

ContAd

Targeted, tailored and timely messaging



At a Glance

At the moment, technologies for identifying the best web sites for a specific advertisement only allow broad targeting.

ContAd is an intelligent marketing tool that matches advertisements to target audiences by deeply understanding a web page's content and sentiment. This intelligence goes beyond common 'guesses' at web page content by keyword matching, reducing poorly targeted advertising.

ContAd also measures sentiment and will avoid the placement of advertisements on sites which are critical of the product being advertised.

Definition	Subject	Polarity
Apple iMessage iPhone 3.0 software to address cut-and-paste, MMS groups News News.com.au	subs [89.237841%]	pos [89.651114%]
APPLE has finally resolved a common gripe amongst iPhone users by introducing cut-and-paste to its new software.	subs [47.246384%]	neg [88.440831%]
The company - led by iPhone software senior vice president Scott Forstall with chief executive Steve Jobs cut an ironical scene Thursday a major software upgrade for the handset.	subs [100.0%]	pos [89.098721%]
While Apple's touchscreen interface had inspired many imitations, some users had complained if lacked functions common in other smartphones such as multimedia messaging and the ability to copy and paste text.	subs [100.0%]	pos [88.381481%]
The new iPhone 3.0 software offers multimedia messaging (MMS), automatic alerts, and a screen function that can look through applications.	subs [88.082184%]	pos [72.112612%]
It also allows users near each other to interact with their iPhones for features such as gaming.	subs [89.542281%]	pos [89.73821%]

The NICTA Approach

The underlying technology that allows ContAd to work was derived by NICTA's leading researchers in a branch of mathematics called Statistical Machine Learning.

NICTA has developed sophisticated machine learning algorithms that mine and understand key aspects of the content of websites which helps advertisers determine what is relevant to visitors to those sites.

The Features

- Contextual analysis recognises 'named entities' (e.g. people, company names, product names) on web sites. For example it can figure out that George Bush is a person, not a garden-variety bush
- Classifies sites into specific, highly detailed categories
- Analyses the sentiment or mood of web sites to help better target advertising
- Summarises the key phrases in web sites to help advertisers better understand the topics of importance to the visitors
- Future versions will customise versions of an advertisement based on the intuited profile of the person viewing it.

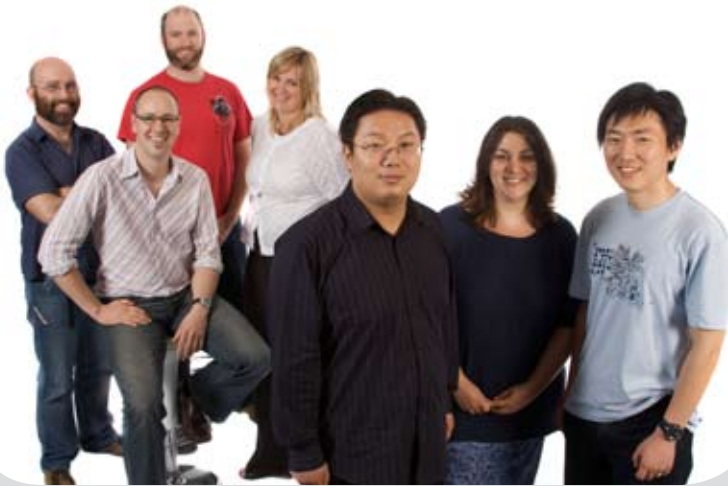
The Benefits

- Gives advertisers very specific ways to target their customers
- Increase revenues of companies selling advertisement space based on a click-through model
- ContAd's mathematical underpinnings mean that it can scale extremely well.

The Future

- ContAd is being tailored to meet the needs of a number of value chain participants, including media owners, publishers and their aggregators
- ContAd is looking for collaborative partners to deploy our solutions in the near term and potential investors in the medium term.

From imagination to impact



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NICTA

NICTA is Australia's Information and Communications Technology (ICT) Research Centre of Excellence and the largest organisation in Australia dedicated to ICT research. NICTA drives innovation through high-quality research, research training and technology transfer.





Our researchers are located in five laboratories located in four cities around Australia: Melbourne, Sydney, Canberra and Brisbane. Working in specialised teams, they are focused on a series of specific research themes and business areas.

Our work as a world-class research institute and Centre of Excellence in science and innovation brings together many of Australia's and the world's top ICT researchers. NICTA provides them with the facilities and support they require, making our vision a reality.

NICTA's unique approach fosters and develops ICT research. We work closely with both industry and other research institutions to solve problems and make breakthroughs in ICT with real impact.

NICTA's focus on use-inspired research means our projects have direct relevance to the challenges faced by business, government and individuals around the world. The result is breakthrough technologies that provide commercial opportunities and have a positive impact on Australia's export earnings.

Our Research Themes:

-  Embedded Systems
-  Networked Systems
-  Making Sense of Data
-  Managing Complexity

Our Business Areas:

-  Biomedical and Life Sciences
-  Environmental Management
-  Intelligent Transport Systems
-  Mobile Systems and Services
-  Safety and Security
-  Software Infrastructure

For more information about ContAd

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NICTA Partners