

Title (en)
SYSTEMS AND METHODS FOR IDENTIFYING VIDEO SEGMENTS FOR DISPLAYING CONTEXTUALLY RELEVANT CONTENT

Title (de)
SYSTEME UND VERFAHREN ZUR IDENTIFIZIERUNG VON VIDEOSEGMENTEN ZUR ANZEIGE VON KONTEXTUELL RELEVANTEM INHALT

Title (fr)
SYSTÈMES ET PROCÉDÉS D'IDENTIFICATION DE SEGMENTS VIDÉO POUR AFFICHER UN CONTENU PRÉSENTANT UNE PERTINENCE CONTEXTUELLE

Publication
EP 2984850 A1 20160217 (EN)

Application
EP 14764182 A 20140317

Priority
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Abstract (en)
[origin: EP3534615A1] A system and method for the automated real-time detection and processing of commercial messages, public service announcements or similar short-duration, repeated TV programing segments occurring in one or more broadcast video streams is described. A process is utilized that identifies possible commercial segments by identifying discrete video segments that have specific short durations among other attributes. Video segments that appear to have these characteristics are considered likely to be television commercials, promotions, or public service announcements and are stored in a TV Ad database which is separate from the primary television content database. Incoming video from a plurality of television programming sources is process into fingerprints and placed in a master TV content database. At the same time, said incoming programming is tested for matches in a TV ad database. If a match is found, then the presumed TV ad is removed from the master content database.

IPC 8 full level
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CPC (source: EP US)
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