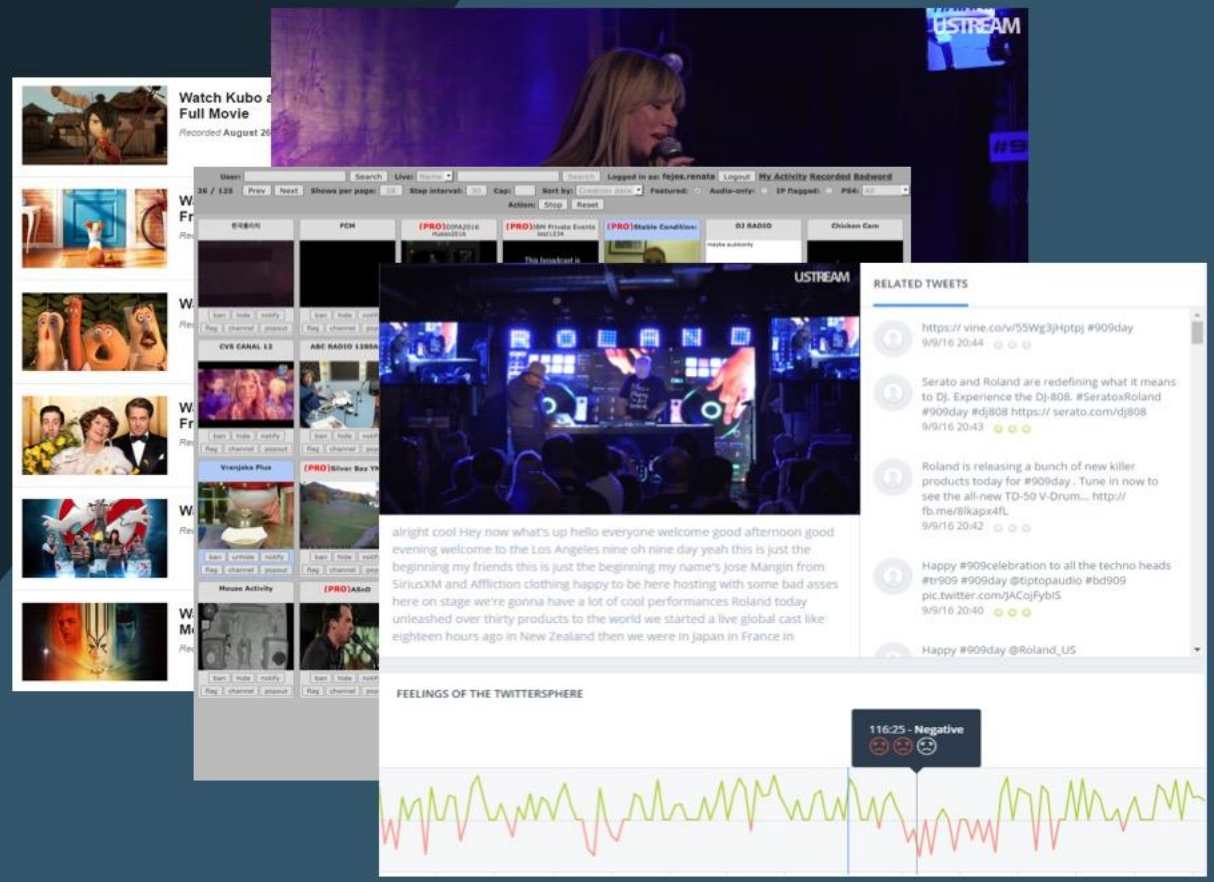
Cognitive video analytics use-cases

Real-world use-cases from Ustream and IBM



Data
@USTREAM

START UP UNDERSTANDING EVENTING COGNITIVE

Initial operational reporting, definitions, glossary, and basic data warhousing

START UP UNDERSTANDING EVENTING COGNITIVE

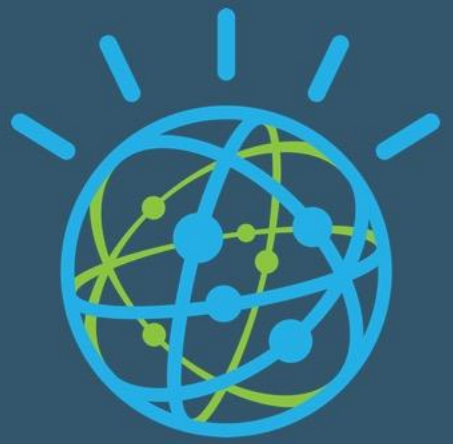
IBM Business Analytics Tools

Data Engineer

Bluemix Data Connect

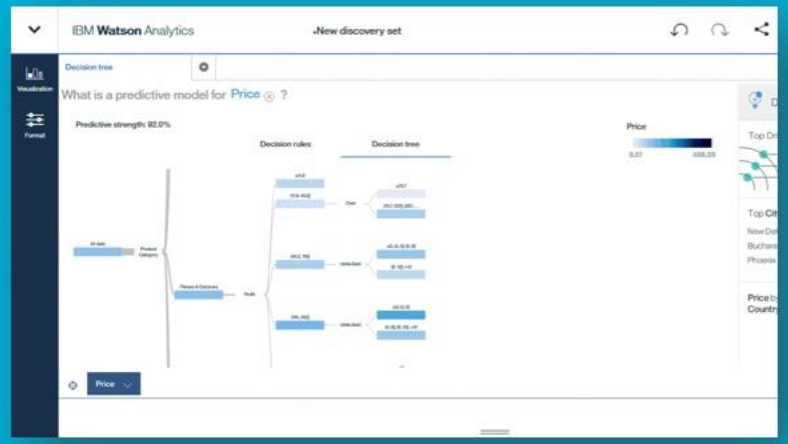
Business Analyst

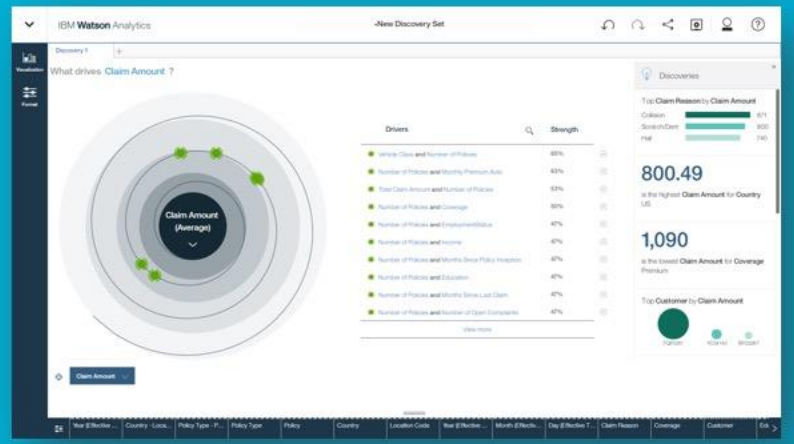
Cognos Analytics

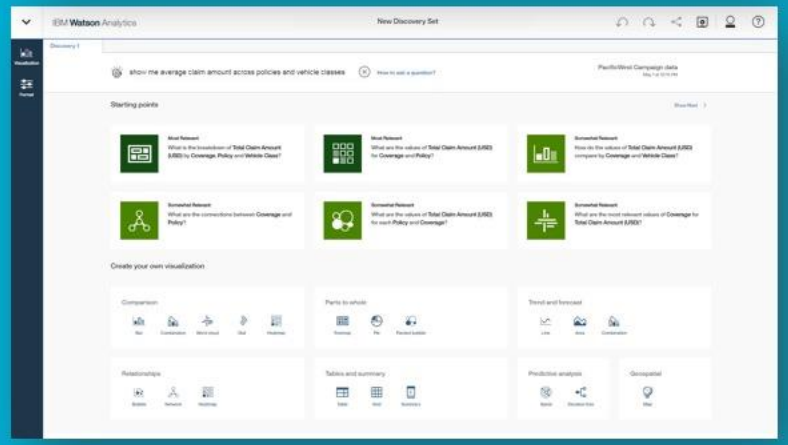


Business Professional

Watson Analytics







START UP UNDERSTANDING EVENTING COGNITIVE

Deep analyses searching for the „whys”. Building self-serve analytics over the data warehouse, alerting, automatization

