WP8:
Valorisation Board & Exploitations

Realeyes
Elnar Hajiyev, CTO
Gabor Szirtes, Head Scientist
Pierre Lupi Chen, Data Scientist

Playgen
Kam Star, CEO

sewa

Automatic Sentiment Analysis in the Wild

Milestones						M1			M2							M3					M4
Month	1	3	5	7	9	11	13	15	17	19	21	23	25	27	29	31	33	35	37	39	42

WP1 — Data acquisition and annotation | SEWA DB design and release

WP2 — Development of robust and cross-language audio-visual features

WP3 — Development of behavioural feature extraction (body language, FAU, vocalisations, etc.)

WP4 — Development of continuous-valued audio-visual sentiment models

WP5 — Development of behaviour similarity measures

WP6 — Development of mimicry, rapport, recognition

WP7 — Iterative requirements engineering and application development

WP8 — Dissemination and communication activities; ethical review

WP9 — Coordination and management

Presentation outline

❖ Valorisation Advisory Board

❖ Exploitations

Presentation outline

❖ Valorisation Advisory Board

➢ Organization
➢ Participants
➢ Recommendations
➢ Other Decisions
➢ Next Steps

Imperial College London

UNIVERSITÄT PASSAU

real eyes

PLAYGEN

Valorisation Advisory Board - Organisation

❖ **Goals:**

➢ Dissemination to other industries

➢ Get advice on design & architecture of SEWA apps

➢ Study commercialization and various dissemination

❖ **First meeting place & date:**

➢ London, October 1st, 2015

❖ **Format:**

➢ Workshop style

➢ Partners present SEWA motivations, research goals and applications to industrial advisoers

➢ Advisors give their feedbacks & consult on their industry needs, ideas, concerns

Valorisation Advisory Board - Participants

❖ **Initial members (attending the first meeting):**

➢ IPSOS (Market research, 17 000+ employees)
   ➢ Mrs Gailynn Nicks, Global Head Brand & Media Solutions

➢ Jobatar (Online Telecom & interviewing, 50 employees)
   ➢ M. Simon Hughes, Owner

➢ VisualDNA (Online Ad, 200 employees)
   ➢ M. Jim Hodgkins, Managing Director, Marketing Services

➢ FT (News, 5 000+ employees)
   ➢ Mrs Zoe Ilic, BSB Marketing Manager

➢ Anaii d.o.o (Data collection, 10 employess)
   ➢ M. Nemanja Alavanja, Owner

➢ audEERING (Signal processing, 10 employees)
   ➢ M. Björn Schuller, CEO

Valorisation Advisory Board - Recommendations

❖ SEWA added value to advisors' industries :

➢ cross-cultural sentiment analysis of content (News)

➢ additional level of validation (Credit & Insurance)

➢ targeting & analytics (Marketing)

❖ Suggested best usage showcases and areas to explore:

➢ public security monitoring (football stadiums, airports)

➢ video interviews

➢ credit apps

➢ content market research

➢ human-computer interaction

Valorisation Advisory Board - Recommendations

❖ Commercialization challenges:

➢ technical difficulties

➢ costs

➢ transparency

➢ liability

❖ Potential shortcomings :

➢ brand integrity

➢ complicated process for feedbacks

➢ stability VS. accuracy

➢ user privacy

Valorisation Advisory Board – Other Decisions

❖ Nomination of Elissa Moses (CEO of Neuro & Behaviour Science at IPSOS) as Chairman of the Board

❖ Yearly SEWA meeting with Board

❖ Prevention of unethical or illegal misusage

Valorisation Advisory Board – Next steps

❖ **Next meeting date:**

➢ 23rd of September, 2016

❖ **Format:**

➢ Same as previous meeting
➢ Demonstrate apps
➢ Collect feedback

❖ **Potential new members:**

➢ IBM (Technology, 378 000 employees)
➢ Xaxis (Online Ad, 1 000 employees)
➢ Daimler (Automobile, 280 000 employees)
➢ BBC (News, 21 000 employees)

Presentation outline

❖ Valorisation Advisory Board

❖ Exploitations

Presentation outline

❖ Exploitation by Realeyes and Playgen

➢ Social and Economic Impact Realeyes
➢ Market Size and Business Strategies

Exploitation – Economic Impact

❖Announcement of SEWA project has helped to:

