DYNAMIC PORTABILITY AND STREAMING OF ADVERTISEMENTS BASED ON CONTENT AWARE AND USER INTEREST PROTOCOL

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ABSTRACT-**In this new technical world the interactive applications replace the traditional television data. In this new paper we propose a new advertisement based architecture that are inspired by the business types of TV advertisement. The two main approaches are personalized content and awareness of the different content that are available in the online advertising. These allow advertisers to have more accurate campaigns that focus on a particular group of audience.**

Index Terms—Content Awareness, Interactive digital TV(IDTV), Personalisation, sponsored advertising.

I.INTRODUCTION

There are two main roles that are involved in the field of online advertisement. Publishers display various kinds of advertisements on their websites and advertisers pay these publishers to display their advertisements. There are two internet advertisement business models that are widespread which are pay per click (ppc) and pay per attraction. Website owners get money through advertisers when a user actually clicks on that advertisement in pay per click. Owners of various websites get money each time the advertisement is displayed in the internet whether or not the user clicks the advertisement in this pay per attraction. In this pay per attraction, there is involvement of a third party client or a different advertising agent. These third party clients are responsible for filling up the blank and hired spaces in their website with various advertisements and these are carefully selected according to the content of website. Because of this new content awareness, companies like Google,Microsoft,yahoo are the popular agents thatdeliver blank spaces in their websites to display various advertisements by means of their search engine. This new technology had made possibly interesting changes in this web advertisement field that simply replace these simple banners and sidebar advertisements by most general pop-ups or floatingadvertisements. Thus this advertisement success can not only be described as the improvement in technology but also the reduction of viewed TV commercials as the users are normally turning towards the web to watch various video and audio segments. This type of change has generated a new evolution in shifting of advertisements from television to internet.

However, technology has also transformed the traditional TV receiver into a communication centre. The advent of the interactive digital TV (IDTV) supports not only the broadcast of higher quality multimedia content but interactive applications that can be locally executed as well. This interaction covers from low levels, where interaction is wholly local between applications and viewers, to high levels, where interaction involves communication with program providers by means of a return path. Obviously, these new technological possibilities will change the way we enjoy TV, and it also will have collateral effects, like a great impact on the TV advertising field. In fact, traditional TV spots will probably evolve from audiovisual messages to applications with which viewers will interact. These applications will run on the IDTV receivers and allow viewers to learn more about the products by means of virtual visits, making appointments with sellers, appealing games, etc. Taking advantage of this technological evolution, we propose to enrich TV advertising learning from the lessons given by the online advertising campaigns. Our approach, inspired by the Internet marketing philosophy, proposes an IDTV advertising architecture based on both PPC and PPI business models. There is also an advertising agent who continues playing an intermediate role but now between advertisers and IDTV providers. In this scenario, a new actor comes up to participate in the scheme: The TV viewer who enables TV advertising and interacts with the new TV spots (interactive applications instead of traditional multimedia content).

II. EXISTING SYSTEM

Publishers, who display advertisements on their websites. Pay per click (PPC) and pay per impression (PPI) are two widespread Internet advertising business models. In PPC, advertisers only pay websites' owners (publishers) when a user actually clicks on their ad. In PPI, websites' owners are paid each time the advert is displayed, whether or not the visitor clicks on it. Advertisers do not usually pay

publisher directly but by means of a third party company or advertising agent.

III.PROPOSED SYSTEM

In the proposed system, we collect personal satisfaction (user interest) of programs during the registration as well as Content (user watching) based advertising categorization. So that relevant advertisements are broadcasted. Grouping of advertisements is called executed. This helps theuser to know the recent updates of the field that are interested. Also by dividing theadvertisement like web content and Individual personalization which provide the user to get more information

Modification

Rating and ranking of the programs are also obtained as a feedback from the user, so that more advertisers can get beneficial to find out most watched programs, so that advertisements can be increased.