START UP **UNDERSTANDING** EVENTING COGNITIVE

Central logging solution over Hadoop,
Evangelization on organizational level

START UP UNDERSTANDING **EVENTING** COGNITIVE

Adding cognitive analytics to products and systems using new forms of data

START UP UNDERSTANDING EVENTING **COGNITIVE**

Cognitive systems can **understand**, **reason**, **learn** and **interact** naturally, as any human would.

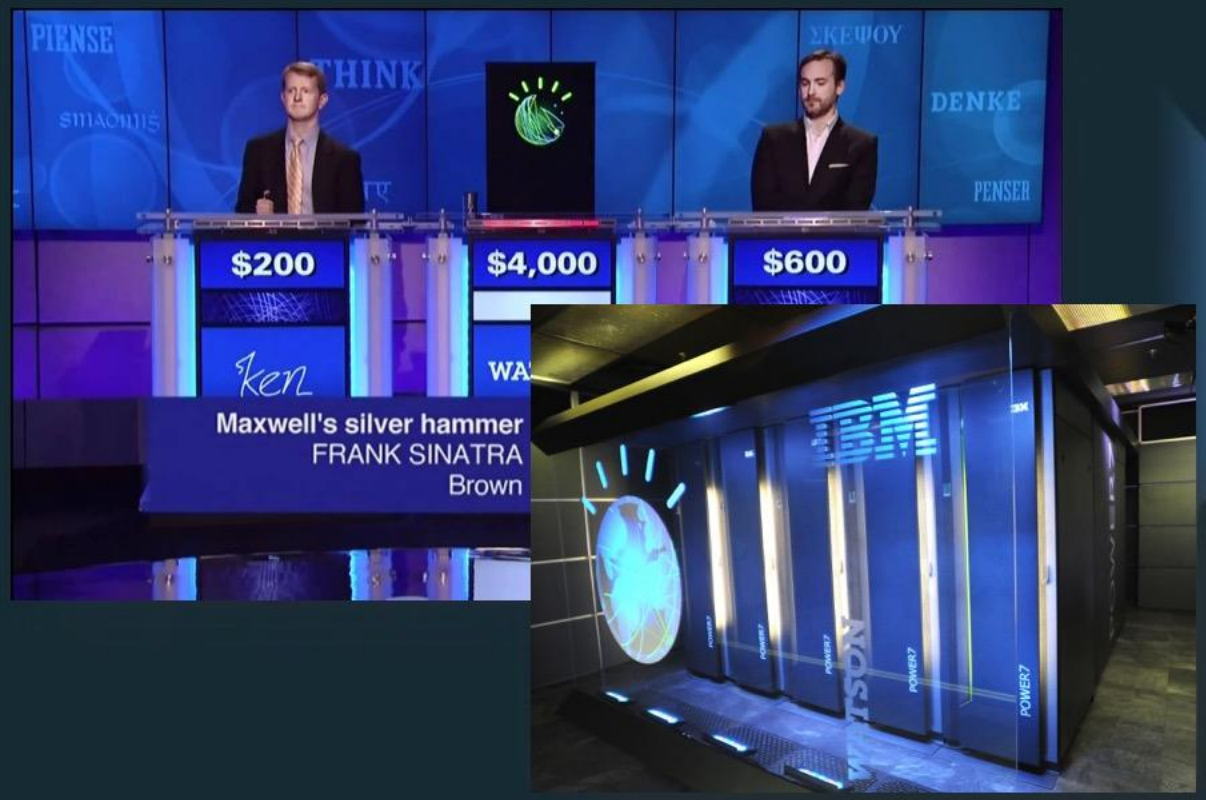
It's an area of systems you **don't program**; they understand, reason and learn through **hypotheses** and **confidence** level.

IBM
WATSON

PIENSE
THINK
ΣΚΕΨΟΥ
DENKE
PENSER
$200
$4,000
$600
ken
WATSON
BRAD
Maxwell's silver hammer
FRANK SINATRA
Brown
96%
11%
7%

