PlayGround

Automated tailored content for children

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Children
They’re everywhere
And they watch 4 hours TV a day
Different ages need different things
Dynamic Semantic Publishing

Content Objects

Tagging and Ontology

User Experience
The content is not always appropriate
The content is not always tailored
So they turn into this...
... not into this
Describe – model & annotate
Automated Content Selection
Rate – define rules & reason
Deliver – select, summarize & rephrase
Extend the programme ontology
Manual tagging by editors

Annotation using Named Entity Recognition on descriptions

Media annotation through media processing

Annotate the content Describe
Parents define rules
Attach age categories using reasoning
Rate
Parents define rules
Attach age categories using reasoning
Collect instances
Create rules by attaching content types to age categories

hasScene some Violent and hasScene some Drugs and hasScene some Offensive Language

=>
inappropriateFor-13

Infer rating by reasoning

Parents define rules
Attach age categories using reasoning
Join Monkey and his friends Elephant, Tortoise, Tickbird, Hippo and Lion for a unique safari of adventure and story-telling fun.

Tailor content based on the child’s profile.
When it comes to our children...
Editors get to describe... not to decide!
PlayGround makes children’s search for content safer, more relevant, more educational.
Ow yeah,
and copyright to all picture owners