Online Multimedia Advertising: Techniques and Technologies

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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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