Watson Evolution

2011
Q&A, 5 technologies



2016
33 APIs on Bluemix

IBM Developer Cloud

33 different APIs on a cloud platform

Vision

Content recognition

Language

Sentiment analysis

Speech

Text files from audio

LEGO WATSON

Strength

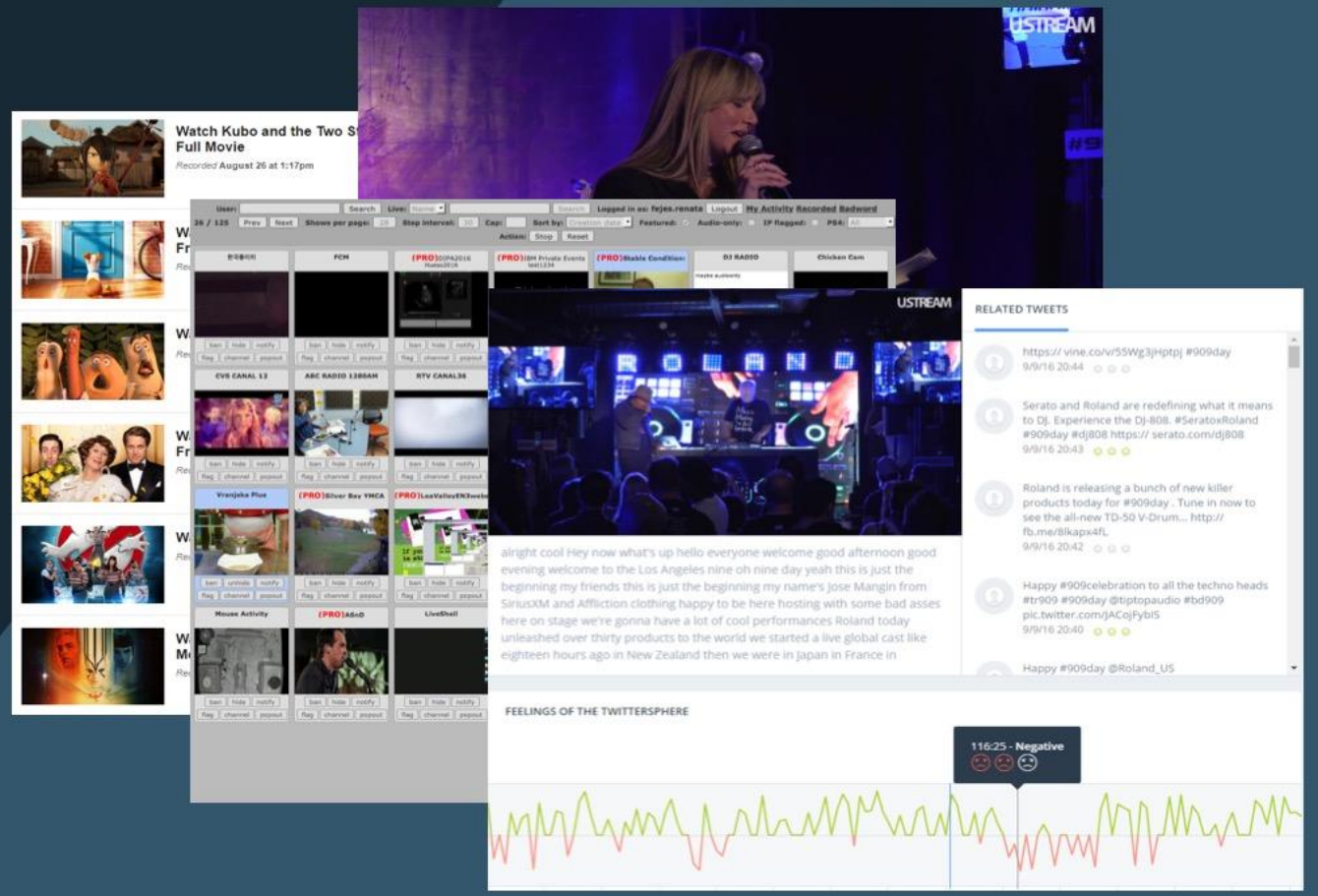
OUT OF THE BOX SOLUTION

Weakness

OUT OF THE BOX SOLUTION

Cloud video applications

Real-world use cases



#1 Spam detection and alerting

WATCH BLAIR WITCH Mo~vie ON-LINE Free

Recorded September 20 at 7:46pm

SUICIDE SQUAD ON-LINE HD-TV F-REE || Putloker

Recorded September 14 at 9:12pm

Sully ON-LINE HD-TV F-REE ST-REAM|| TORENT

Recorded September 13 at 9:45pm

BAD MOMS ON-LINE HD-TV F-REE || Putloker

Recorded September 16 at 7:43pm

WATCH BAD MOMS Movie ON-LINE Free

Recorded September 16 at 7:27pm

WHEN THE BOUGH BREAKS ON-LINE HD-TV F-REE || Putloker

Recorded September 13 at 9:18pm

DON'T BREATHE ON-LINE HD-TV F-REE || Putloker

Recorded September 14 at 8:30pm

buy Meridia 15mg USA Pharmacy. fcc6 Credit cards a

0 *views*

buy Cialis 20mg USA Pharmacy. 3gslw9h Learn about

0 *views*

buy Reductil cheap. z58z Online Pharmacy for presc

0 *views*

buy Acetaminophen (Codeine) FDA Approved Pharmacy.

0 *views*

buy Cialis 20mg Online USA Pharmacy. nd7s8 Discoun

0 *views*

buy Codeine FDA Approved Pharmacy. q7xix The drug

0 *views*

buy Codeine FDA Approved Pharmacy. c508 High quali

0 *views*

Watch Kubo and the Two Strings Online 2016 Full Movie

Recorded August 26 at 1:17pm

Watch The Secret Life Of Pets Online Full Movie Free

Recorded August 23 at 5:16pm

Watch Sausage Party Online 2016 Free Movie

Recorded August 12 at 4:58pm

Watch Florence Foster Jenkins Online 2016 Free Movie

Recorded August 12 at 4:28pm

Watch Ghostbusters Online 2016 Free Movie

Recorded August 12 at 3:55pm

Watch Star Trek Beyond Online 2016 Free Movie

Recorded August 12 at 3:42pm

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Ready to buy? See our plans and pricing

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Yvette

Last name

Akron

Email

mari.afrol.ov.a.3.3@gmail.com

Password

••••••••••

Password should be at least 5 characters and should contain at least one lowercase letter, one uppercase letter and one number.

Phone number

Company name

Sign up

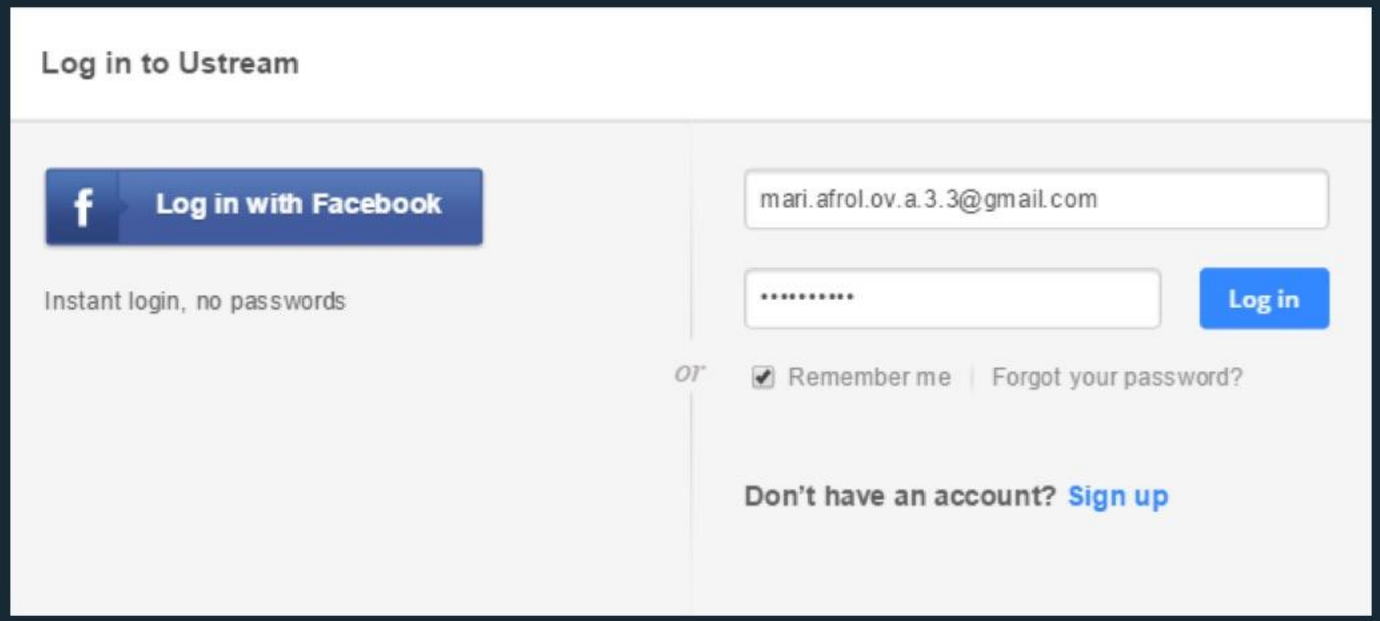
By signing up, you agree to the Terms of Service and Privacy Policy.

