

CLAIMS

1. A method of identifying relevant media content for an input video, the method comprising:
 - receiving an input video;
 - selecting, from the input video, a video frame having a potentially relevant object;
 - generating a visual representation of the potentially relevant object;
 - processing the visual representation of the potentially relevant object, the processing including:
 - searching a target product image database; and
 - determining a likelihood of match between the visual representation of the potentially relevant object and one or more visual representations of one or more target products in the target product image database; and
 - responsive to a determination, by the processing, that the likelihood of match between the visual representation of the potentially relevant feature and a particular visual representation of one or more target products in the target product image database exceeds a first threshold value:
 - searching a media content database;
 - determining a closeness of match between the particular visual representation of one or more target products and one or more predetermined media content in the media content database; and
 - responsive to a determination that the closeness of the match between the particular visual representation of one or more target products and a particular predetermined media content in the media content database exceeds a second threshold value:
 - associating the particular predetermined media content to the input video.

2. The method of claim 1, wherein the associating the particular predetermined media content to the input video includes associating the particular predetermined media content to the selected video frame of the input video.

3. The method of claim 1, wherein the associating the particular predetermined media content to the input video includes associating the particular predetermined media content to the potentially relevant object in the selected video frame of the input video.

4. The method of claim 1, wherein the associating the particular predetermined media content to the input video includes enabling access to and/or display the particular predetermined media content before, during, and/or after a playback of the input video.

5. The method of claim 1, wherein the associating the particular predetermined media content to the input video includes enabling access to and/or displaying the particular predetermined media content:

when a playback of the input video reaches the selected video frame that has the potentially relevant object; and/or

before and/or after a playback of the input video reaches the selected video frame that has the potentially relevant object.

6. The method of claim 1, wherein the visual representations in the target product image database include alternative representations of media content, the alternative representations of media content being generated in the same manner as the generating of the visual representations of the potentially relevant object.

7. The method of claim 1, wherein the visual representations in the target product image database include alternative representations of the predetermined media content in the media content database.

8. The method of claim 1, wherein the searching of the target product image database is performed using the visual representation of the potentially relevant object.

9. The method of claim 1, further comprising generating a second visual representation of the potentially relevant object, the second visual representation being different from the generated visual representation of the potentially relevant object.

10. The method of claim 9, wherein the searching of the media content database is performed using the second visual representation.

11. The method of claim 9, wherein the determining of the likelihood of match between the particular visual representation of one or more target products and one or more of the predetermined media content in the media content database includes comparing the generated second visual representation with an alternative representation of the predetermined media content in the media content database.

12. The method of claim 1, wherein the input video is a video file and/or a streaming of video content.

13. A method of identifying relevant media content for an input video, the method comprising:

providing a target product image database, the target product image database having a plurality of visual representations of target products;

providing a media content database, the media content database having a plurality of predetermined media content;

selecting a video frame of an input video having a potentially relevant object;

generating a visual representation of the potentially relevant object;

selecting a particular visual representation of one or more target products from the target product image database, the particular visual representation of one or more target products selected based on a determination that the particular visual representation of one or more target products is a most likely match to the generated visual representation of the potentially relevant object from among the plurality of visual representations of target products in the target product image database;

selecting a particular predetermined media content from the media content database, the particular predetermined media content selected based on a determination that the particular predetermined media content is a most likely match to the selected particular visual representation of one or more target products and/or generated visual representation of the potentially relevant object; and

associating the selected particular predetermined media content to the input video.

14. The method of claim 13, wherein the associating the selected particular predetermined media content to the input video includes associating the selected particular predetermined media content to the selected video frame of the input video.

15. The method of claim 13, wherein the associating the selected particular predetermined media content to the input video includes associating the selected particular predetermined media content to the potentially relevant object in the selected video frame of the input video.

16. The method of claim 13, wherein the associating the selected particular predetermined media content to the input video includes enabling access to and/or displaying the selected particular predetermined media content before, during, and/or after a playback of the input video.

17. The method of claim 13, wherein the associating the selected particular predetermined media content to the input video includes enabling access to and/or displaying the selected particular predetermined content:

when a playback of the input video reaches the selected video frame that has the potentially relevant object; and/or

before and/or after a playback of the input video reaches the selected video frame that has the potentially relevant object.

18. The method of claim 13, wherein the predetermined visual representations of target products in the target product image database include alternative representations of media content, the alternative representations of media content being generated in the same manner as the generating of the visual representations of the identified potentially relevant object.

19. The method of claim 13, wherein the visual representations of target products in the target product image database include alternative representations of the predetermined media content in the media content database.

20. A system for identifying relevant media content for an input video, the system comprising:

a processor configured to:

receive an input video;

select, from the input video, a video frame of the input video having a potentially relevant object;

generate a visual representation of the identified potentially relevant object;

process the visual representation of the potentially relevant object, the processing including:

searching a target product database; and

determining a likelihood of match between the visual representation of the potentially relevant object and one or more visual representations of one or more target products in the target product image database;

responsive to a determination, by the processing, that the likelihood of match between the visual representation of the potentially relevant object and a particular visual representation of one or more target products in the target product image database exceeds a first threshold value:

search a media content database; and

determine a closeness of match between the particular visual representation of one or more target products and one or more predetermined media content in the media content database; and

responsive to a determination that the closeness of match between the particular visual representation of one or more target products and a particular predetermined media content in the media content database exceeds a second threshold value:

associate the particular predetermined media content to the input video.

21. The system of claim 20, wherein the processor is configured to associate the particular predetermined media content to the selected video frame of the input video.

22. The system of claim 20, wherein the processor is configured to associate the particular predetermined media content to the potentially relevant object in the selected video frame of the input video.

23. The system of claim 20, wherein the processor is configured to enable access to and/or display the particular predetermined media content before, during, and/or after a playback of the input video.

24. The system of claim 20, wherein the processor is configured to enable access to and/or displaying the particular predetermined media content:

when a playback of the input video reaches the selected video frame that has the potentially relevant object; and/or

before and/or after a playback of the input video reaches the selected video frame that has the potentially relevant object.

25. A system for identifying relevant media content for an input video, the system comprising:

a processor configured to:

communicate with a target product image database, the target product image database having a plurality of visual representations of target products;

communicate with a media content database, the media content database having a plurality of predetermined media content;

receive an input video;

select a video frame of the input video having a potentially relevant object;

generate a visual representation of the potentially relevant object;

select a particular visual representation of one or more target products from the target product image database, the particular visual representation of one or more target products selected based on a determination that the particular visual representation of one or more target products is a most likely match to the generated visual representation of the potentially relevant object from among the plurality of visual representations of target products in the target product image database;

select a particular predetermined media content from the media content database, the particular predetermined media content selected based on a determination that the particular predetermined media content is a most likely match to the selected particular visual

representation of one or more target products and/or generated visual representation of the potentially relevant object; and

associate the selected particular predetermined media content to the input video.

26. The system of claim 25, wherein the processor is configured to associate the selected particular predetermined media content to the selected video frame of the input video.

27. The system of claim 25, wherein the processor is configured to associate the selected particular predetermined media content to the potentially relevant object in the selected video frame of the input video.

28. The system of claim 25, wherein the processor is configured to enable access to and/or displaying the selected particular predetermined media content before, during, and/or after a playback of the input video.

29. The system of claim 25, wherein the processor is configured to enable access to and/or displaying the selected particular predetermined content:

when a playback of the input video reaches the selected video frame that has the potentially relevant object; and/or

before and/or after a playback of the input video reaches the selected video frame that has the potentially relevant object.