

BOOST VIDEO ENGAGEMENT ENRICH MONETIZATION

eContext is the world's largest video classification engine. Its technology helps you discover the most relevant topics in your video library. Enhance search and discovery to increase monetization and minimize bounce rate.

MAKING SENSE OF VIDEO CONTENT

NAVIGATION BY TOPIC

Automatically create topical chapters and moments throughout a video. Viewers can quickly find precise information by scrubbing to time-stamped topics in the stream.

INCREASE ENGAGEMENT WITH MACHINE LEARNING

Customers can build machine learned models to understand, on a topical level, what information viewers are skipping forward to, as well as what points may cause viewers to bounce or drop, increasing engagement.

IMPROVE SEARCH AND DISCOVERY

Augment user search with eContext topics. Semantically identify the same topics within multiple videos across the publisher platform – even in transcripts of the video's content.

FASTER TAGGING

Automate metadata creation from eContext's hierarchy to save cost, reduce manual error, and produce cleaner assets. eContext's classifications represent high volume search topics and can be used as metadata or tags for news listings and other SEO.

DEEP CONTEXTUAL RECOMMENDATIONS

Go beyond statistical similarity functions. Understand topics and their relationships across a hierarchy and ontology. Deepen a viewer's investigation of the subject matter and help them explore offshoots they did not know to look for.

Balance out recommender systems that make it difficult to grow engagement, since they tend to make already popular videos more popular.



eContext Category Hierarchy	Score	Timestamp
National Parks Travel :: Sightseeing Tours & Tourist Attractions :: Tourist Attractions :: Ecological & Outdoor Tourist Attractions :: National Parks	14.70%	0:07
Hiking & Camping Sports :: Outdoor Sports :: Hiking & Camping	5.08%	0:48
Yellowstone National Park Travel :: Sightseeing Tours & Tourist Attractions :: Tourist Attractions :: Ecological & Outdoor Tourist Attractions :: National Parks :: National Parks & Lakeshores in Wyoming :: Yellowstone National Park	4.19%	0:59
Yosemite National Park Travel :: Sightseeing Tours & Tourist Attractions :: Tourist Attractions :: Ecological & Outdoor Tourist Attractions :: National Parks :: National Parks & Lakeshores in California :: Yosemite National Park	3.92%	1:31
Rock Climbing Sports :: Extreme Sports :: Extreme Land Sports :: Climbing :: Rock Climbing	1.78%	1:49
Glaciers Sciences & Humanities :: Science :: Natural & Applied Sciences :: Natural Sciences :: Earth Sciences :: Branches of Earth Science :: Glaciology :: Bodies of Ice :: Glaciers	1.16%	7:23
Backpacking Travel Travel :: Specialty Vacations :: Backpacking Travel	0.98%	10:21

CONTEXTUALLY ACCURATE AD TARGETING

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CONTEXTUALLY TARGET MID-ROLL ADS

Improve user experience, ad response rates, and earn higher revenue by contextually matching advertisers to the mid-roll inventory with eContext's superior understanding of topics throughout the video run time.

Target ads to ontologically-similar topics, such as a moving company targeting videos on mortgage rates and home loans.

REDUCE BOUNCE ON PRE-ROLL ADS

Increase ad views on platforms where autoplaying videos are common. eContext creates topical placemarkers, giving viewers a textual preview of the content in the upcoming video and retaining their attention.

Use these topical markers within machine learning models to power prescriptive analytics that increase advertising revenue.

INCREASE EFFICIENCY FOR MODERATORS

REDUCE TIME REQUIRED FOR CONTENT REVIEW

Deliver appropriate content to users by annotating videos with any of eContext's safety filters: Adult Content, Hate Speech, Harassment, Bullying, Drugs, Alcohol, Tobacco, Counterfeit Goods, Hacking, Terrorism, Weapons, and more.

Use eContext tools to review videos efficiently and at scale, filtering and weighting by topics, entities, sequence, frequency, and more.



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