IV.LITERATURE SURVEY

PAPER-1 Context-Aware Recommender Systems

The importance of contextual information has been recognized by re-searchers and practitioners in many fields, including e-commerce personalization, retrieval of information, mobile computing, data mining, management & marketing. While a large amount of research has already been performed in the area of recommended systems, most existing approaches focus on recommending the most relevant items to users without taking into account any additional conceptual information, for example time, location, or the company of other people .In this chapter we argue that relevant contextual information does matter in recommender systems and that it is important to take this information into account when providing recommendations. We discuss the general notation of

context and how it can be modeled in recommended systems. Furthermore, we have introduced three different algorithmic paradigms – contextual pre-filtering, post-filtering, and modeling – for incorporating contextual information into the recommended process, discussing the possibilities of combining several context-aware recommendation techniques into a single unifying approach, and it provides a case study for one such combined approach. Finally, we present some additional capabilities for context-aware recommenders and discuss important and promising directions for future research.

PAPER-2 Persuasiveness of Online Recommendations: A Comparison Study

As more and more online stores are providing customers with overwhelming information while the companies still faces the problem of turning browsers into actual buyers, the online recommender systems that have been adopted to facilitate product searches and personalized recommendations. The study will compare the persuasiveness of two separate online recommender systems and the influence of the product involvement which uses Reardon's persuasion theory. The result will provide an important insight for online store designers and e-commerce participants to improve its products target and advertisement efficiency and effectiveness.

PAPER-3 Compensation Models for Interactive Advertising

Due to a shift in the marketing focus from mass to micro markets, the importance of one-to-one communication in advertising field has increased. Interactive media provides possible answer to this shift. However, some missing standards in the payment models for interactive media behaves as hurdle in the further development. The paper reviews the interactive advertising for payment models. Furthermore, it adapts very popular FCB grid as a tool for both advertisers and publishers or broadcasters to examine effective interactive payment models.

PAPER-4 A Measurement Study of a Large-Scale P2P IPTV System

An emerging Internet application, IPTV, has the potential to flood Internet access and backbones ISPs with huge amounts of new traffic. Despite of many architectures that are possible for IPTV video distribution, many mesh-pull P2P architectures have deployed successfully on Internet. In order to gain the insights into mesh-pull P2P IPTV systems and the traffic loads they place it on ISPs, we have undertaken an in-depth measurement study of one of the most popular IPTV systems, named as, PPLive. We have developed a dedicated PPLive crawler, which helps us to study about the global characteristics of the mesh-pull PPLive system. We have also brought together the extensive packet traces for various different measurement scenarios, including both i.e. campus access network and residential access networks. The measurement resultants obtained through these platforms bring important insights into P2P IPTV systems. Specifically, our results prove that 1.)P2P IPTV users have the likely viewing behaviors as regularTV users; 2) During its session, a peer interchanges video data dynamically with a large number of peers; 3) A small set ofsuper peers act as video proxy and contribute significantly to video data uploading; 4) Users in the measured P2P IPTV system still suffer from long start-up delays and playback lags behind, ranging from several seconds to some couple of minutes. Insights obtained inthis study will be valuable for the development and deployment of future P2P IPTV systems.

PAPER-5 Towards a Standard Upper Ontology

The Suggested Upper Merged Ontology (SUMO) is an upper level ontology that has been proposed as a starter document for The Standard Upper Ontology Working Group, an IEEE-sanctioned about working group of collaborators from different fields like engineering, philosophy, and information science. The SUMO provides better definitions for general-purpose terms and acts as a foundation for more specific domain ontologies. In this paper we have outlined the strategy used in order to create the current version of the SUMO, that discuss some of the challenges that we faced in constructing the above

mentioned ontology, and describe in detail its most general concepts and the relations between them.

V. IMPLEMENTATION

Modules

1) USER REGISTRATION

2) SERVER

3) USER INTEREST

4) BROADCASTING THE ADVERTISEMENT BASED ON PERSONALISATION

5) BROADCASTING THE ADVERTISEMENT BASED ON WEB CONTENT

6) RANKING PROCESS

Modules Description

1) USER REGISTRATION:

User is a node from which the request is passed to the main video server. User is the client application in which the processed data will be retrieved. Before requesting the data the user wants to enter their username and password. The username and password and other information will be obtained from the user while registration phase. All the user information will be stored in database via server. This information is used for future reference.

2) SERVER:

A server is a computer program running to serve the requests of other programs, the "clients". Thus, the "server" performs some computational task on behalf of "clients". The clients either run on the same computer or connect through the network.

