



Of interest to:

Media Producers and Distributors, Advertising Agencies, Consumer Brands, Ad Networks

A World Leading SFI Research Centre



Next Gen Advert Creation System for the Ad Skipping Generation

An online ad creation system that uses deep learning to place billboard ads within videos

Background

Over five billion people are now smartphone users with an insatiable appetite for content. Video distribution is heavily funded by advertising, the current methods for which are disruptive to the user experience. This results in 65% of users skipping ads with an even higher percentage for Millennials and Gen Z.

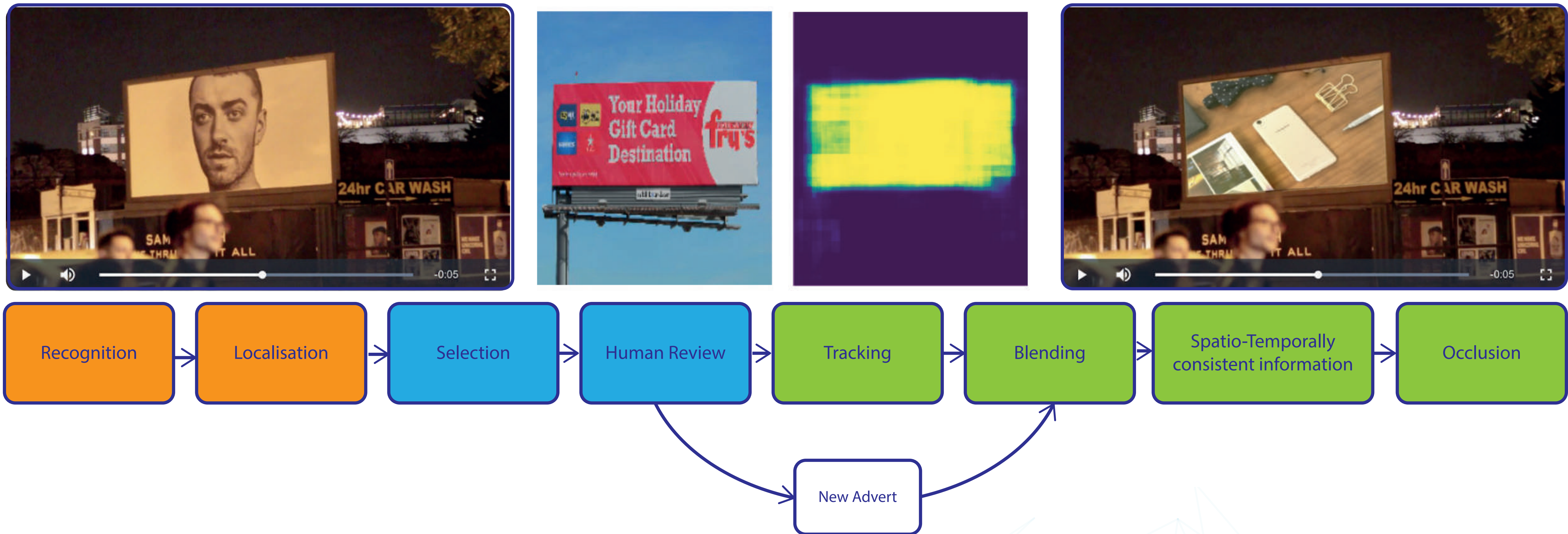
Challenge

Enable seamless integration of advertisements into 'on-demand' video content, to achieve a non-interrupted viewing experience.

Solution

We developed an advert placement and integration system which can detect existing and potential advertising positions in video content and can seamlessly integrate new adverts in the detected positions thereby creating an augmented video.

The ADAPT system uses state-of-the-art AI techniques from deep learning, computational image processing and photogrammetry. We also created three novel deep neural networks.



Awards

Winner of the Technology Ireland Outstanding Academic Achievement Award 2018.

Results and Benefits

A prototype that enables advertising and marketing agencies to evaluate the business value of seamless advertising integration in videos. Two patents were filed in addition to five scientific publications.

Use Cases

- Football games
- Tourist locations
- Advertising for IPTV networks

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