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ExperiaSphere™

Think Outside the Bit™

ExperiaSphere Demographics Overview

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What We're Trying to Do

- Demographic classification of users, and of ad target segments, has been traditionally done by using categories rather than through individual factors
- This can help protect user privacy and also reduce national differences in interpretation of variables
- Most systems in use are proprietary and not highly granular
- We want to fix that as part of ExperiaSphere, since advertising sponsorship of many experiences is a given

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What Can be Coded

- Consumers (based on demographics)
- Ad targets, content targets (based on the same system)
- Content types (based on an independent system)
- ExperiaSphere does not define how codes are assigned or derived!

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ExperiaDimensions Demographic Coding (L^5 System)

- Lifestyle
  - Measure of income and how it is spent
- Literacy
  - Measure of education and online exposure
- Latitude
  - Measure of breadth of interests
- Latency
  - Measure of decision cycle
- Legacy
  - Measure of degree to which past behavior predicts future behavior

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Content Classification

- Content classification needed to permit searching of material and linking of advertiser interest to content type
- Open description and keywords are the optimum approach but are difficult to apply and encode
- The ExperiaSphere ContentDimension is intended to provide a simple coding system that can be supplemented by others
- The system can be represented as a code or as keyword metadata

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Content Code Elements

- Media Type (video, etc.)
- Media Format (coding of media; varies by type)
- Media Ontology (source, theme, and context)
- Scene keywords assumed (MPEG7)

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Using ExperiaSphere Demographic Codes

- Any ExperiaSphere member can use the codes, and any open source software that is created based on them
- You can use the codes in proprietary software as long as you reference ExperiaSphere as their source and comply with membership terms
- Contact us for more information!

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Thank You!

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