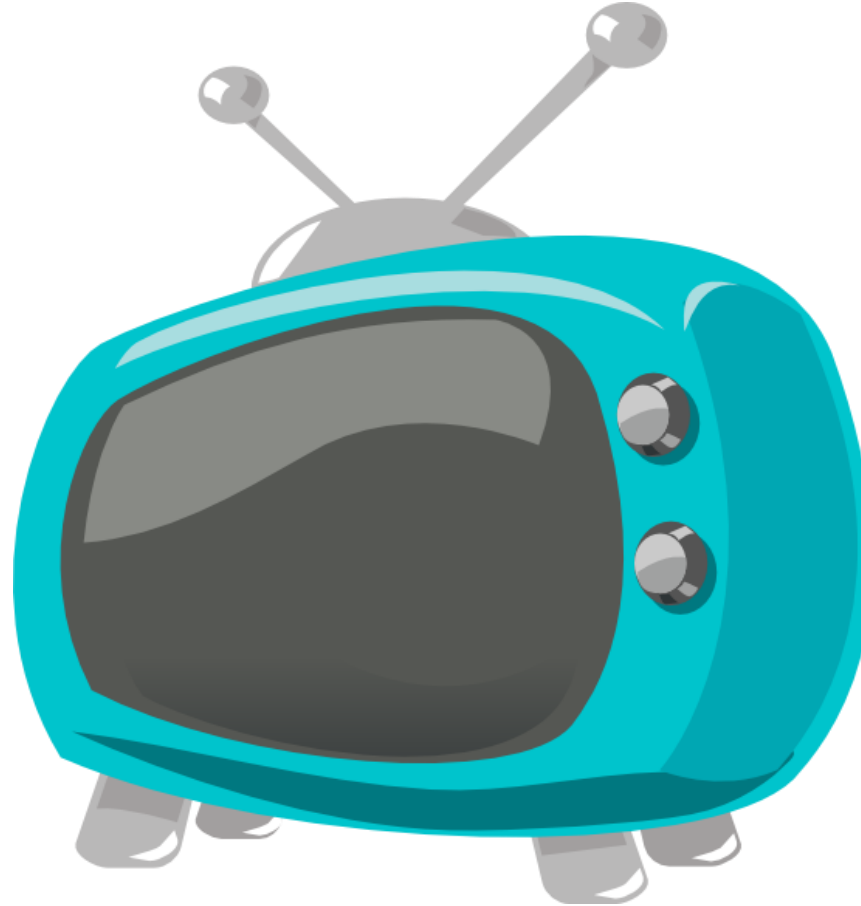


Transforming Digital Media & Entertainment

Amruta Purandare

Associate Director – Artificial Intelligence

Happiest Minds Technologies



Overview

1

Contextual Advertising
in Fashion Videos

2

Personalization &
Recommendation

3

Video Tagging &
Meta-Data Extraction

4

Activity Recognition
in Sports Videos

5

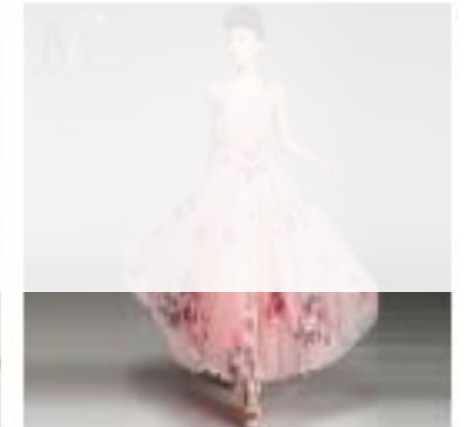
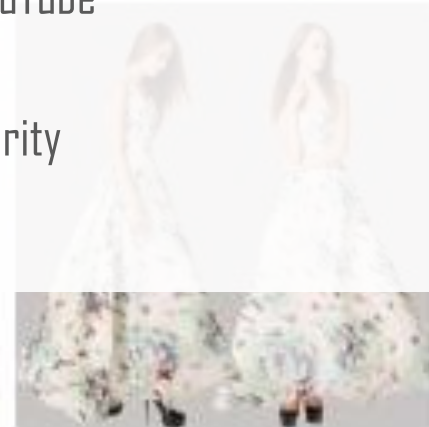
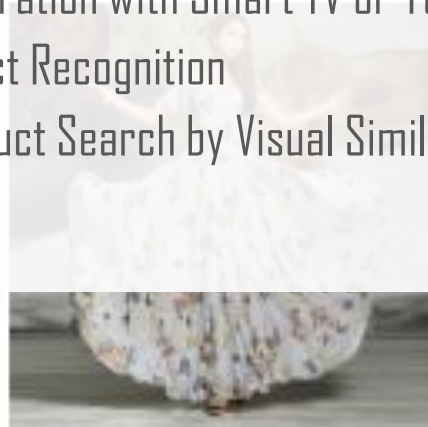
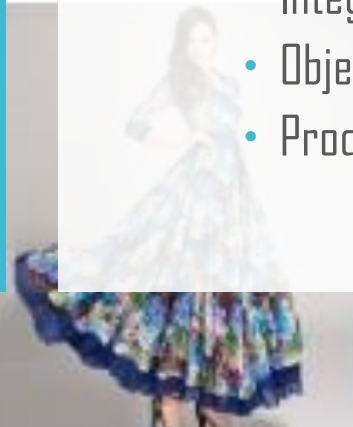
Face Recognition in
TV Programs

Contextual Advertising



