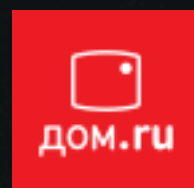


АЙДАТЕЛИК

movix



NAPA LABS



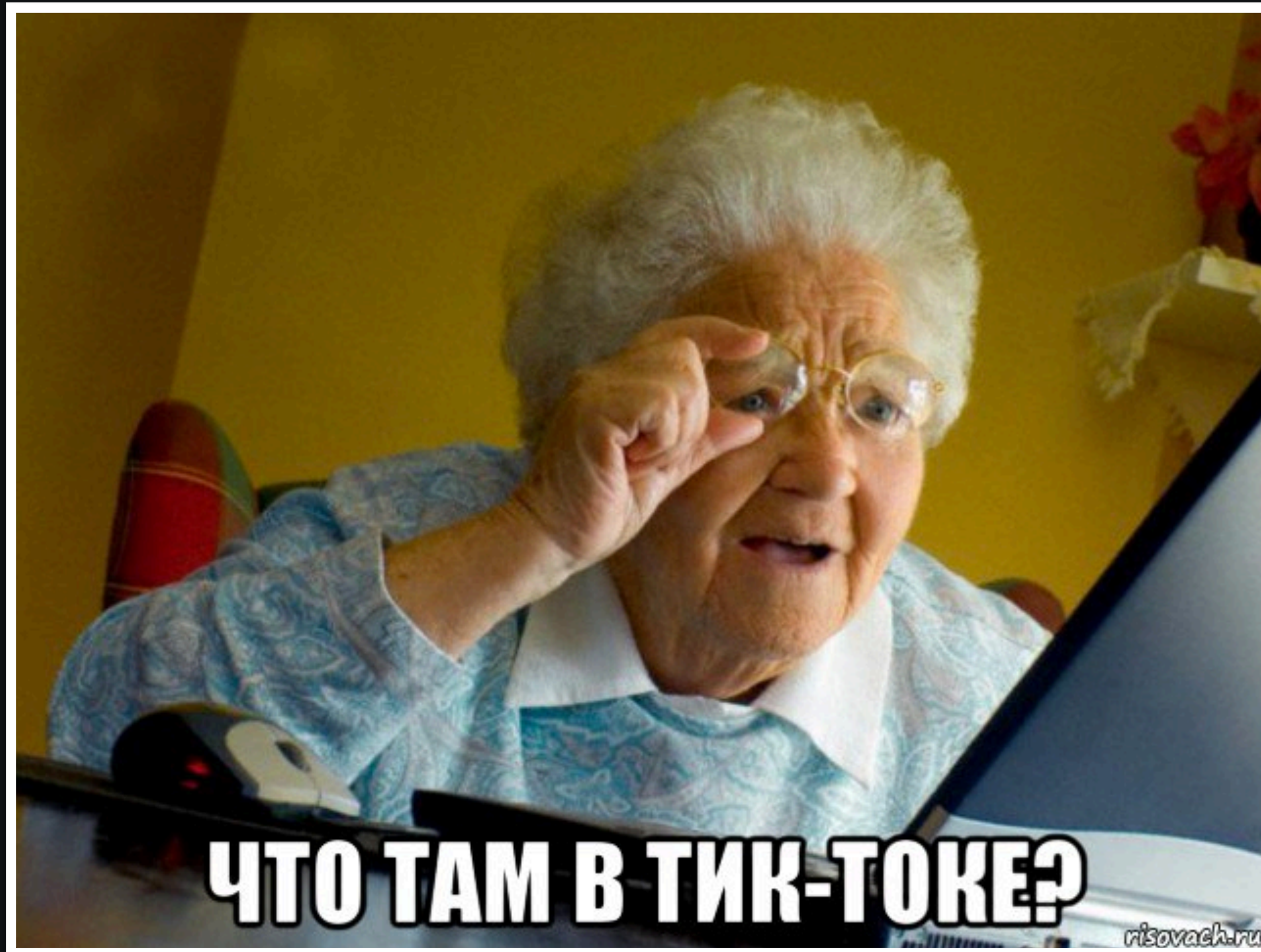
