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Online Multimedia Advertising:
Techniques and Technologies

Online Multimedia Advertising

Techniques and Technologies

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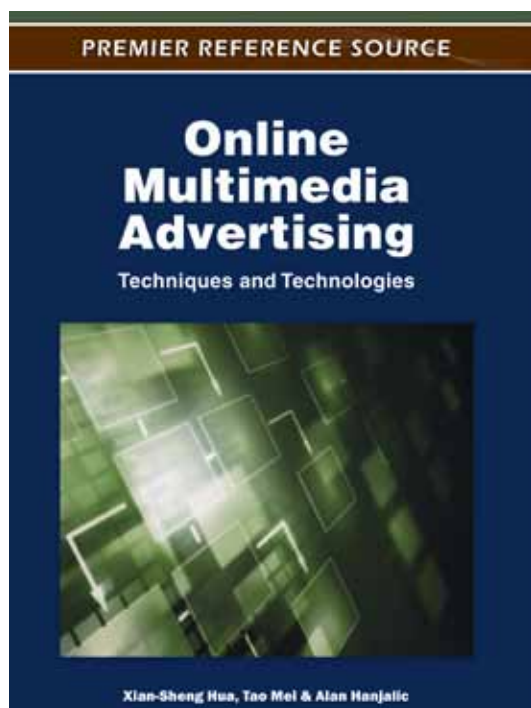
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Alan Hanjalic (Delft University of Technology, Netherlands)

The explosive growth of multimedia data on the web creates significant opportunities for multimedia advertising. Multimedia content becomes a natural information carrier for advertisements and business models that freely distribute multimedia contents and recoup revenue from multimedia advertisements have emerged in large numbers.

Online Multimedia Advertising: Techniques and Technologies unites recent research efforts in online multimedia advertising. This book include introductions to basic concepts and fundamental technologies for online advertising, basic multimedia technologies for online multimedia advertising, and modern multimedia advertising schemes, theories and technologies.

Topics Covered:

- Adapting online advertising techniques to television
- Audience intelligence in online advertising
- Click-through rate estimation
- Content and attention aware overlay for online video advertising
- Contextual in-stream video advertising
- Intelligent advertising
- Online optimization of banner format and delivery
- Personalized advertisement delivery
- Targeted mobile advertisement
- Virtual product placement

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Section 1: Traditional Text/Banner Advertising Techniques

Chapter 1
Click-Through Rate Estimation for Rare Events in Online Advertising
Wang Xuerui (Yahoo! Labs, USA)
Li Wei (Yahoo! Labs, USA)
Cui Ying (Yahoo! Labs, USA)
Zhang Ruofei (Yahoo! Labs, USA)
Mao Jianchang (Yahoo! Labs, USA)

Chapter 2
Reinforcement Learning for Online Optimization of Banner Format and Delivery
Baccot Benoit (Sopra Group, France & University of Toulouse, France)
Grigoras Romulus (University of Toulouse, France & Devatics, France)
Charvillat Vincent (University of Toulouse, France)

Chapter 3
Utilizing Sentiments in Online Contextual Advertising
Siddiqui Tanveer J. (University of Allahabad, India)

Section 2: Image Advertising

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In-Image Advertising
Li Lusong (Beihang University, China)
Hua Xian-Sheng (Microsoft Research Asia, China)

Chapter 5
Argo:
Wang Xin-Jing (Microsoft Research Asia, China)
Yu Mo (Harbin Institute of Technology, China)
Zhang Lei (Microsoft Research Asia, China)
Ma Wei-Ying (Microsoft Research Asia, China)

Chapter 6
The Advent of Play and Pursuit
Ibrahim Yasmin (Queen Mary University of London, UK)

Section 3: Video Advertising

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Content and Attention Aware Overlay for Online Video Advertising
Ning Huazhong (Google Inc, USA)
Wang Junxian (Microsoft Corporation, USA)
Liu Xu (Microsoft China Co. Ltd., China)
Shan Ying (Microsoft Corporation, USA)

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Chang Chia-Hu (National Taiwan University, Taiwan)
Wu Ja-Ling (National Taiwan University, Taiwan)

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Adapting Online Advertising Techniques to Television
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Jin Jesse S. (The University of Newcastle, Australia)
Xu Changsheng (Chinese Academy of Sciences, China)

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Tsatsou Dorothea (Informatics and Telematics Institute, Greece)
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Wang Bin (Microsoft Corporation, China)

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Tselios C. (University of Patras, Greece)
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Vandikas K. (Ericsson Research, Germany)
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