times

REVENUE STREAMS

- Higher content monetization through higher viewership obtained thanks to casting top-tier actors, and for less
- Payments from advertisers to cast a brand ambassadors' face in selected content / context, to boost brand image

Face transfer in a sample video material by DeepBrand

The Future of Video Awaits.

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DEEPBRAND

European Funds Smart Growth | Republic of Poland | The National Centre for Research and Development | European Union European Regional Development Fund

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