74%



39%



*по данным Левада-Центра

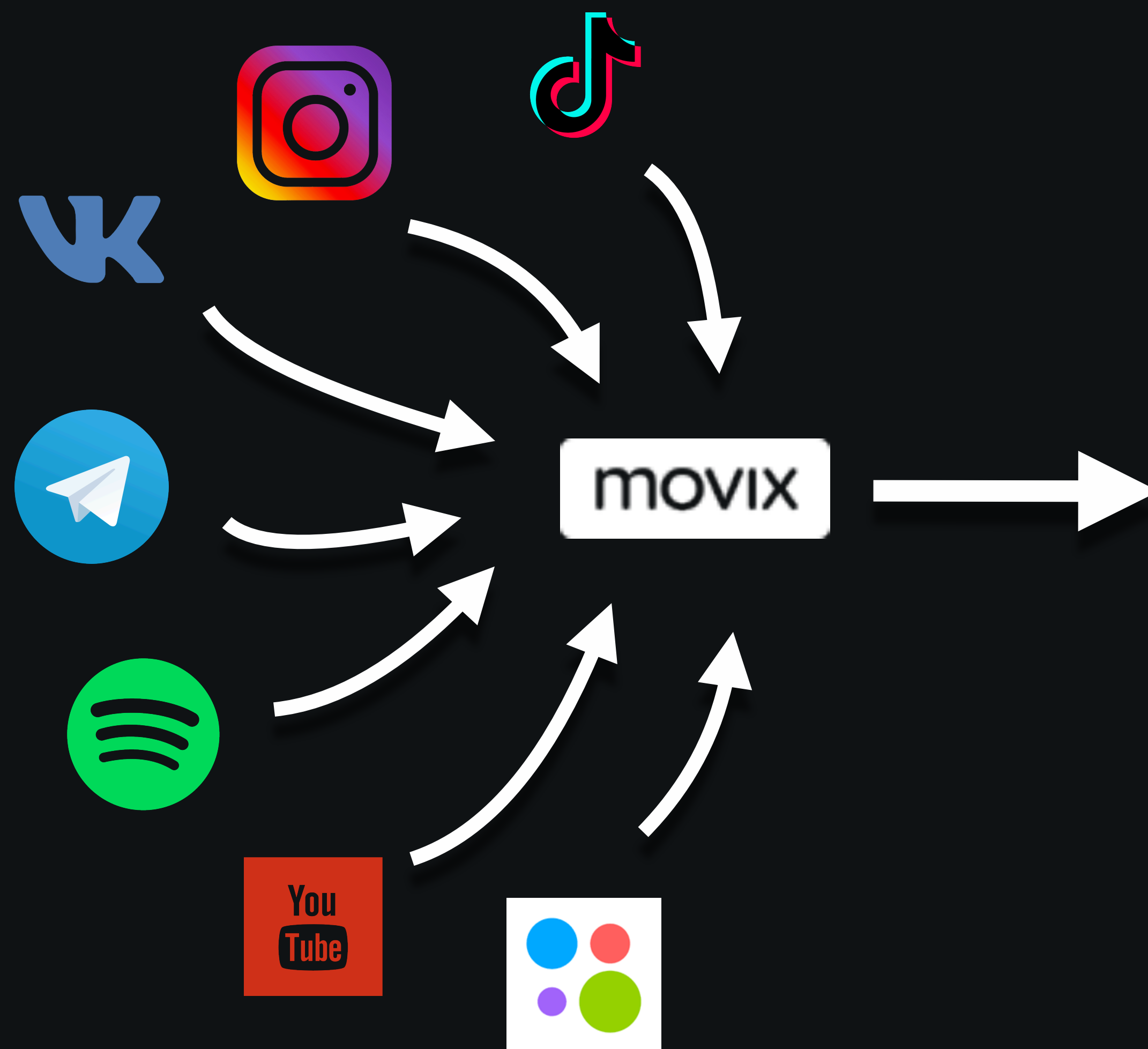


ЧТО ТАМ В ТИК-ТОКЕ?

