visualtagging

VISUAL TAGGING SERVICES

"Visual Tagging Services is a spinoff (ETB) of Universitat Autònoma de Barcelona and the Computer Vision Center created in 2012.

VTS **monetize success videos** adding interactivity, recognizing people & objects and linking them with hyperlinks, like people add tags to Facebook photos.

The business model is based on **converting in sales the impulsive buying** of a viewer watching a video. The clicks on the objects generated by the viewers are directed to e-commerce who sells it. The incomings will be based on a combination of a fix fee and CPA, paid by the e-commerce that wants to receive this traffic of buyers."

Necessities

1. In 2012, 8 out of 10 Spanish fashion companies have online store. These ebusinesses are constantly struggling with finding new ways of generating more traffic to their websites, and increasing the conversion rate.

2. Most of the TV viewers skipped (80-90%) the commercials and prefer using online video platform. They follow the fashion tends in the sitcom or in the prime time programs.

Solution

1. *VisualScan* is a software module (SDK)that compares and recognizes an image acquired by the camera of a mobile device with previous images learned that have been transferred from a server to the mobile. VisualScan can be used as a system to recognize witch video is played on a screen.

2. *AdsonDemand.* Making a video interactive involves defining which areas are sensitive to clickable events performed by the viewer. It uses computer vision and pattern recognition techniques to perform this task in a semi-automatic, reducing the time of annotation.

3. *DressLike* can capture an image of a person wearing a dress, using the camera of the mobile device and find witch garment is more similar among the clothes that the system has already learned.

INNOVATIVE AND DIFFERENTIATING ASPECTS

The major strengths of VTS rely on our **semi-automatic technology** enabling us to learn & recognize previously tagged objects. Thanks to the cooperation with UAB and the CVC, the **scientific research** performed in VTS has provided a high scientific knowhow value that differentiates us from competitors. Moreover, the customized services of VTS can be **fast delivered** to the client.

The breakthrough mentioned above allows VTS to offer a competitive, high-quality product for tagging **processes in videos faster and cheaper** compared to competitors.

Together with the video tagging service, VTS aims at differentiating from the rest of similar companies by providing service-related support to our customers. These additional services to our customers consist of a **customization** and tailored designs of the video player visual style, of a provision of user analytics as well as social media traffic generated by video viewers / clients.

VTS's competitors use a variety of pricing models ranging from fixed monthly subscription prices to freemium. The technological advantage of VTS allows pricing our services based on the CPC and CPA pricing models, commonly used by online businesses.

Team

Xavier Roca, CEO
Full Professor Ciencias de la Computación (UAB). PhD in Computer Sciences (UAB) and MBA (EADA). From the result of research projects he has created jointly with other researchers three spin-offs.

Josep M. Gonfaus, CTO
M.Sc. and PhD in Computer Science (both with Honors) from the Universitat Autònoma de Barcelona (UAB) He participated in the European projects. He has received several Award from his research. Co-founder Visual Tagging.

Jordi Gonzàlez, CSO
Ph.D. degree in Computer Engineering in 2004 from Universitat Autònoma de Barcelona (UAB). He was a postdoctoral fellow at the Institut de Robòtica i Informàtica Industrial (IRI), a Joint Research Center of the Technical University of Catalonia (UPC) and the Spanish Council for Scientific Research (CSIC). At present, he is Associate Professor at the Computer Science Department, UAB.

Development Status

A created company with a developed product.

Future Steps

The first segment we will initially focus to get a success case is medium size firms with high-medium activity in online video producing for social networks. Brands that fit to these features are Desigual, Mango and Blanco.

We understand that VTS technology it's quite disruptive. Costumers want to be sure about the capabilities. In this sense we are working on a set of strategies to improve the confidence in our technology.

Propiedad industrial, intelectual e hitos

All the algorithms developed are in different programming languages Python and JavaScript. The know-how is property of Universitat Autònoma de Barcelona and Computer Vision Center, who agreed to make a commercial exploitation of such results.

Thanks to the cooperation with UAB and the CVC, the scientific research performed in VTS has provided a high scientific knowhow value that differentiates us from competitors. Moreover, the customized services of VTS can be fast delivered to the client.

The project won The first prize of "Premi generació de idees de la Universitat autonoma de Barcelona" in 2012.

Funding awarded for three years for companies carrying out specific projects in industrial research. The funding provided under this subprogramme is for co-financing the cost of hiring staff.

TARGET MARKET AND COMPETITION

Target Market

The fashion market is leading eCommerce sales with 7.8 million consumers: in 2012, 50% of the online costumers have purchased more fashion items than in 2011. Impulsiveness is the main reason of purchasing by online shoppers.

The number of viewers of online content offered by several Spanish TV channels is increasing on a monthly basis, thus demonstrating a significant trend towards the digital online television. As examples. Mediaset España, a Spanish TV association and media company, reached 48 Million visits in September 2013; MiTele.es, the online platform of Mediaset España, reaching over 11 Million visits, with an average of 21 minutes spent watching videos; and RTVE website attracted more than 41 Million visits in the same month.

Competitors

The degree of competition, in the market for video tagging, is low to moderate, nevertheless it is continuously increasing.

wireWAX Ltd. (London/UK) founded in 2009.
Strengths: Technology for video tagging, Player adapted to several sources of video (YouTube, Vimeo), player can be embedded in a social network (Facebook). However, the origin of the company video are producers and their technology is not being updated. wireWAX needs to be considered as a seriously strong competitor.

VideoClix Technologies Inc. (Canadian) founded in 1999.
Strengths: Provide its customers with a platform where they can distribute and monetize their videos and the technology identifies the so-called "3Ps of a video" people, places and products. However VideoClix does not offer a player customization service and the technology is not compatible with YouTube.

The Mad Video Inc. (Spanish) founded in 2011
Strengths: Player adapted to several sources of video (YouTube, Vimeo), player can be embedded in a social network (Facebook) and the company is focused on a market-entry strategy in Spain and US. However there is no automatization: the customer is required to tag its video by her/himself.

FINANCIAL NEEDS

The financial needs go through cover costs for the first year is approximately 40.000€.

FINANCIAL PROJECTIONS

	2015	2016	2017
Ingressos	50K€	180K€	350K€
Despeses	90K€	170K€	170K€
Marge Brut	-40K€	-10k€	130K€

PARTNERSHIPS

- Worldline (grup Atos) Comercial
- Universitat Autònoma de Barcelona and Centre de Visió per Computador Innovació
- El armario de la tele (http://www.elarmariodelatele.com) Client and tester
- Contacts with Televisió de Catalunya Atresmedia