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BELGAUM, KARNATAKA
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A PROJECT REPORT ON

"A Novel System for Scheduling Streaming Videos Based on Image Matching"

Submitted to Visvesvaraya Technological University in partial fulfillment of the requirement for the award of Bachelor of Engineering degree in Computer Science and Engineering.

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ABSTRACT

With the prevalence of recording devices and the ease of media sharing, consumers are embracing huge amounts of Internet videos. There arise the needs for effective video advertisement systems following their phenomenal success in text. A novel advertising system, *AdImage*, which supports effective video advertising and associates relevant ads to viewed videos by specific image objects. Analogous to AdWord, advertisers' bid and unspent budget are taken into consideration to maximize system revenues.

This project implements AdImage framework which includes image matching system, advertising system and a vendor interface, where advertises can specify the AdImage along with an ad video, bid price and total budget. The ad scheduling algorithm will select and present the most relevant ads as a user watches a video.