SAP BRAND IMPACT, POWERED BY NVIDIA
AI SOLUTION TO MEASURE THE IMPACT OF ADVERTISING

In an increasingly interactive entertainment industry, media is rapidly shifting from text to video. This is making is more difficult to measure ROI accurately and at scale for advertisers and content buyers. To measure sponsorship budget effectively and transparently, real-time and responsive solutions are needed.
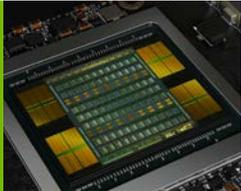
INDUSTRY CHALLENGES

> Difficult to process increasing amounts of video data. The manual counting approach to measure brand exposure—the media industry standard—cannot scale.

> Brand exposure reports take weeks to compile and often suffer from inconsistent quality and low accuracy.

> Reports that have been extrapolated based on sampled data are often not tied to business results, offering little value.

INTEGRATED SOLUTION

SAP Brand Impact, powered by the NVIDIA deep learning platform and NVIDIA® DGX™ systems, is an intelligent solution delivered on the SAP Cloud Platform that measures brand exposure within advertising. This AI business solution automatically detects and analyzes brand attributes in media using computer vision and deep learning techniques. SAP Brand Impact helps media agencies, production companies, and brands dynamically interact with their brand exposure data in near real time andanalyze and process video content at scale. The result is accurate, timely, and auditable ROI reports.

TOGETHER, NVIDIA AND SAP DELIVER

Unparalleled Speed

> Key Message: Deliver orders-of-magnitude faster than the normal broadcasting relay speed.

> Evidence: 32,000 hours of video content produced by a media production agency on an annual basis would take 100 years for one person to watch and analyze. It can now be done in 1/100th of the time with the power of NVIDIA GPUs.

Accurate and Scalable

> Key message: Optimize for superhuman accuracy and measure unlimited hours of video footage.

> Evidence: Customers were limited to a fraction of the video content produced and had to sample and extrapolate decoupling video analytics for business impact. With more GPUs, SAP software can now scale and increase throughput to help customers gain a holistic and timely view of the video analysis.

SAP Brand Impact Industry Examples

Brands	Media Agencies	Media Production
Brands use media agencies for ad buying and media value (ROI) estimation. The SAP Brand Impact solution provides the flexibility to modify and optimize for maximum media value. Brands can also use precise time-annotated exposure data to cross reference with data from CRM, ERP, or Web Site Statistics.	Media agencies are measured by their performance and ROI metrics. The data collected to produce these metrics is currently calculated manually and is therefore often inaccurate and not scalable. SAP Brand Impact helps media agencies to measure the video metrics at scale—up to hundreds or thousands of video hours.	Media production companies—including sports, leagues, teams, venues, and media production companies—analyze the watching behavior of their audiences using viewer ratings for linear and the digital analytics for Over-The-Top (OTT) content. The insights are used for the optimization of sponsorship sales, media production, and add-on services, such as recommendation systems. Media production companies can leverage SAP Brand Impact to provide automated video content analysis and put viewer behavior statistics into context.

Recommended Infrastructure

NVIDIA GPUs are available in servers, supercomputers, and cloud platforms around the world. You can now get the SAP Brand Impact solution, powered by NVIDIA GPUs, delivered on the SAP Cloud Platform, with supporting software technologies and support from NVIDIA and SAP experts.

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