



The Game of Sponsorship

Protect Sponsorship Business Value by Measuring What You Pay For

Niveditha Hari

SAP Leonardo Machine Learning

SAP Innovation Center Singapore

SAP's vision for Enterprise Machine Learning

Deliver rapid value with business solutions

SAP Leonardo Machine Learning

Create your own
intelligent infrastructure

Automate Knowledge Work



- Transformational **HR** services



- Lights out **finance** operations

SAP S/4HANA



- Self-driving customer **service**
- Conversational **sales** bots
- Customer **retention** insights

SAP Cloud Platform
and SAP HANA

Do the Impossible



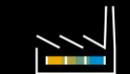
- Image-based Ariba **commerce**
- Contextual Concur **travel** concierge



- Video-aware **marketing**
- Visual **store execution**



- Drone and satellite-based **asset management**



SAP S/4HANA

- Vision-enabled **manufacturing**
- Contextual **logistic**

The Challenge of Sponsorship ROI Management

Brand visibility measurement as of today

- Unreliable measurements
- Time-consuming analysis
- Limited media coverage

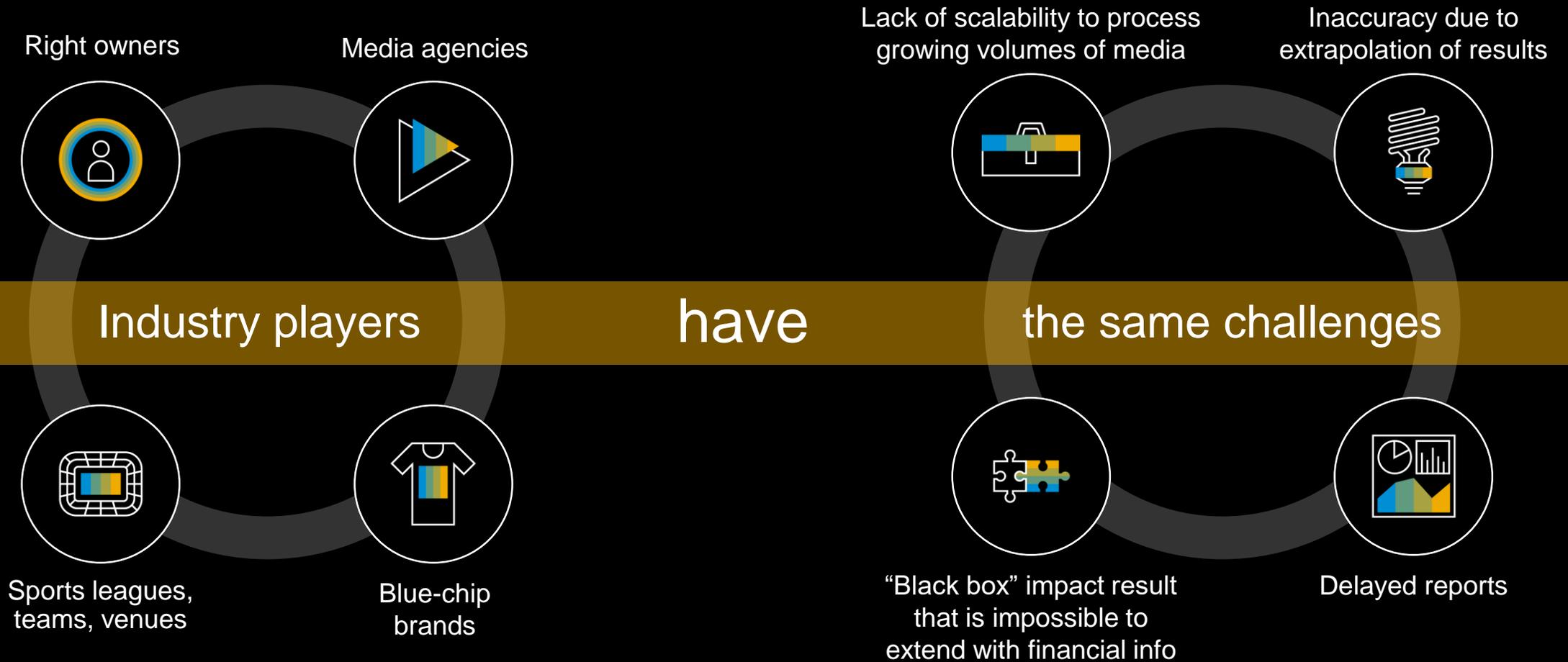


Not addressing
all questions

How will **new technologies**
influence sponsoring?



The Pain Points of the Industry Players



SAP Brand Impact

Reimagine marketing and sponsorship engagements



SAP Brand Impact automatically analyzes brand exposure in video and images by leveraging advanced computer vision techniques. It helps media agencies, production companies, and brands to gain accurate, timely insights into sponsoring and advertising ROI.