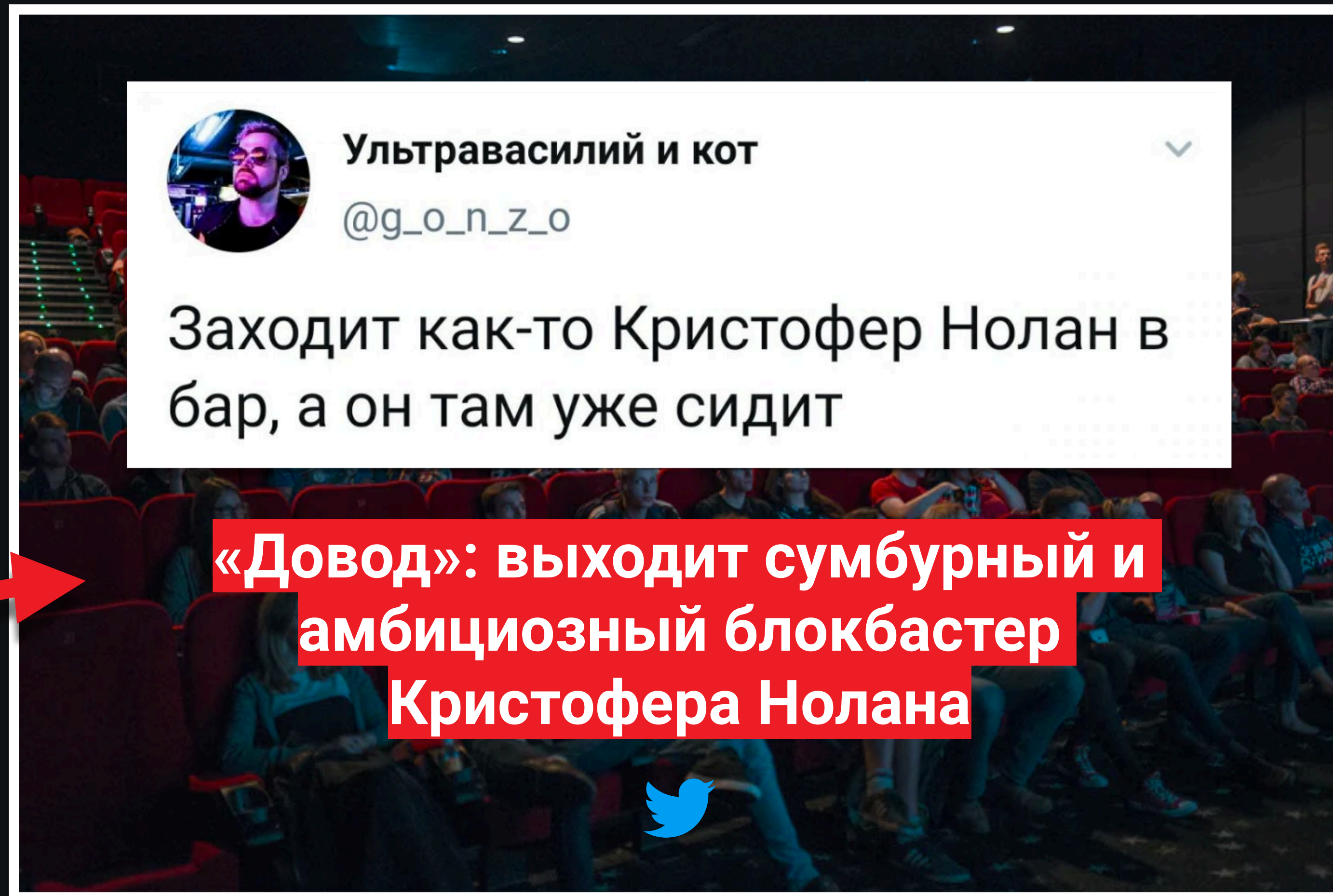
risovach.ru

Что мы предлагаем?

