

brandetect® report



Újpest FC – FTC

21.09.2014

1st half: 0:00-15:00

Logos under measurement:



Results:

	Puebla ticket - poster	OTP logo - strip	OTP logo - poster	Nike - strip	Together
Time on screen (s)	178.52	67.68	174.92	63.08	484.20
Appearances	39	40	46	45	170
Avg time of visibility (s)	4.58	1.69	3.80	1.40	2.85
Max. time of visibility (s)	19.88	4.96	14.72	9.60	19.88
Avg. relative visibility by size	0.73%	0.67%	1.48%	0.22%	0.90%
Max relative visibility by size	21.20%	2.44%	24.41%	0.68%	24.41%
Relative visibility by time	17.50%	6.64%	17.15%	6.18%	47.47%

Distribution by appearances											
Puebla ticket – poster			OTP logo - strip			OTP logo - poster			Nike - strip		
33.43%	36.93%	16.63%	0.00%	5.02%	2.96%	24.74%	31.47%	18.18%	0.00%	1.46%	0.00%
5.13%	3.72%	4.17%	7.62%	40.31%	4.55%	4.73%	9.08%	11.80%	0.00%	34.88%	3.17%
0.00%	0.00%	0.00%	12.00%	26.18%	1.36%	0.00%	0.00%	0.00%	26.51%	31.58%	2.41%

Five minutes splittings of the results, asked for by the client based on the first 15 minute:

0:00-0:05	Puebla ticket – poster	OTP logo - strip	OTP logo - poster	Nike - strip	Together
Time on screen (s)	68.88	6.8	36.64	33.76	146.08
Appearances	15	5	9	22	51
Avg time of visibility (s)	4.59	1.36	4.07	1.53	2.86
Max. time of visibility (s)	19.88	2.96	9.64	9.6	19.88
Avg. relative visibility by size	0.79%	0.56%	2.80%	0.21%	1.11%
Max relative visibility by size	21.20%	0.95%	23.22%	0.68%	23.22%

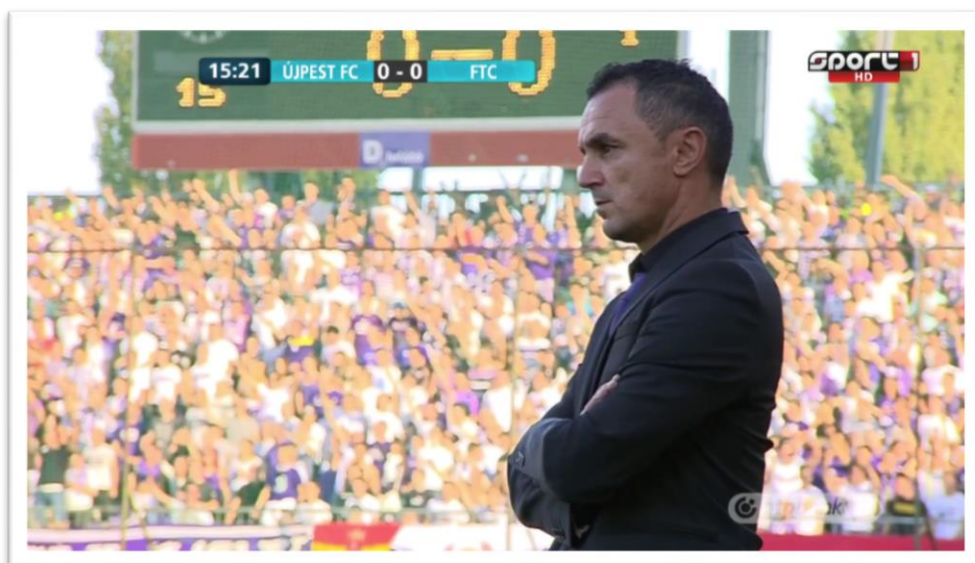
0:05-0:10	Puebla ticket – poster	OTP logo - strip	OTP logo - poster	Nike - strip	Together
Time on screen (s)	31.24	12.2	48	5.92	97.36
Appearances	5	9	15	5	34
Avg time of visibility (s)	6.25	1.36	3.2	1.18	2.86
Max. time of visibility (s)	13.56	2.6	9.96	2.36	13.56
Avg. relative visibility by size	0.53%	0.71%	2.42%	0.19%	1.43%
Max relative visibility by size	0.68%	2.27%	24.41%	0.68%	24.41%