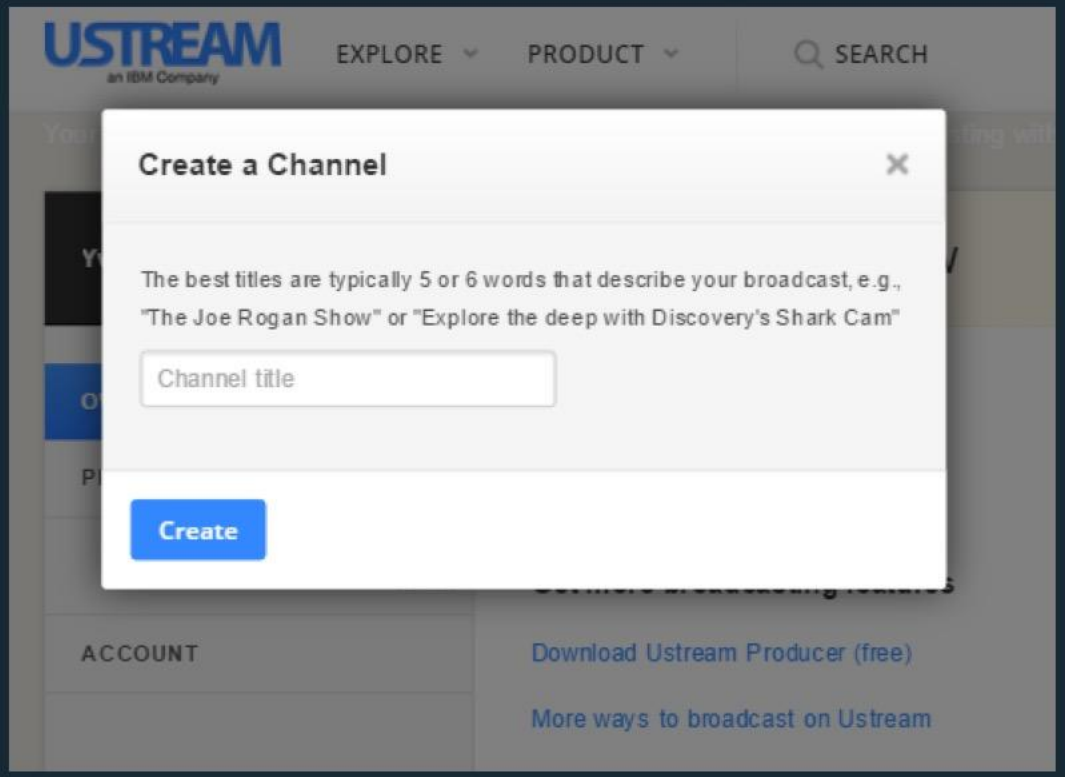
Your free trial includes:

- Ad-free viewing to 5 concurrent viewers
- Live HD Broadcasting
- 500 GB storage for recorded and uploaded

You are in good hands!

- ✔ Ustream is the largest live video platform on the Internet
- ✔ We regularly stream events with over 10 million viewers
- ✔ Your data is stored on secure servers


Log in to Ustream
Log in with Facebook
Instant login, no passwords
or
mari.afrol.ov.a.3.3@gmail.com
Log in
Remember me
Forgot your password?
Don't have an account? Sign up


USTREAM
an IBM Company
EXPLORE
PRODUCT
SEARCH
Create a Channel
The best titles are typically 5 or 6 words that describe your broadcast, e.g., "The Joe Rogan Show" or "Explore the deep with Discovery's Shark Cam"
Channel title
Create
ACCOUNT
Download Ustream Producer (free)
More ways to broadcast on Ustream

Channel Info

Channel name

Buy Atorlip Online, Generic Atorlip Online

Channel URL: http://www.ustream.tv/channel/jcmpnZK4Vym

About

Type a few words that people might type when searching for your channel

Category

Entertainment

Subcategory

Blog

Categorize your channel so users can find it

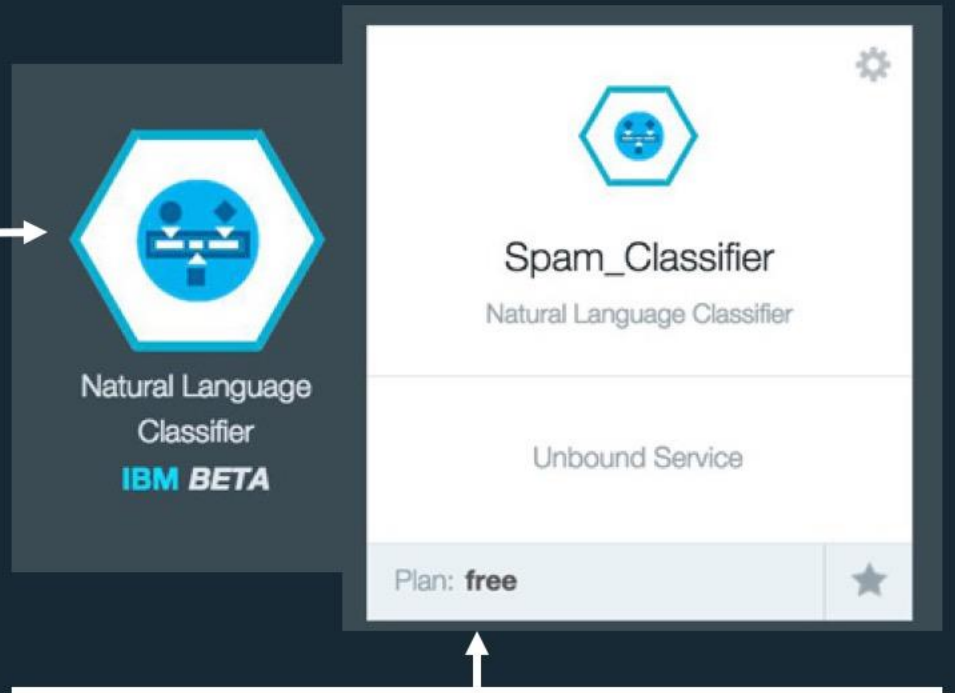
Channel Picture

Edit channel picture

Delete my channel picture

How does it work?