Расширенные рекомендации



Расширенные рекомендации



Адаптация текстового контента

Рекомендации: покупки

Внутрикадровая
реклама

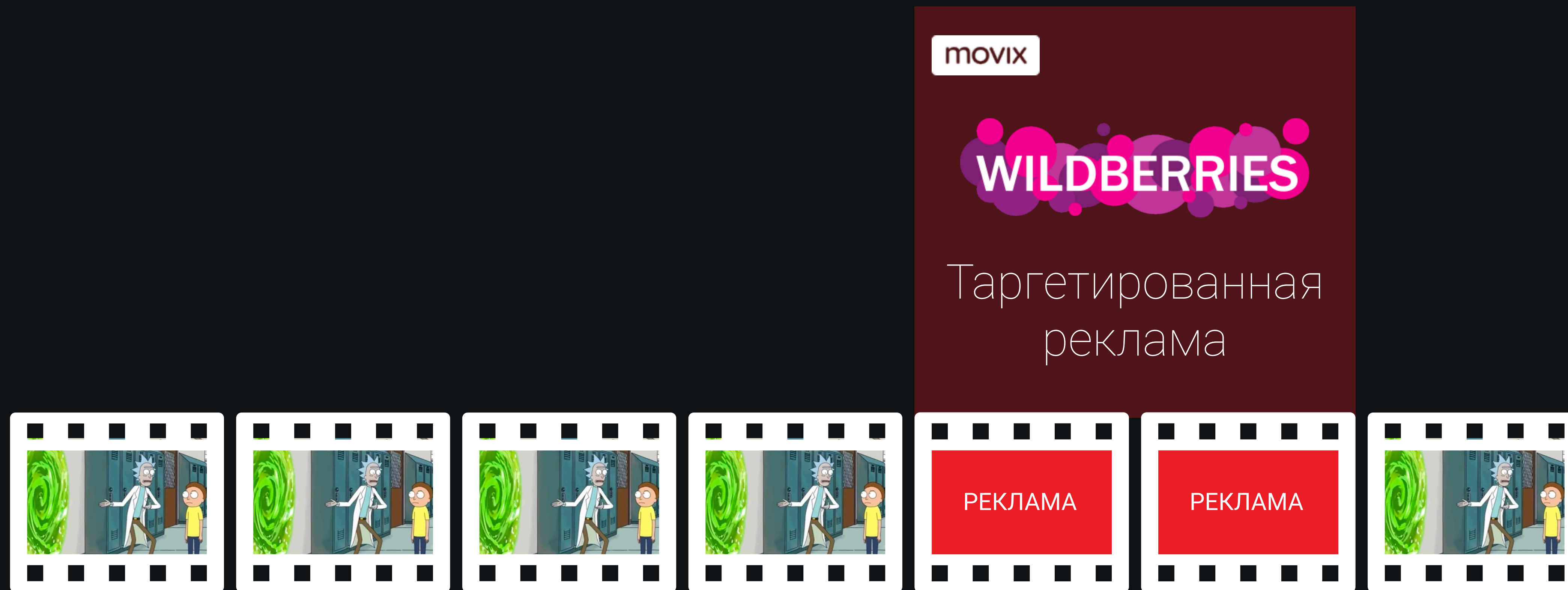


Рекомендации: покупки