E-Commerce on TV

- Part I
 - Product Image Search
 - Visual Similarity
 - Categories
 - Fashion & Accessories
 - Home Décor
- Part II
 - Contextual Advertising
 - Integration with Smart TV or YouTube
 - Object Recognition
 - Product Search by Visual Similarity



Showing 10 out of 2,95,970 results



Fashion & Accessories

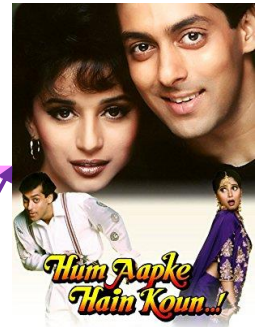
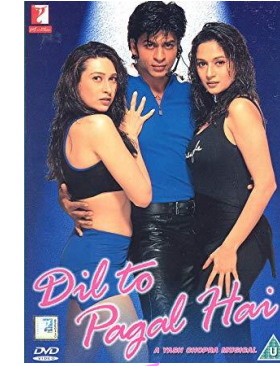
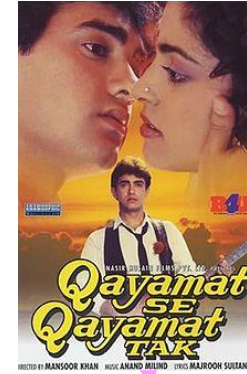
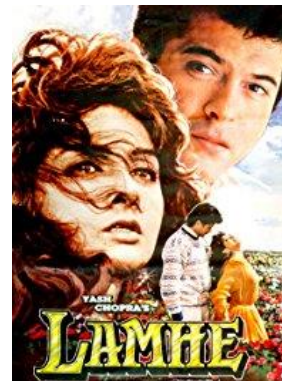
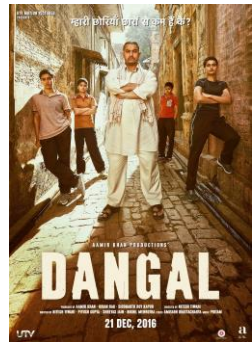
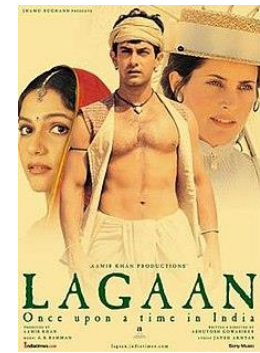


