Interactive Media Contextual Analysis Platform
The Problem We Are Addressing

- Accurate and reliable media content extraction;
- Media content analysis, classification, and summarization;
- Relevant contextual recommendations;
- Relevant ad placement.
Our Approach

Build a platform that:
- discovers media content;
- extracts semantic layer of data;
- creates uniform semantic content representation.

Content discovery and semantic data extraction is a challenging task:

Modern websites and mobile application are using a mix of video, image, sound, and textual content. They include numerous advertisements of different natures: video ads, image ads, in-text ads, pop-up banners, natural ads, in-app ads, and product placements.
Our Platform

RELETON - the interactive media contextual analysis platform

- Discovers media content in webpages and extracts its semantic information;
- Provides, as a service, transcription (video, audio), keyword extraction, categorization, summarization, sentiment analysis, and objectional content detection;
- Integrated and custom services: ad matching, recommendations, targeted motivations.
**RELETON** consists of the following components:

- **Content Discovery Engine.** Scrapes webpages, discovers media content;
- **Semantic Layer Engine.** Extracts semantic layers from discovered media sources.
- **Semantic Content Representation Engine.** Builds uniform semantic content representation.
- **Metrization Engine.** Computes similarity distance between semantic contents.
Platform Functionality

- Media content discovery,
- Content semantic representation (keywords, categorization, sentiments, alerts)
- Content metrization;
- Creation and support of basic services;
- Integration of basic services into a custom solution;
- Interactive platform pipeline optimization;
How The Platform Works

- Transcription
- Summarization
- Categorization
- Segmentation
- Keywords
- Sentiments

Discover media content on web pages

Generate semantic data layer

Provide basic and complex contextual services

Emotional and motivational targeting
- Contextual ad placement
- Media matching
- Contextual media recommendation

Basic Services: keywords, categorization, sentiments, segmentation, alerts

Measure media objects similarity

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Basic Services: keywords, categorization, sentiments, segmentation, alerts

Measure media objects similarity
Platform as a Service (PaaS)

Enterprise Solutions

Custom (Integrated) Services

Contextual Media Placement
Contextual Media Recommendation
Media Matching
Programmatic Contextual Ad Placement
Emotional and Motivational Targeting

Basic Semantic Media Services

Media Sources
- Video
- Sound
- Webpages
- Documents
- Docs
- Images

Semantic Data Layers
- Transcription
- Summarization
- Categorization
- Segmentation
- Keywords
- Sentiments

API
Web page Categorization Service (RWeb-C)

- Service Description: web page categorization
- Operation: real-time, batch mode
- Standard categorization options:
  - DMOZ (open source categorization);
  - IAB;
  - Google categories (Google NLP)
Example of Categorization Service - II

Open Directory (DMOZ)
- Shopping/Vehicles/Autos: 100
- Home/Consumer Information/Automobiles/Purchasing: 100
- Business/Automotive/Retail: 100

IAB
- Automotive/Auto Buying and Selling: 100
- Automotive/Auto Insurance: 81.6
- Automotive/Auto Type/Certified Pre-Owned Cars: 26.3

Google
- Autos & Vehicles: 100
- Autos & Vehicles/Vehicle Shopping: 79.4
- Autos & Vehicles/Vehicle Shopping/Used Vehicles: 44.6
Dr. Yakov Kamen,
CEO,
Relevad Corporation (www.relevad.com)
yakov@relevad.com