Внутрикадровая
реклама

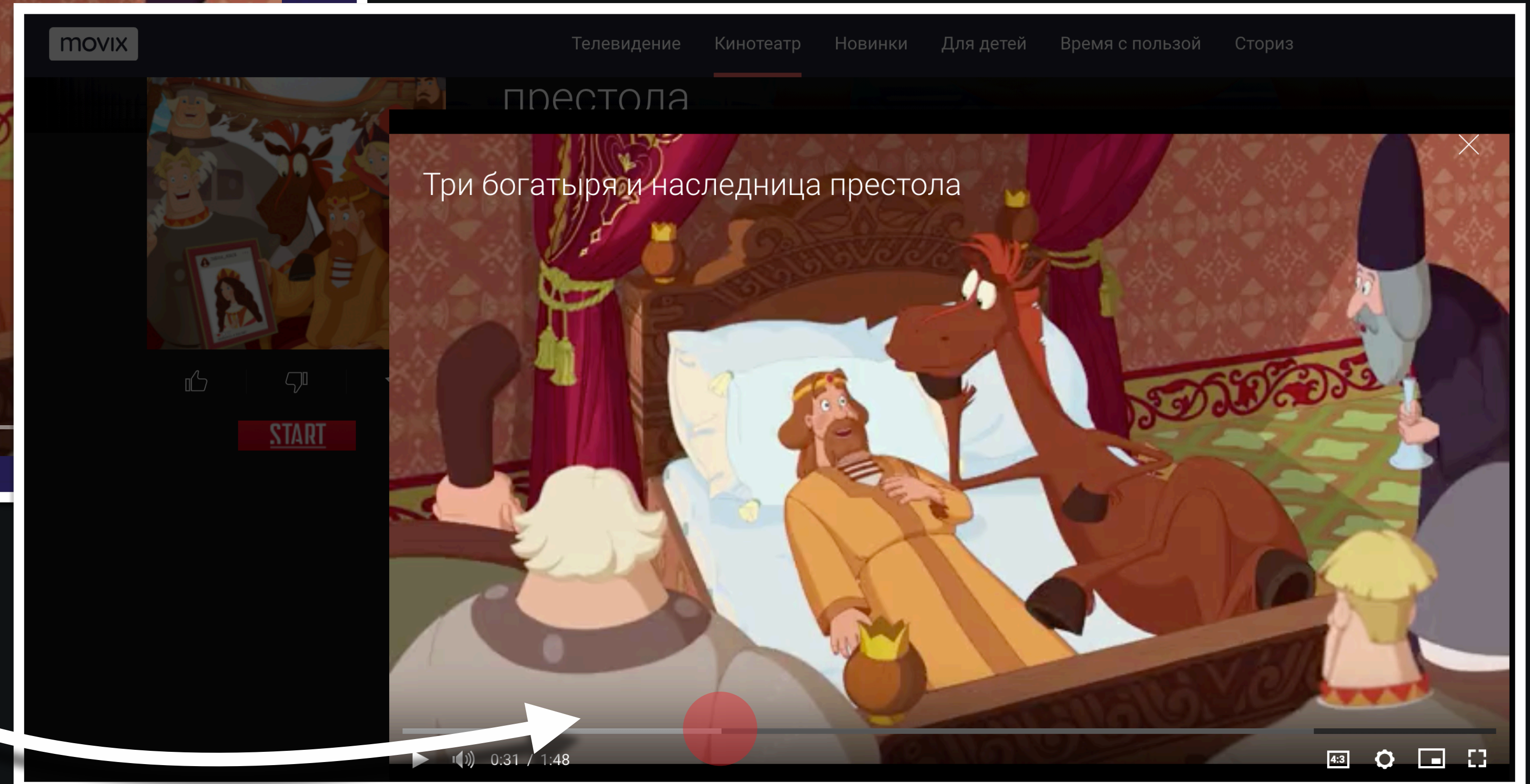
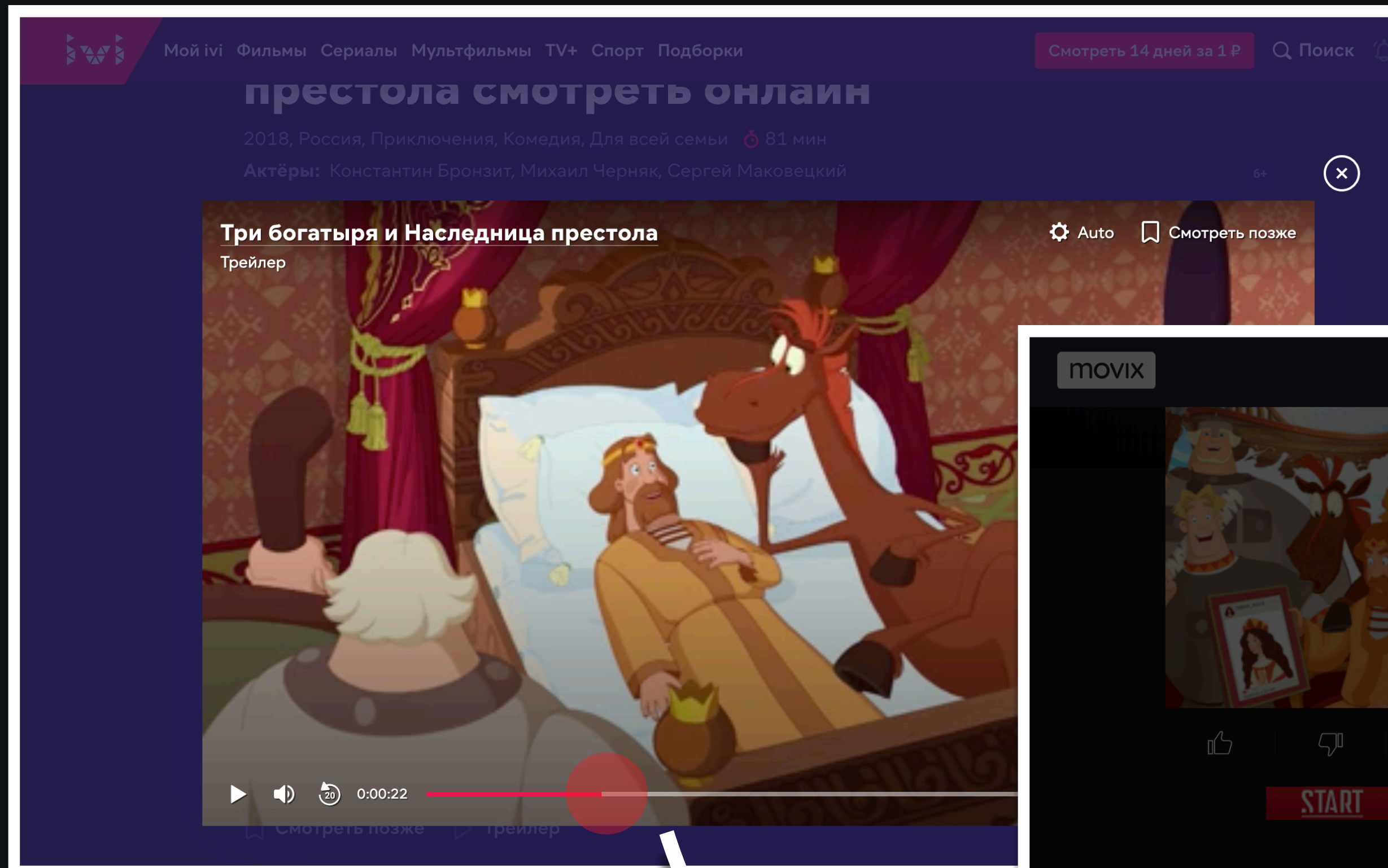