Showing 5 out of 1895 results

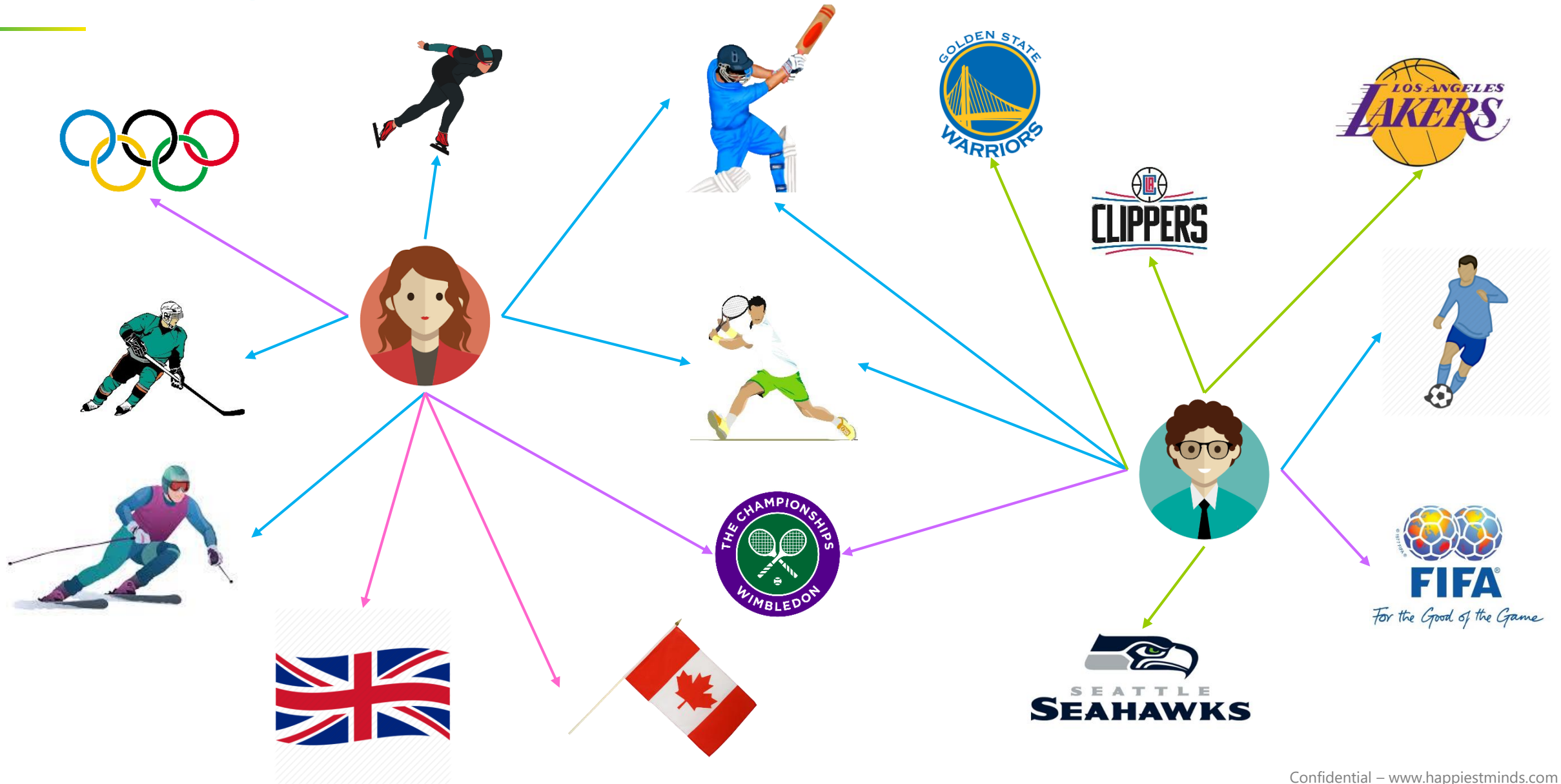


Home Decor

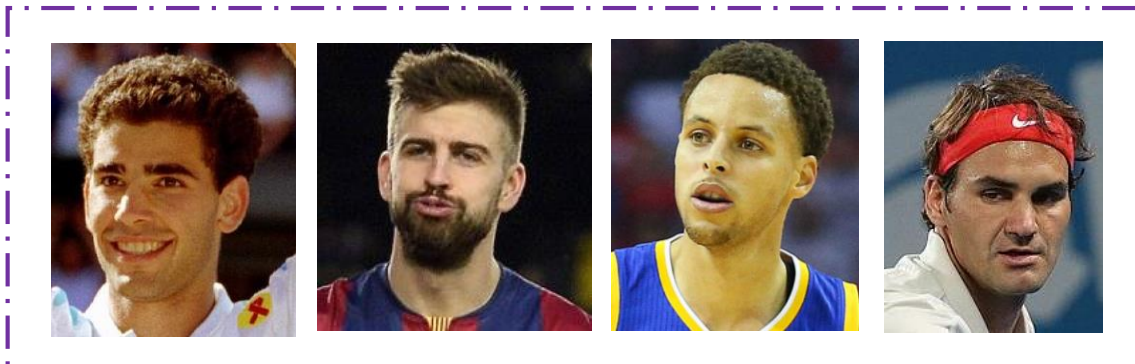
Content Recommendation



User Affinity Scores



Video Tagging



Video Tagging & Meta-Data Extraction

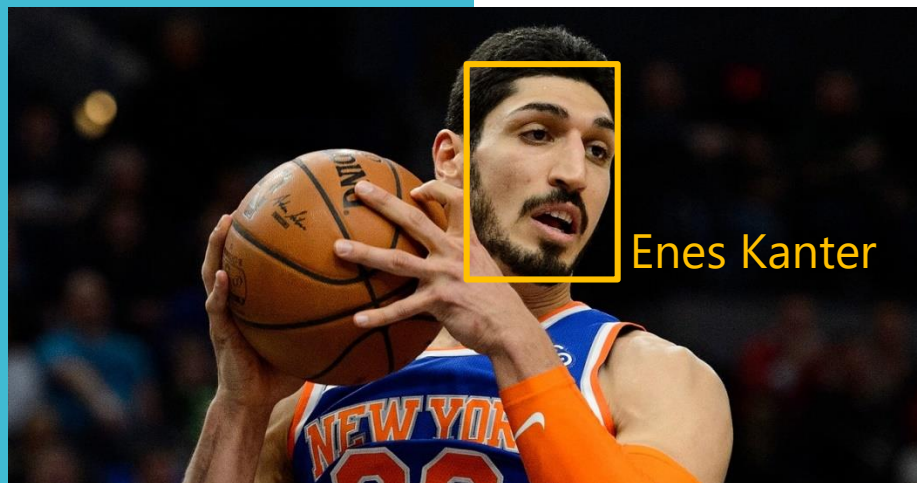
- What is the tournament?
 - Olympics, FIFA, Wimbledon
- Where the event happened?
 - Vancouver Canada, Sochi Russia
- In which year?
 - 2010, 2014 etc.
- Which teams are playing?
 - France vs Spain, Canada vs Italy
- Which players are seen?
 - Michael Phelps, Roger Federer



Contextual Advertising in Sports



Player Face Recognition





More images

Enes Kanter

Turkish basketball player

Enes Kanter is a Turkish professional basketball player for the New York Knicks of the National Basketball Association. Standing at 6 ft 11 in, he plays at the center position. [Wikipedia](#)

Born: 20 May 1992 (age 26 years), Zürich, Switzerland
Height: 2.11 m
Salary: 1.71 crores USD (2017)
Playing career: 2008–present
League: NBA
Parents: Mehmet Kanter, Gülşüm Kanter

Stats

Year	Team	GP	Min	Pts	FG%	Reb	Ast
2017	Knicks	71	25.8	14.1	59.2	11.0	1.5
2016	Thunder	72	21.3	14.3	54.5	6.7	0.9
Career		516	21.9	11.7	53.9	7.3	0.7

Enes Kanter



Kanter with the Knicks in March 2018

No. 00 – New York Knicks

Position	Center
League	NBA

Personal information

Born	May 20, 1992 (age 26) Zürich, Switzerland
Nationality	Turkish
Listed height	8 ft 11 in (2.11 m)
Listed weight	245 lb (111 kg)

Career information

High school	Stoneridge Preparatory School (Simi Valley, California)
NBA draft	2011 / Round: 1 / Pick: 3rd overall Selected by the Utah Jazz
Playing career	2008–present

Career history

2008–2009	Fenerbahçe
2011–2015	Utah Jazz
2015–2017	Oklahoma City Thunder
2017–present	New York Knicks