Channel & user metadata

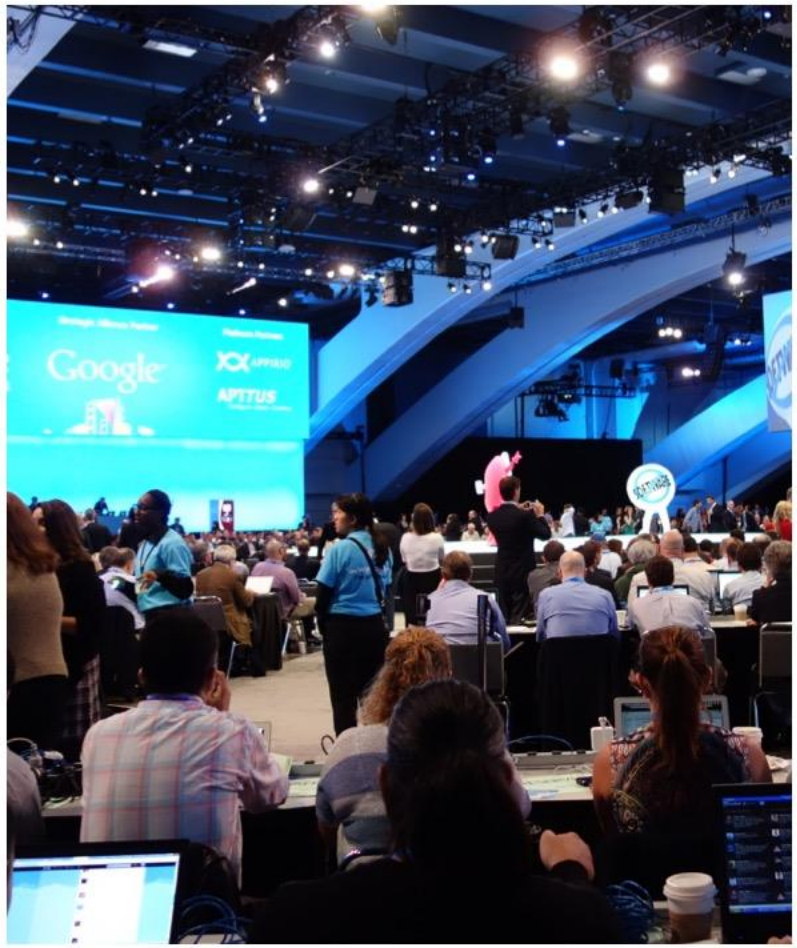


Spam Alerting

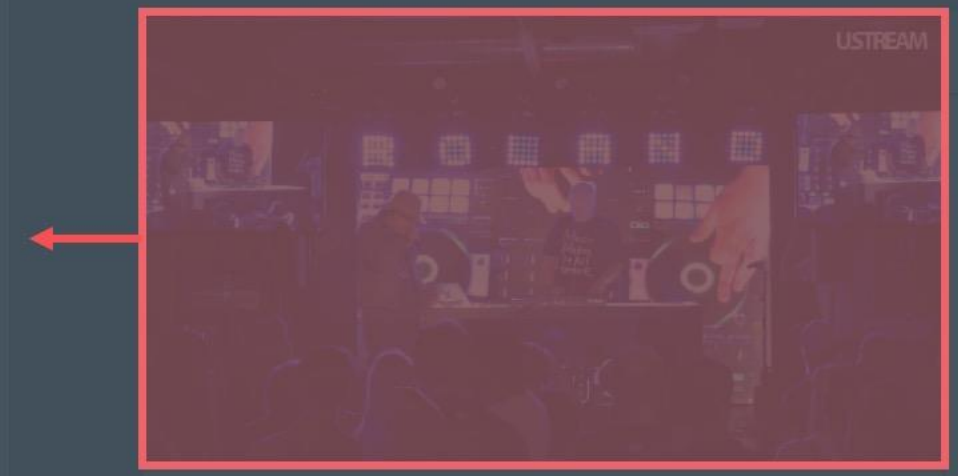
Flagging and filtering

„download free movies”, spam
„download festival”, ham
„watch star trek free online”, spam
„free trial for online CRM”,ham

#2 Audience insights for product unveil events



Product unveil event



alright cool Hey now what's up hello everyone welcome good afternoon good evening welcome to the Los Angeles nine oh nine day yeah this is just the beginning my friends this is just the beginning my name's Jose Mangin from SiriusXM and Affliction clothing happy to be here hosting with some bad asses here on stage we're gonna have a lot of cool performances Roland today unleashed over thirty products to the world we started a live global cast like eighteen hours ago in New Zealand then we were in Japan in France in

RELATED TWEETS

https:// vine.co/v/55Wg3jHptpj #909day
9/9/16 20:44

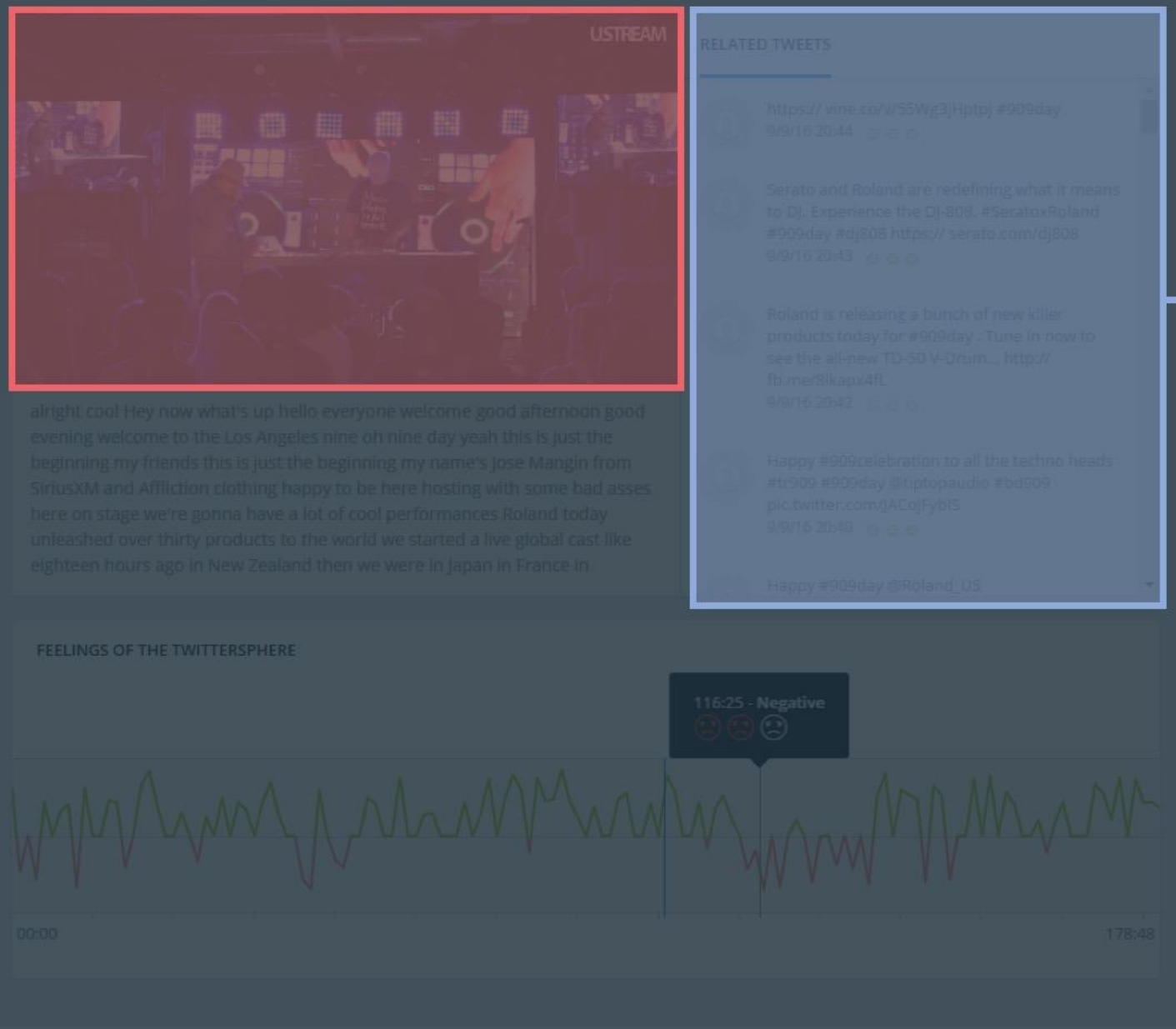
Serato and Roland are redefining what it means to DJ. Experience the DJ-808. #SeratoxRoland #909day #dj808 https:// serato.com/dj808
9/9/16 20:43

Roland is releasing a bunch of new killer products today for #909day . Tune in now to see the all-new TD-50 V-Drum... http:// fb.me/8lkapx4fL
9/9/16 20:42

Happy #909celebration to all the techno heads #tr909 #909day @tiptopaudio #bd909 pic.twitter.com/JACojFybIS
9/9/16 20:40

