

SOADS : SMART ONLINE VIDEO ADVERTISING SYSTEM

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The main aim of the project is to exhibit appropriate product ads to particular users with proper timestamps of videos. In the existing system, video-based advertising system encountered several problems. Advertising systems recommend the same ads to all the users. It does not consider the user preference. Products and videos are increased dynamically, when the advertising systems facing millions to billions of products and users, It cannot well deal with large-scale online advertising and conduct real-time updating. Some of the most commonly used buttons online are the ones that allow users to skip the ad or simply close it altogether. In the proposed system, the video advertisement is only based on user preference. User preference is found based on user behavior. When a user is active his activities are observed, till user logs out his account. User behavior analysis is based on how frequently the product is searched and how long user watches the product. The user wants to buy a product, he spends more time to view the specification at the same he clicks the product number of times to view the specification, price etc. These techniques are used to find the user preference. After finding a user preference, we embedded the user preference product's advertisement in a video with the proper timestamp. Using surf Detector algorithm, the video frames are classified based on products. Surf Detector is an algorithm, which extracts some unique key points and descriptor from the product and frame and matches the key points to find the product in the frame.