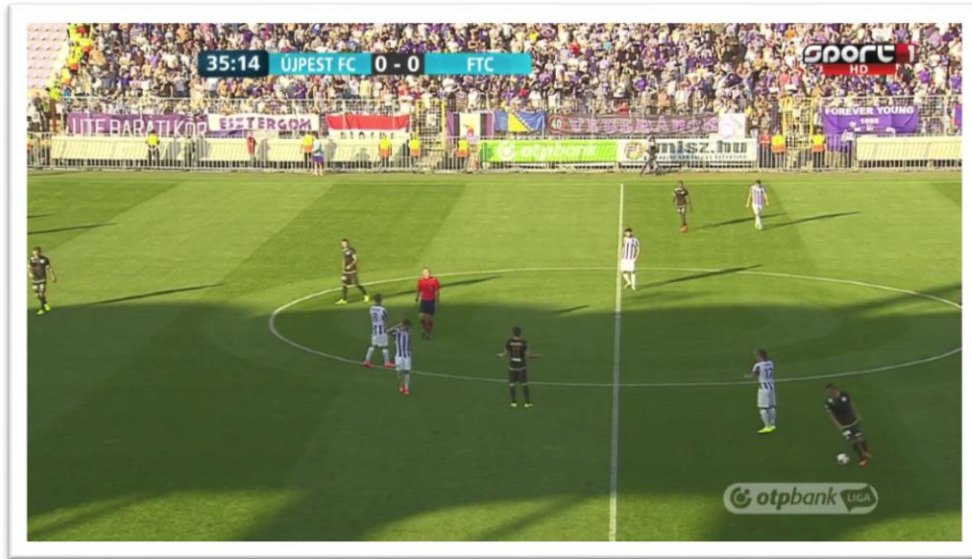
0:10-0:15	Puebla ticket – poster	OTP logo - strip	OTP logo - poster	Nike - strip	Together
Time on screen (s)	46.28	26.4	46.68	7.16	126.52
Appearances	14	15	14	8	51
Avg time of visibility (s)	3.31	1.76	3.33	0.89	2.48
Max. time of visibility (s)	9.4	4.96	10.04	2.32	10.04
Avg. relative visibility by size	0.84%	0.73%	0.47%	0.26%	0.64%
Max relative visibility by size	17.19%	1.54%	1.64%	0.48%	17.19%

The table below helps to explain these results. Here you can see the deviation of the measured elements compared to their average value, in a percentage form. The higher the value in the cells, the higher the difference was between the five minutes splittings and the average value. It is clearly visible, that **the All together column shows lower deviation, while in the appearances of the single elements are significant differences.**

Deviation %	Puebla ticket - poster	OTP logo - strip	OTP logo - poster	Nike - strip	Total
Time on screen (s)	39%	67%	14%	101%	20%
Appearances	49%	52%	25%	78%	22%
Avg time of visibility (s)	31%	15%	13%	27%	8%
Max. time of visibility (s)	37%	36%	2%	88%	34%
Avg. relative visibility by size	23%	14%	66%	16%	37%
Max relative visibility by size	84%	42%	78%	19%	18%
<u>Avarage</u>	<u>44%</u>	<u>38%</u>	<u>33%</u>	<u>55%</u>	<u>23%</u>

Sample images from the broadcast:





Detection criterion

The algorithms used by brandetect have been designed for the same detection and following capabilities as an average human watching TV:

- At least 70% of the total logo is visible
- Rotation – no problem
- Up to 45 degree angle of the camera's view point
- The relative size of the brand must be at least 0.1% of the screen

Explanations

The basic measurement units are seconds and pixels.

Appearance: when the brand becomes visible on the screen according the abovementioned list of criterion. Appearance start with detection and lasts until reaching such limits of visibility.

Time: the elapsed time spent on screen starting from detection.

Relative size of appearance: the visible dimensions of the brand compared to the size of the screen. Example: 42"/106cm HD Ready screen – 1% relative size is 5.9"x2" / 15cmx5cm

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Contact

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