Happy #909day @Roland_US

FEELINGS OF THE TWITTERSPHERE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RELATED TWEETS
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9/9/16 20:44
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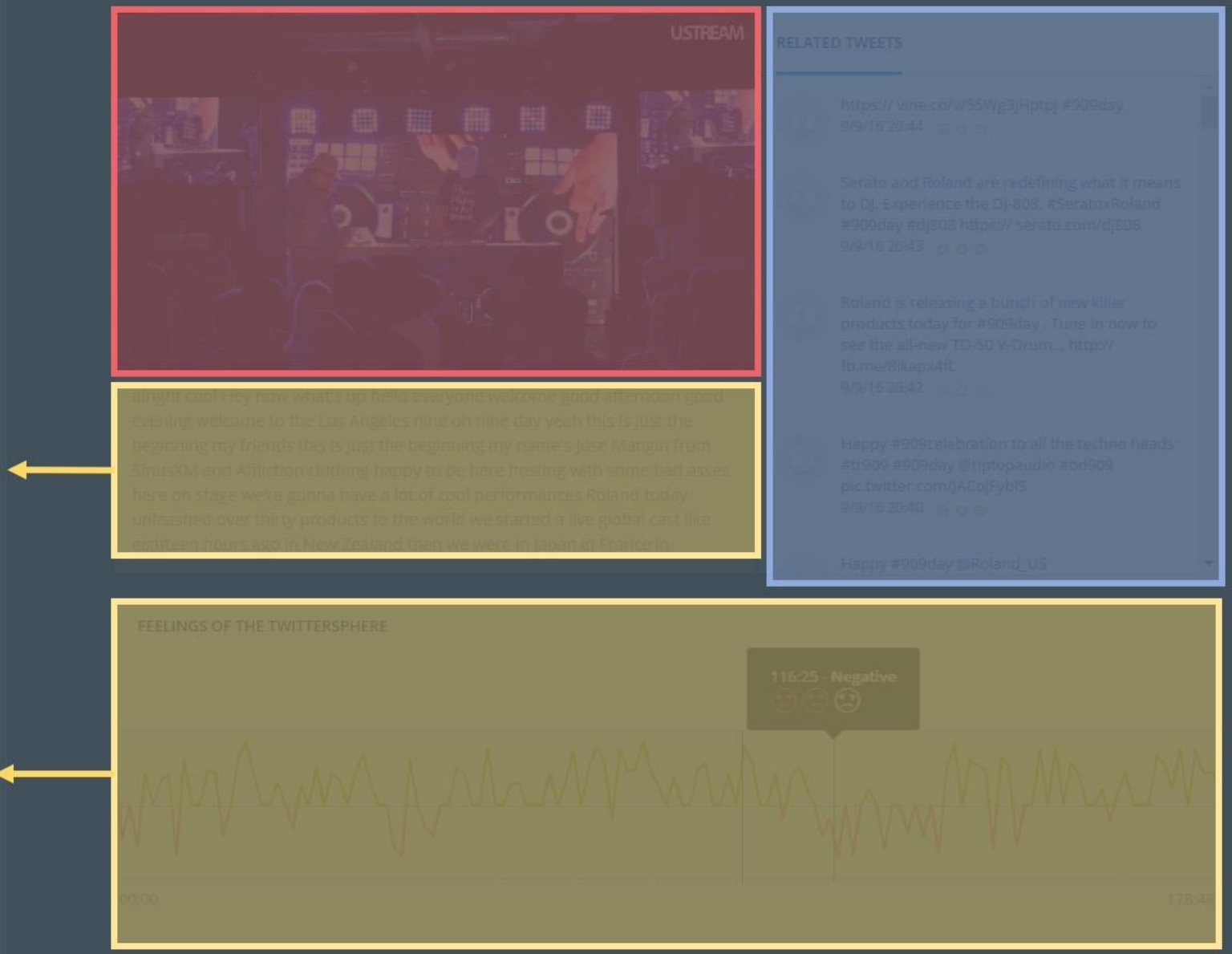
9/9/16 20:43
Roland is releasing a bunch of new killer products today for #909day . Tune in now to see the all-new TD-50 V-Drum..., http://fb.me/8lkapx4fL
9/9/16 20:42
Happy #909celebration to all the techno heads #tr909 #909day @tiptopaudio #bd909 pic.twitter.com/jACojFybtS
9/9/16 20:40
Happy #909day @Roland_US
alright cool Hey now what's up hello everyone welcome good afternoon good evening welcome to the Los Angeles nine oh nine day yeah this is just the beginning my friends this is just the beginning my name's Jose Mangin from SiriusXM and Affliction clothing happy to be here hosting with some bad asses here on stage we're gonna have a lot of cool performances Roland today unleashed over thirty products to the world we started a live global cast like eighteen hours ago in New Zealand then we were in Japan in France in
FEELINGS OF THE TWITTERSPHERE
116:25 - Negative
00:00
178:48

