

TraceSense

Understanding Multimedia Web Content by Semantics

TraceSense is an application that interprets and automatically categorizes videos, photos, podcasts or other multimedia content. It can do it based on the textual information related to these contents, as for example tags.

Tagging is the most common and the simplest procedure to add meanings to web objects (like videos, articles, songs, recipes, webpages, etc.). The users of the most popular web 2.0 sites (as are YouTube, Delicious, Flickr, Amazon) make use of labels to describe the content they create and share on the web. The user-generated tags should make easier the web resources availability. However, the freedom to generate tags can spawn also many ambiguities that prevent a full use of these information.

Technology built in TraceSense (patent pending), developed by IntelliSemantic and E-lite research group of Politecnico di Torino, makes possible to automatically identify similar contents by meaning and argument. The semantic interpretation of textual information related to multimedia resources, and its relevance, generates target categories as Politics, Sport, Celebrities, Fashion, Food and Wellness and their combinations.

Target categories depend on the application domain. So, different domains have different target categories build around specific meanings. Therefore, TraceSense can fit to every knowledge domain.

What for TraceSense?

Social Networks and most of web mass phenomena are related to the dynamics above. Some possible examples of use are:

TraceSense can provide full automatically valuable hint to a media-planner to relate an advertisement to a specific target-audience so he/she can improve the market segmentation quality.

- TraceSense can provide full automatically valuable hint to a media-planner to relate an advertisement to a specific target-audience, so he/she can improve the market segmentation quality.
- TraceSense can help multimedia content producers and distributors to classify the huge quantity of their resources to organize them and to provide contents right to a certain target and lastly to profile it according to his or her needs.
- TraceSense can support self-organization of social networks to relate users having shared interests.

How TraceSense works

TraceSense interprets all the tags embedded to describe a resource, it relates them to one or more of the 46 categories we built in. TraceSense presently works on English tags and it can be personalized under new categories or meanings.