Fast: Near real-time



Transparent
Interactive interface



Accurate and scalable
to millions of hours



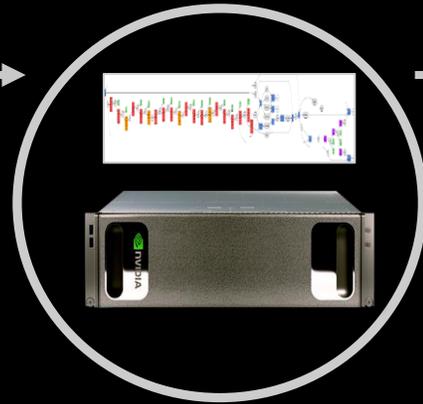
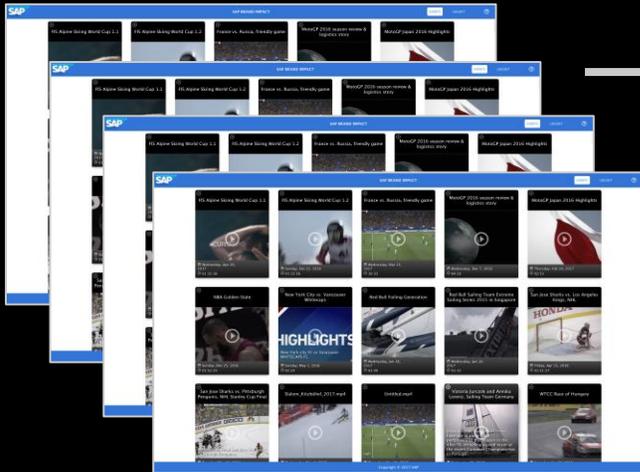
Time-annotated
impact indicator API
for combining data
with CRM, ERP,
Web site stats

SAP Brand Impact: Extensibility options

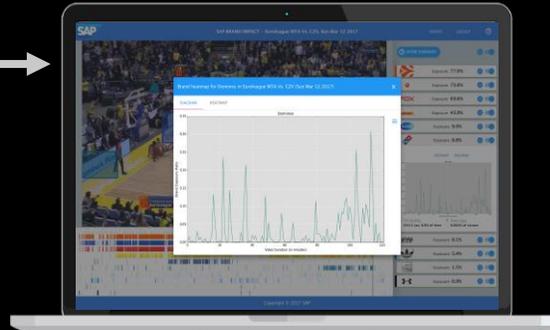
Customers Video Content

SAP Computer Vision Engine

Exposure Analytics UI



Powered by
Nvidia Deep Learning



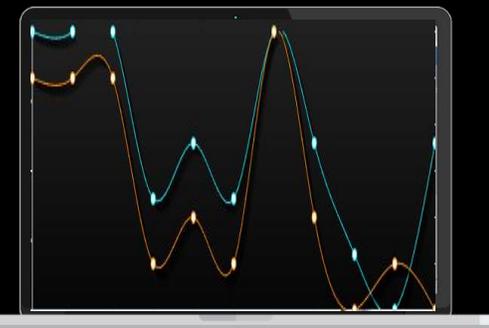
Time Labeled
Brand Exposures



CRM/Sales/Web Site Log

Time Labeled
Business Data

BI Analytics Tools
Impact Index



Duration Of The
Broadcast

SAP Brand Impact Value Proposition

Brand Impact application

Automatically analyzes brand exposure in videos and images by leveraging advanced **computer vision** techniques. The application helps media agencies, broadcasters, and brands gain **accurate, timely** insights into sponsoring and advertising ROI.

Fast

Processing time is times faster than the broadcasting frame rate

Transparent

Interactive interface
downloadable time annotated
Reports of detections

Accurate and scalable

Enterprise grade
precision
unprecedented scale

Flexible

Media processing
based
pricing structure

vs existing offerings

Slow

low reports SLA

Black Box

Aggregated statistical
info

Estimated

Sampled based
extrapolated calculation

Lock-in

Large consulting
contract

DEMO

SAP

SAP BRAND IMPACT – WTCC Race of Hungary, Fri Apr 22 2016

EVENTS LOGOUT

LIVE EUROSPORT 1

6/17 LAPS

TAGHeuer

TAGHeuer

TAGHeuer

BATTLE FOR 5TH

5 TARQUINI

6 BJORK

5040|50540

SHOW SUMMARY

451.3 sec, 10.1% of time 0.021% of screen

Exposure: 10.1%

HEATMAP DIAGRAM

Visibility: 443.2 sec, 10.1% of time Average: 0.005% of screen

Exposure: 7.3%

HEATMAP DIAGRAM

Visibility: 317.7 sec, 7.3% of time Average: 0.057% of screen

Exposure: 6.8%

HEATMAP DIAGRAM

Visibility: 290.7 sec, 6.8% of time Average: 0.010% of screen

JVC

Exposure: 6.2%

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PUBLIC

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Stay Curious!**

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