Career highlights and awards

- FIBA Europe Under-18 Championship MVP (2009)
- Albert Schweitzer Tournament Most Talented Player (2008)

Stats at [NBA.com](#)
Stats at [Basketball-Reference.com](#)

Medals [hide]

Representing	 Turkey
FIBA Europe Under-18 Championship	
2009 Metz	Team

Video Classification

Ice Skating



Swimming



Cycling



Tennis



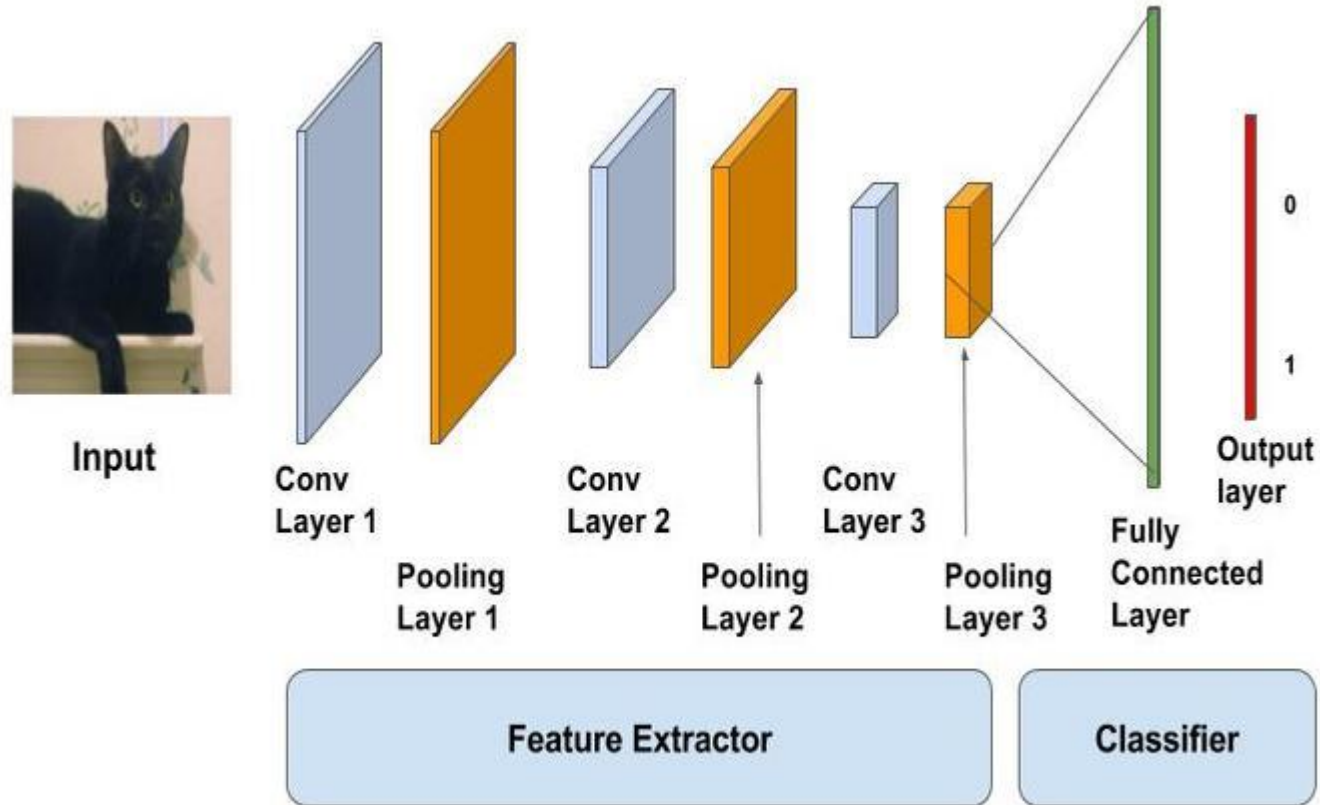
Ice Hockey



Skiing



Transfer Learning



Pre-Trained Model
VGG-16 trained on ImageNet

Dataset: ~ 500 Images per Activity
Accuracy: ~91%



Audio Transcription

Tech Stack

 PyTorch



Google Cloud Platform