Social feed

Speech to text

Sentiment analysis



Applications we tested

3 main tools for sentiment analysis

Natural language toolkit

Microsoft Azure

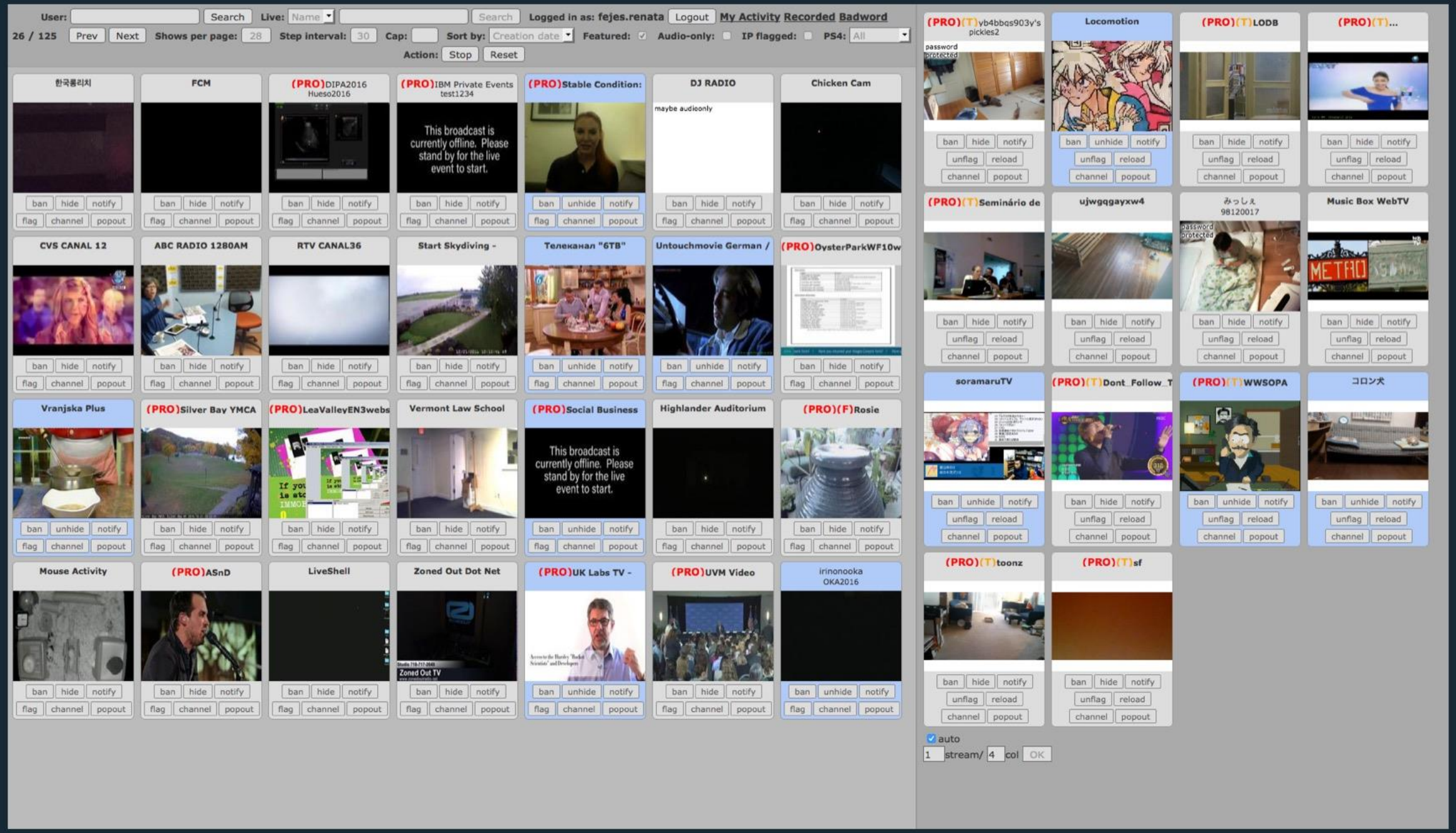
Watson Alchemy Language

Azure had much more positive results, while NLTK and Watson had similar points on an average.

Watson is a lot more sensitive for trigger words, while NLTK is much closer to being neutral.

#3 Video recognition and scene detection

#Mountain
#Person
#Blue
#Portrait


User: Search Live: Name Search Logged in as: fejes.renata Logout My Activity Recorded Badword
26 / 125 Prev Next Shows per page: 28 Step interval: 30 Cap: Sort by: Creation date Featured: Audio-only: IP flagged: PS4: All
Action: Stop Reset
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FCM
(PRO)DIPA2016 Hueso2016
(PRO)IBM Private Events test1234
This broadcast is currently offline. Please stand by for the live event to start.
(PRO)Stable Condition:
DJ RADIO
maybe audioonly
Chicken Cam
CVS CANAL 12
ABC RADIO 1280AM
RTV CANAL36
Start Skydiving -
Телеканал "6TB"
Untouchmovie German /
(PRO)OysterParkWF10w
Vranjska Plus
(PRO)Silver Bay YMCA
(PRO)LeaValleyEN3webs
Vermont Law School
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Highlander Auditorium
(PRO)(F)Rosie
Mouse Activity
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LiveShell
Zoned Out Dot Net
Zoned Out TV
(PRO)UK Labs TV -
(PRO)UVM Video
irinonooka OKA2016
ban hide notify flag channel popout
(PRO)(T)yb4bbqs903y's pickles2
password protected
Locomotion
(PRO)(T)LODB
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(PRO)(T)Seminário de
ujwgqgayxw4
みっしぇ 98120017
password protected
Music Box WebTV
soramaruTV
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コロン犬
(PRO)(T)toonz
(PRO)(T)sf
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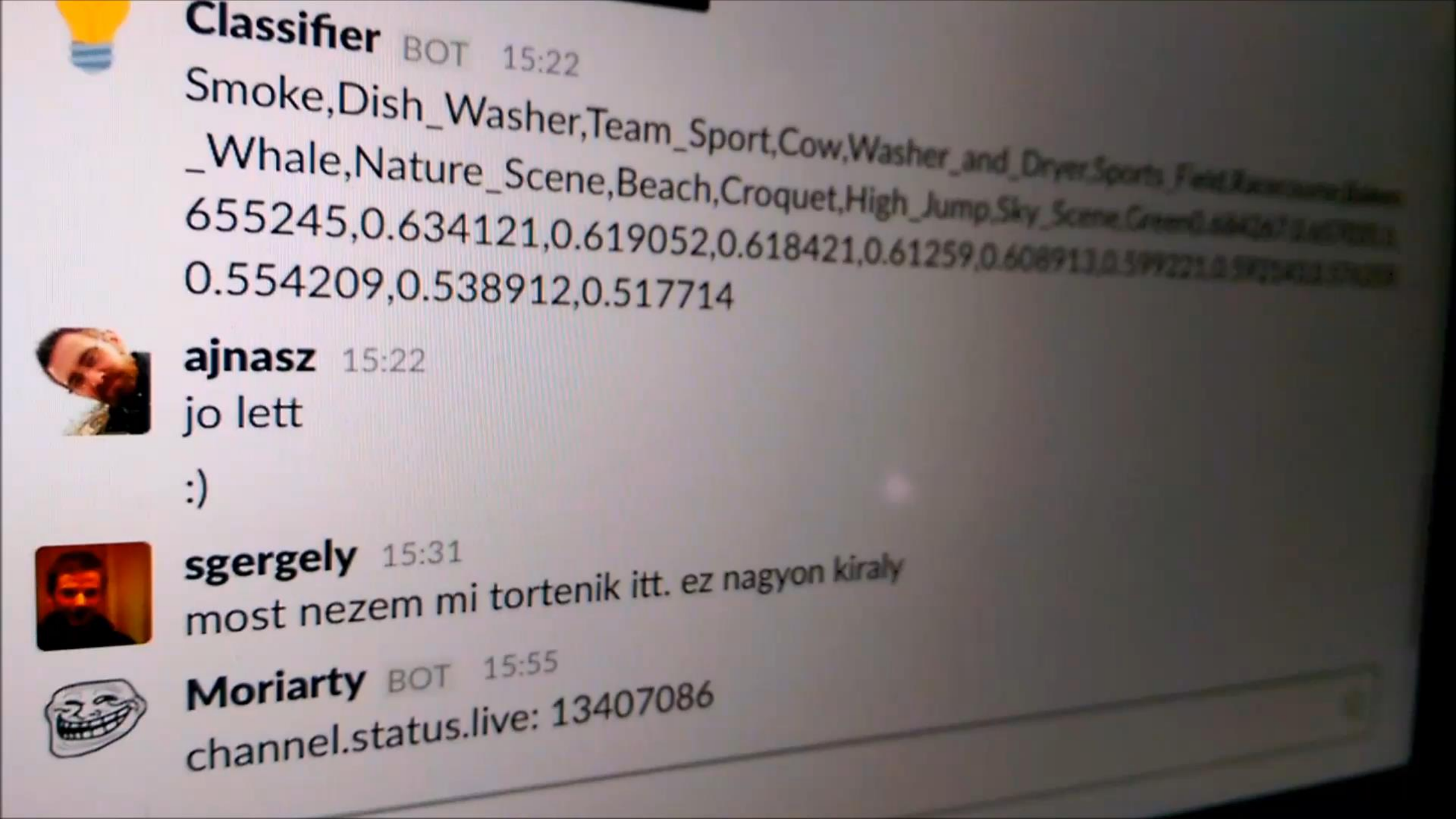
1 stream/ 4 col OK


Classifier BOT 15:22
Smoke,Dish_Washer,Team_Sport,Cow,Washer_and_Dryer,Sports_Field,
_Whale,Nature_Scene,Beach,Croquet,High_Jump,Sky_Scene,
655245,0.634121,0.619052,0.618421,0.61259,0.608913,
0.554209,0.538912,0.517714
ajnasz 15:22
jo lett
:)
sgergely 15:31
most nezem mi tortenik itt. ez nagyon kiraly
Moriarty BOT 15:55
channel.status.live: 13407086