➢ Significantly raise company profile in Market Research industry,
➢ Generate new leads and sign new contracts
➢ Start new product development partnerships

❖ Major new deals signed, estimated at €1M+ in revenue

➢ MediaCom
➢ MarketCast
➢ Virool
➢ Xaxis

Exploitation – Economic Impact

❖ Press coverage on new partnerships

➢ [MediaCom Partners with Emotion Specialist Realeyes](#)

➢ [Marketers, Welcome To The World Of Emotional Analytics](#)

➢ [Mediacom is using webcams to measure emotional reactions to ads](#)

➢ [How emotion tracking can help brands create marketing that resonates](#)

➢ [MediaCom Gauges The Emotional Impact Of Video Ads](#)

➢ [MediaCom To Track Emotions: Integrate Into Content, Media Planning](#)

Exploitation – I-COM Global Summit 2016

EMOTION MEASUREMENT CAN IDENTIFY WHICH ADS SELL AND WHICH DON'T @ 75% ACCURACY

Melanie E. Zaglia
Mars

Mihkel Jäätma
Realeyes

i-com
Global Summit

Exploitation – I-COM Global Summit 2016

❖ Most Recent Economic Impact

➢ Relationship strenghtened with existing clients (IPSOS)

➢ Commercial research partnerships actively running (Xaxis, Mars Corporation)

➢ Attraction of new clients (Sky, ResearchNow) + dozens new leads

Exploitation – Business Strategies

❖ Digital advertising market is significant and growing

➢ $9.8B budget in US in 2014

➢ 56.3% of medias surveyed report agencies & marketers request programmatic approach to media buying

WHAT'S AHEAD FOR PROGRAMMATIC BUYING

What percentage of your online/digital advertising do you estimate was, is and will be bought/sold programmatically through programmatic buying?

6.8%	Two years ago
18.9%	Currently
31.9%	Estimated two years from now
44.5%	Best estimate for five years from now

Base = 307 respondents

Exploitation – Social and Economic Impact

❖ SEWA project has opened the posibility of incorporating affective computing into applications in high growth mass digital markets.

❖We focus on 2 critical issues for young people; Jobs and Dating.

➢ **Critical Skills for the Job's Market :**
  ➢ Social impact for annually 30M+ Young People 18+ in EU gaining their first job. Estimated €162B annual loss to European Economy and long term personal and social costs.
  ➢ Recruitment market. €300B+ global (7 to10% annual growth)

➢ **Online Social Dating** ~ €2B to €10B global (7 to15% annual growth)

Exploitation – B2C Business Strategy

❖ Value Proposition : Better dates and relationship!

➢ Focus : Pleasure / self-intrigue / social insight / fun

➢ Strategy : Trial variety of apps/games in a common framework, pursue fastest user growth application.

➢ Customers : Individuals

➢ Revenue : advertising, freemium training (automated to personal)

➢ Application domain for pilotting :
  ➢ Mapping individual features to games – e.g. Flinch (500K users)
  ➢ Dating skills game – e.g. 'how to talk to girls' Kik (275m users!)

Exploitation – B2B Business Strategy

❖ Value Proposition : Critical Skills for Entry to Job's Market

➢ Focus : Communication skills, employment skills training
➢ Customers : Recruitment Organisation and HR Groups
   ➢ Commercial (Graduate Recruitment Programmes, Recruitment companies)
   ➢ Government (Apprenticeship Placement Schemes and organisers)
   ➢ Academic (University Placement Offices)
➢ Revenue : Training (automated to personal), Branding, Referrals.
➢ Partners for application pilot :
   ➢ Randstad (World's 2nd largest HR services)
   ➢ Stichting Praktijkleren (30K+ practice based learning and vocational students)
   ➢ London City University (18K students)
   ➢ Queen Mary's University (15K students)

WP8:
Valorisation Board & Exploitations

Realeyes
Elnar Hajiyev, CTO
Gabor Szirtes, Head Scientist
Pierre Lupi Chen, Data Scientist

Playgen
Kam Star, CEO

sewa

Automatic Sentiment Analysis in the Wild