

# **Final Year Project Report**

**Analyzing video streams for identifying & eliminating advertisements**



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## **Dedication**

For - - -

Our Parents - - -

With Love and Pride - - -

“Parents were the only ones obligated to love you; from the rest of  
the world you had to earn it.”

*Ann Brashares*

# Final Approval

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## Abstract

This project proposes a system which is semi-autonomous system and is based on software as a service architecture (SaaS). It analyzes video streams for acquisition of advertisements. On basis of this analysis it provides autonomous removal of advertisements from TV stream recordings, which are uploaded by user. It also generates reports based on statistics recorded from live TV streams. Video editing tools and software available in the markets perform time based trimming. This means that the user has to specify the points in time at which the scene begins and ends. These time points are used as reference markers. The content which lies in between these markers is removed. These software are very easy to use and once reference markers and specified the cutting (trimming) process is very fast. In this proposed system we have automated the process of defining reference markers. This means that the user will not have to specify commercials in the video.

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## Definitions and Acronyms

<b>Acronym</b>	<b>Definition</b>
SP	Service Provider, Person who will manage the system from backend
pHash	Perceptual Hash
DCT	Discrete Cosine Transformation
Opencv	Open Source Computer Vision Library
Cv2	Python wrapper for Opencv
FFMPEG	Fast Forward MPEG, open source multimedia framework.
Django	Open Source web framework for Python

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# 1. INTRODUCTION

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## 1.1 Motivation

Advertising serves as a medium of communication between manufacture and consumer. The practice of advertising can be traced back to ancient civilizations. Advertisements are not restricted by format or content. It can be a public service message, a sales pitch, job offers, court notices, organizational information and much more. Advertisements have always been the most basic and effective means of marketing.

Advertising is a way for organizations and individuals to communicate with their existing and potential customers. It is mostly carried out for influencing consumption behavior of individuals, to promote product and services being offered. It is used by manufactures to maintain their presence in the competitive market. Assume that an individual is offering a product or a service, he knows that it could turn out to be something great for his potential customers but, how would those potential customers get to know about him or the product and services he has to offer? To successfully penetrate the market he needs to communicate with the customer, the strategy/medium for this communication is known as advertising.