Here the Server acts as the main resource for the client. Server is responsible for maintaining all the client information. So the server will process the user's request and get the concerned data from the database.

3) USER INTEREST:

In this Phase, the user will request the video file to the server. The server will display the video file to the user. The user will choose one of the file and watch it. Here the server will also ask the user to choose the advertisement that they would like to watch or display it in the bottom of the running file. The files will be updated from time to time.

4) BROADCASTING THE ADVERTISEMENT BASED ON PERSONALISATION:

Once the User chooses the advertisement based on Personalization, the advertisement will be displayed according to their own interest. The user may choose the area's like Marketing, Politics, Cricket Scores etc.

5) BROADCASTING THE ADVERTISEMENT BASED ON WEB CONTENT:

If the User chooses the advertisement based on Web Content, the advertisement will be displayed based on the website Oriented. If any updates in the website like Google, yahoo, Facebook etc.

6) RANKING PROCESS:

Once the user watched the video, the feedback will be get from the user and ranking process will be handled based on that feedback provided by the user. With the help the feedback the new user may choose the best video content.
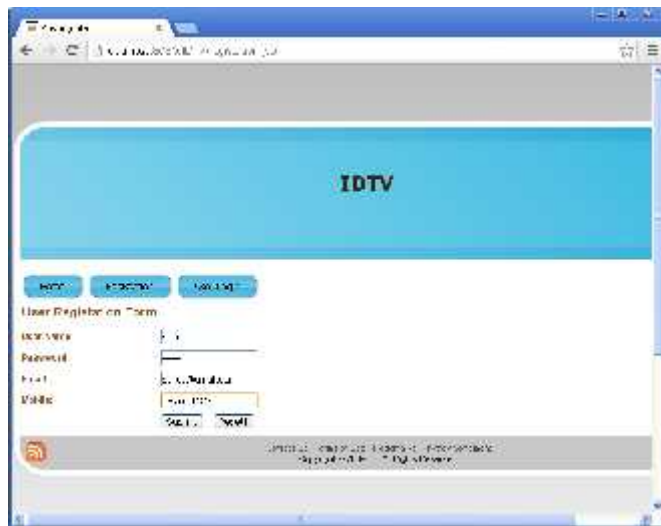
Architecture:

Fig: Diagramatic architecture of the system

VI.EXPERIMENT AND RESULT

Here in this paper we are using programming languages

1. DATABASE CONNECTION

2. VISUAL BASIC

3. JAVA APPLETS

4. HTML

RESULT OF THE EXPERIMENT:

VII. CONCLUSION

Having been inspired by the Internet, we have introduced a formal scheme to support sponsored advertising for IDTV in such a way that users may benefit from discounts on pay-preview or even having a totally free STB. As a compensating factor, subscribers will receive more advertising while they are watching TV, whenever they change the channel, when the STB is turned on, etc. As a value-added factor, our proposal also supports both personalization and content awareness. Adverts are actually selected according to the subscriber's interests and

the TV program he/she is watching. Thus, campaigns are more effective because their success is not based on massive audiences, but on targeted audience who are a priori interested in the product, service, brand, or company, which is assumed to be the trend in marketing . Content awareness and personalization are based on semantic inferences that can   be obtained over an ontological structure that formalize and model the TV content field. Since managing this kind of structure requires higher computational power (not available in current STBs), we propose a scheme   where both an external server and the subscriber's STB cooperatively works. The work introduced in this paper can be complemented by AVATAR: the TV recommender our research group has designed. In fact, we are combining both approaches to provide a more complete scenario for subscribers. This way, the interactive adverts will be only linked to those TV programs previously selected by AVATAR for the subscriber's profile. Feedback information will be more accurate because the interaction of TV viewers with the TV programs (if they accept the recommendation, if they completely watch the programs, if they give a positive evaluation and more) would be completely caught, stored, and sent back to the central server to be used for future inferences. Additionally, we are currently working on combining this scheme with a more informal approach based on an informal tagging system. Thus, a rigid and totally formalized structure, like the one described in this paper, can be enriched by adding the users' perspective and opinion. Subscribers are enabled to value both TV content and advertisements, as well as to tag them. This information is kept on a folks anomy that is progressively built and which may enrich the formal representation (ontology) with more accurate opinions and relationships.

VIII. REFERENCES

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