

VIDEO ANALYTICS

DEVELOPING A VIDEO DATA STANDARD

A LITTLE CONTEXT

VIDEO METADATA /ABOUT VEENOME

veenome

Veenome automatically translates video into data for:

- Moderation/Brand Safety
- Categorization
- Object, product tags
- Viewability

We index across an Ad Networks, Intel and Publishers

Unique knowledge indexing from YouTube to CNN to NDN to Al Jazeera to CCTV

Arlington, VA - 1.4M in angel funding - Founded 7/2011

TWITTER: @VEENOME - @KEVINLENANE

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WHAT IS VIDEO DATA?

VIDEO METADATA

/TYPES OF VIDEO METADATA

- **Premium content data:** Created at time of show creation. Ex: Tribune Media (*Descriptions, Titles, Actors*)
- **User added data:** added by the user no quality control. Taxonomy set at individual publisher level (*Categories, Tags*)
- **Service added data:** Veenome, Set.tv etc...
Taxonomy consistency (*Categories, Tags etc.*)
 - **Commercial data:** targeting, auditing
 - **Intel data:** Object means/deviations across regional/national areas



THE REALITY

MOST VIDEOS - MINIMAL DATA
MOST DATA IS NOT DELIVERED
PARTIAL & MIXED DATA SUCKS
PUBLISHERS BLOCK DATA

THE RESULT

PROBLEMS

VIDEO METADATA

/WHAT GETS USED VS WHAT IS ACCESSIBLE

What Kind of Data Gets Passed When You Click Play

Page URL: <http://www.oeregister.com/news/hi%20%20gh-499917-school-career.html>



What Is Actually There:

Category, Subcategory, Viewability (Position, player size, autoplay & muting),

Duration, Player Size, Media Size, Media Type, Media URL, Page URL and FPS

```
{ "url_scan_param": { "ir_strategy": "CATS", "video_url": { "subtitle": null, "description": "", "title": null, "date_updated": "2013-03-22T23:24:34", "canonical_url": "http://media2.evilchili.com/content/videos/36475\_1347288535.flv", "vendor": "media2.evilchili.com", "video": { "video_location": "glibadvice-y-asset", "width": 640, "date_updated": "2013-03-22T23:24:35", "video_path": "9232a559771154036d666dfa558e9b77.flv", "height": 360, "video_format": "h264 (Main)", "ext": "flv", "color_format": "yuv420p", "fps": null, "date_created": "2013-03-22T23:24:33", "dur": 90, "resource_uri": "", "id": "101444", "md5": "9232a559771154036d666dfa558e9b77", "uploader": null, "date_created": "2013-03-22T23:24:34", "vendor_video_id": "36475_1347288535.flv", "id": "106338", "date_uploaded": null, "resource_uri": "/api/v1/videos/106338/", "job_type": "CLASSIFY", "options": "{ \"c_sample_interval\": 60, \"c_samples\": 6, \"cats_profile_name\": \"iab_cat\", \"c_method_type\": \"absolute\" }", "id": "106274", "resource_uri": "", "uuid": "2c6ec101-d400-40cf-a7ff-0768197c3725", "sampling": "", "tag_rule_list": "", "result": { "classifications": { "value": "IAB17", "label": "Sports"} }, "classify_job_piece_id": "331101", "id": "222384" }
```

VIDEO METADATA /PROBLEMS

200 billion videos viewed per month.

Ads suck: Thomas the Tank Engine in front of Spring Breakers

Ad Revenue is way lower than it should be due to mismatched advertising

Discovery: Videos are really hard to find



VIDEO METADATA

/PROBLEM: MIXED TAXONOMIES

Example: Taxonomies that Veenome delivers

IAB Primary(26)

IAB Full(300+)

Youtube(15)

Emotive(10)

Brand Safety(7)

Object Tags (5M+)

VIDEO METADATA

/PROBLEM: DISCOVERY W/BAD METADATA

Confusion

How do i find a video or show?

Comcast

Youtube

Netflix

Amazon

Hulu

OAS: VIDEO METADATA

/PROBLEM: ADS WITH BAD METADATA

Blind video ad delivery = Lower revenue

User presses play

Ad Network sees only Video Page URL

User sees random pre-roll

Advertiser buys ads blindly

Ad is annoying to user



SO WHAT DO WE DO?

AND WHO IS WE?

VIDEO METADATA /SOLUTION PLAYERS

AUDIO DATA: RAMP, AUDITUDE(ADOBE)



VISUAL DATA: VEENOME, SET.TV



DISCOVERY: DIGITALSMITHS, DIJIT



PREMIUM DATA: TRIBUNE MEDIA



VIDEO METADATA

/SOLUTIONS: BETTER DELIVERY STANDARDS

- Publishers should concern themselves less with politics/piracy/DRM and more with syndication and targeting. This ultimately leads to more revenue.
- Less intentional blocking of content
- Metadata should carry to all technology and be readily accessible in a common format.

VIDEO METADATA

/SOLUTIONS: BETTER TAXONOMY STANDARDS

- Modern consistent standards for all video data
- IAB Categories are woefully dated. “Personal Finance” should not be a top level category. They need to be updated
- Take a cue from Google - Youtube uses their own categories for UGC.

VIDEO METADATA

/FUTURE

- Universal video search
 - Less pre-roll
 - More targeted and interactive
- forms of video watching (EXAMPLE)

Text