AAI Advanced Analytics Seminar Series on 05/07/2012

Seminar Title: Contextual Internet Multimedia Advertising
Speaker: Dr. Tao Mei, Microsoft Research Asia.
Date and Time: 1:30pm to 3:00pm, the 5th of July 2012 (Thursday)
Seminar Room: UTS City Campus Building 10 CB10.05.214 (2 minutes walk from the Tower Building CB01 of UTS)
Seminar Chairman: A/Prof Jian Zhang (jian.zhang@uts.edu.au)

Abstract: Advertising provides financial support for a large portion of today's Internet ecosystem. Compared to traditional means of advertising, such as a banner outside a store or textual advertisements in newspapers, multimedia advertising has some unique advantages: it is more attractive and more salient than plain text, it is able to instantly grab users' attention and it carries more information that can also be comprehended more quickly than when reading a text advertisement. Rapid convergence of multimedia, Internet and mobile devices has opened new opportunities for manufacturers and advertisers to more effectively and efficiently reach potential customers. In this talk, we will summarize the trend of online multimedia advertising and propose an innovative advertising model driven by the compelling contents of media. We present a series of recently developed systems as exemplary advertising applications, in which the most contextually relevant ads are embedded at the most appropriate positions within the media. The ads selected by multimodal relevance yield contextual relevance to both the surrounding text and the visual content. The ad locations detected by visual saliency analysis minimize the intrusiveness to the user. We will show how the techniques from computer vision and multimedia can be leveraged for effective online advertising.

Short biography of the speaker: Tao Mei is a Researcher in Microsoft Research Asia. His current research interests include multimedia information retrieval, computer vision, and multimedia applications such as search, advertising, social networking, and mobile applications. He is the editor of one book, the author of over 100 journal and conference papers in these areas, and holds more than 30 filed or pending US applications. He serves as an Associate Editor for Neurocomputing and Journal of Multimedia, a Guest Editor for IEEE Trans. Multimedia, IEEE Multimedia Magazine, ACM/Springer Multimedia Systems, and Journal of Visual Communication and Image Representation. He is the principle designer of the automatic video search system that achieved the best performance in the worldwide TRECVID evaluation in 2007. He received the Best Paper and Best Demonstration Awards in ACM Multimedia 2007, the Best Poster Paper Award in IEEE MMSP 2008, and the Best Paper Award in ACM Multimedia 2009. His work on online advertising received Microsoft Research Technology Transfer Awards in 2010 and 2012. He is a senior member of IEEE and a member of ACM.

Overview to This Seminar Series

The Advanced Analytics Seminar Series presents the latest theoretical advancement and empirical experience in a broad range of interdisciplinary and business-oriented analytics fields. It covers topics related to data mining, machine learning, statistics, bioinformatics, behavior informatics, marketing analytics and multimedia analytics. It also provides a platform for the showcase of commercial products in ubiquitous advanced analytics. Speakers are invited from both academia and industry. It opens regularly on every Friday afternoon at the garden-like UTS Blackfriars Campus. You are warmly welcome to attend this seminar series.

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