

# Annotation Advertisement in EPL, Serie A, LaLiga Leagues





## The idea of the project:

We need to monitor brand activations related to Premier League: gather data on member ads to understand how to build client's ads campaign.



## **Solution:**

Having configured the platform, the team was being able to recognize the data needed by the client;  
The team annotated (identified and recognized) different types of logos prior to it's activity.

## **Task:**

To identify logo frequency, it's duration on screen, size and type of branding, to integrate data into client's BI tool.

## **Key Features**

**Objects capturing and recognition;**  
**Objects attribution;**

## **Technologies**

### **Approaches:**

- **Bounding box technology;**
- **Polygon;**
- **Lines and Splines;**
- **Semantic Segmentation.**