

# Key Features of Analysis

Analysis	Extracted data	Image	Video	Internet Video	Text	Sound
Presence of Objects and Animals, Variability and Association between them.	Objects and their coordinates. E.g., a suede jacket, the BMW coupé car, women's earrings on the table, a Poodle dog.	✓	✓	✓		
Surroundings	The type of surroundings in which objects are located. E.g., a soccer field, a restaurant, a beach, a castle, etc.	✓	✓	✓		
People and Celebrities	Gender, age, hair color, profession, and other info that identifies person. Names of celebrities if such are present.	✓	✓	✓		
Action and Emotions	The action that takes place in the scene. E.g., drinking alcohol, a surgery. A smile or sad face expression.	✓	✓	✓		
Places	The place where the scene was captured. E.g., Rome, Italy, France, The Eiffel Tower.	✓	✓	✓		
Brands	Logo names and brand trademarks found in the scene. E.g., Prada, BMW.	✓	✓	✓		
Texts and Inscriptions	Named entities found in the text data. E.g., objects, places, surroundings, names of celebrities, etc.	✓	✓	✓	✓	✓
Close-Ups	The ratio of objects and their area to the total area of the scene.	✓	✓	✓		
Tone	Evaluation of positive and negative sides.				✓	✓
Subject	Evaluation of the subject according to the IAB content standard.		Lens-ai.com		✓	✓