

Graduate Student Research Day 2010

Florida Atlantic University

COLLEGE OF ENGINEERING AND COMPUTER SCIENCE

Ad Tracking on Broadcast TV.

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Nowadays, the amount of broadcast media and distribution channels has become extremely large, hence automatic solutions for broadcast TV monitoring and audit tools that are capable of content tracking are necessary. Specifically this issue is of great importance for advertisers and the advertisement industry, where contracted air-time has to be audited and controlled with as much detail as possible. The proposed approach is based on video signatures for the detection of commercials in a video stream. The use of tomography-based video signatures is a perfect solution for ad monitoring, because it is very compact, dependable and permits fast feature extraction, dealing with the storage and processing power problems. Tomography based video signature is a technique that has been proven for copy detection and copyright enforcement. In this research, a 24 hour HD video was recorded from live public broadcast, 20 random commercials were selected and video Signature extraction was performed on them and in the original video. Later, the signatures were compared between the ads and the original video, trying to identify and obtain a statistical record of the commercials. Results indicate that the system can be used for real-time comparison, allowing the generation of a log with the different details about the commercials (airings, time, date and integrity) in a reliable way. This research will allow solving the automation for auditing of video content and if it is properly set, permits extraction of viewer statistical information if integrated on setup boxes.