Facebook Editorial JP Editorial Custom Projects Search Tracking

User Management Xml uploader Test Tools Streaming API

"Risky" Contents

basketball: 14.49

eagle: 11.73 bear: 5.03 soccer: 1.10

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DESKTOP BROADCASTER DASHBOARD HELP

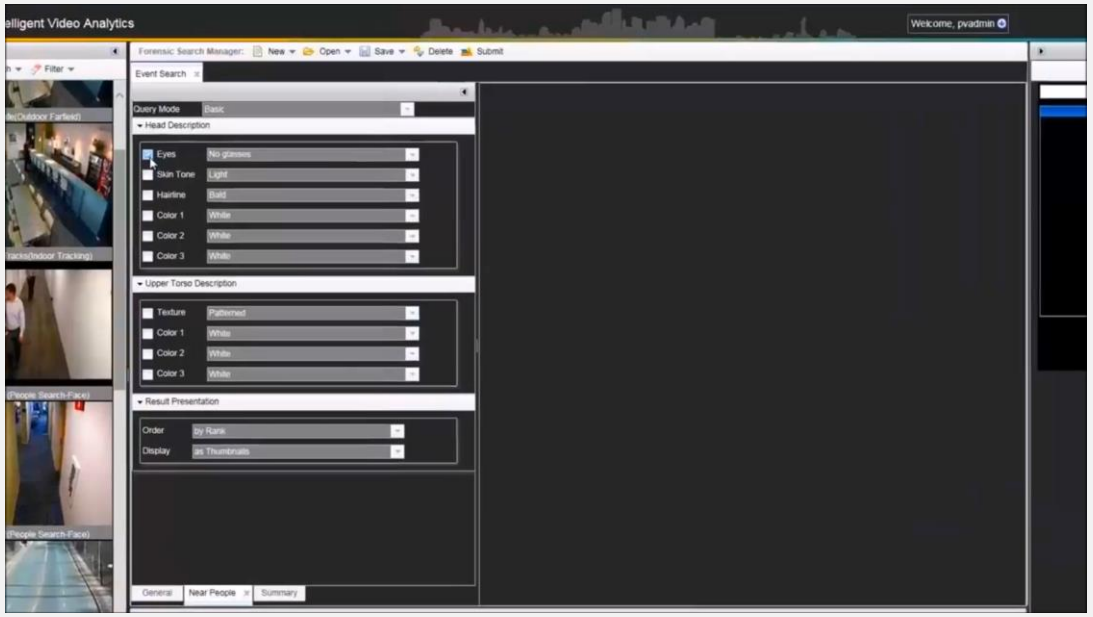
Stop Broadcast Start Record

Quality Volume

Video Audio OFF

Cognitive video APPLICATIONS from IBM

Video analytics for law enforcement cameras



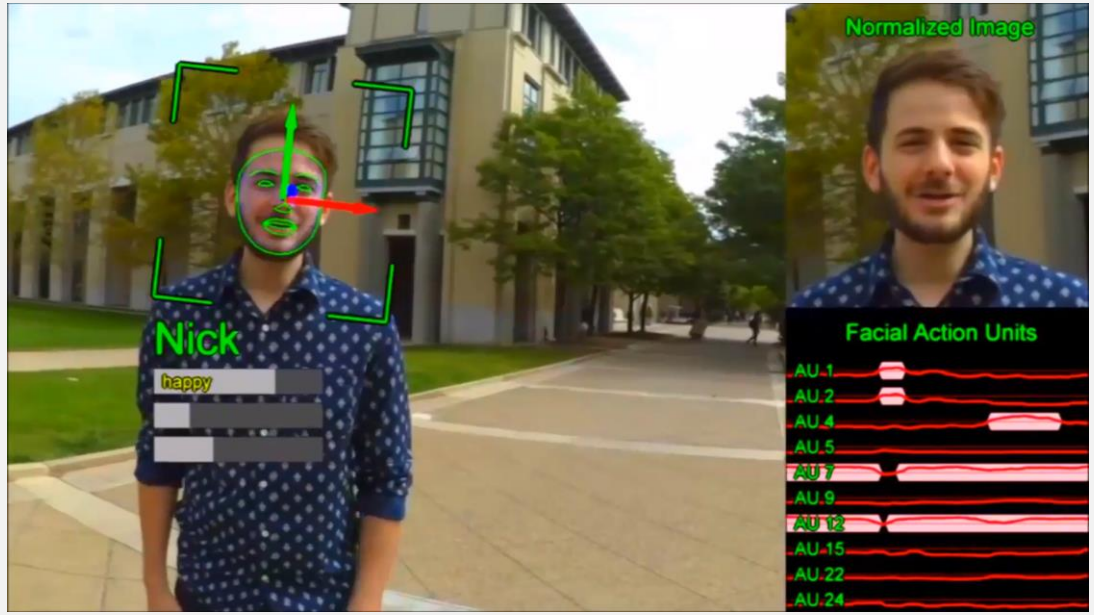
Body-worn

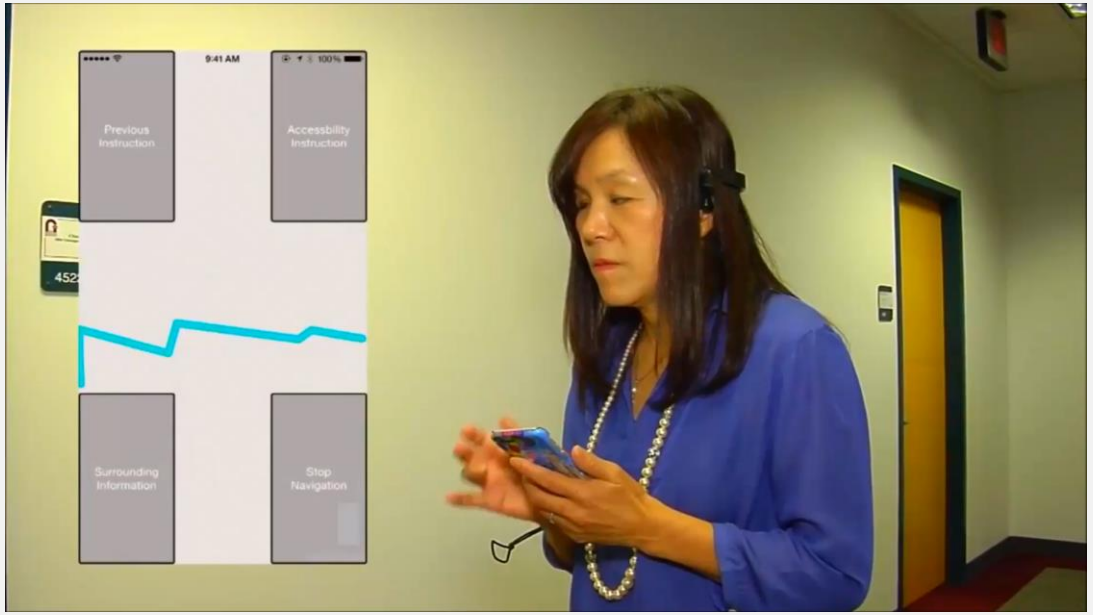
Greater transparency

Stationary

Search for suspect

Smartphone guide to the blind





Face recognition

Recognizing
people & emotion

Navigation

Which door / route to
take

What do you need to become cognitive?

3 critical success factors

Platform

Actions based on insights

New forms of data

Audio & video, social data

Smart ecosystem

To put cognition into your applications

That's it!

Find us in the Cognos Tech Corner!