

RECOGNIZING AND IDENTIFYING COMMERCIALS IN TV STREAMS

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ABSTRACT

We present an overview of three different methods for indexing, retrieval and identification of commercials in TV broadcasting. Each approach uses the paradigm of processing different features from video sources for training and retrieval. However, these methods follow different approaches, each having its own advantages and disadvantages. The shot-length approach relies on extracting the lengths of consecutive shots within one video clip. The approach of multimodal analysis uses audio and video features to categorize commercials in order to retrieve semantic aspects of a spot. The clustering approach works with high-dimensional representations of short sequences of a video for indexing and retrieval. These sequences are represented by movement, position and colour features of regions within successive frames. We present these approaches and discuss their aspects concerning reliability, efficiency and robustness as well as our implementation and live demonstration of the clustering approach.