Рекомендации: реклама



Межкадровая реклама

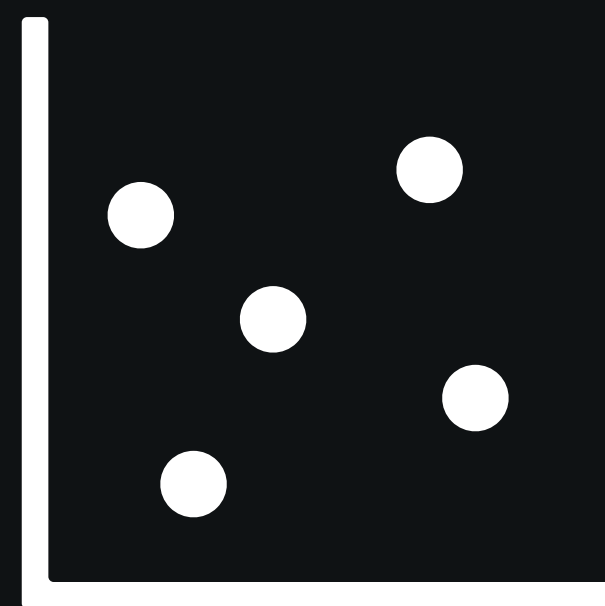
Рекомендации: глубокая интеграция



Подхватываем
продолжение
просмотра

Как это работает?

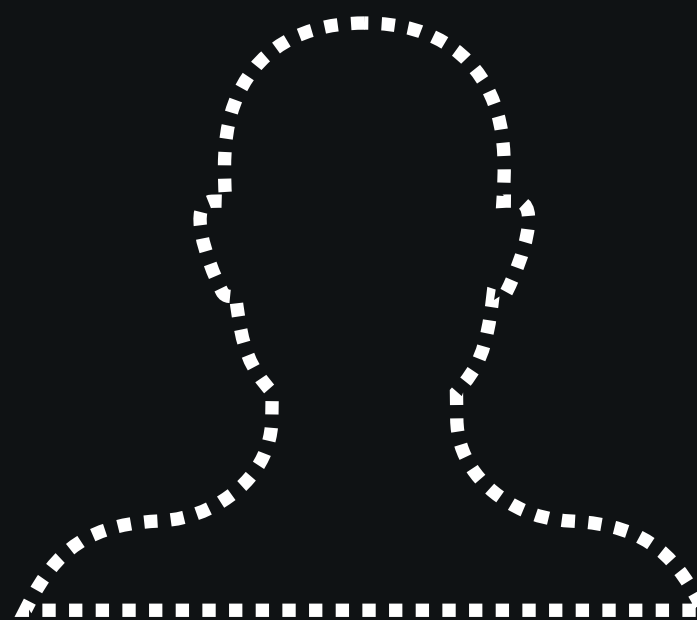
Аннотация контента



База знаний



Исследования
пользователя



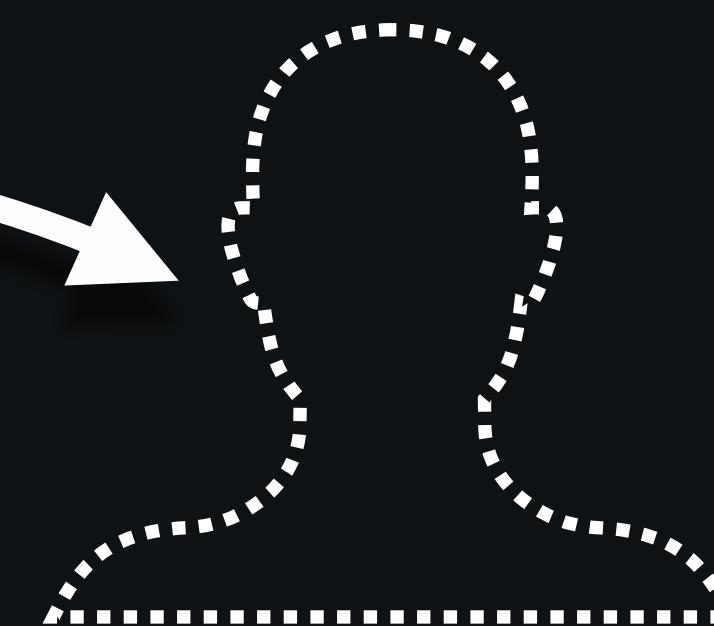
Портрет
пользователя



Рекомендации



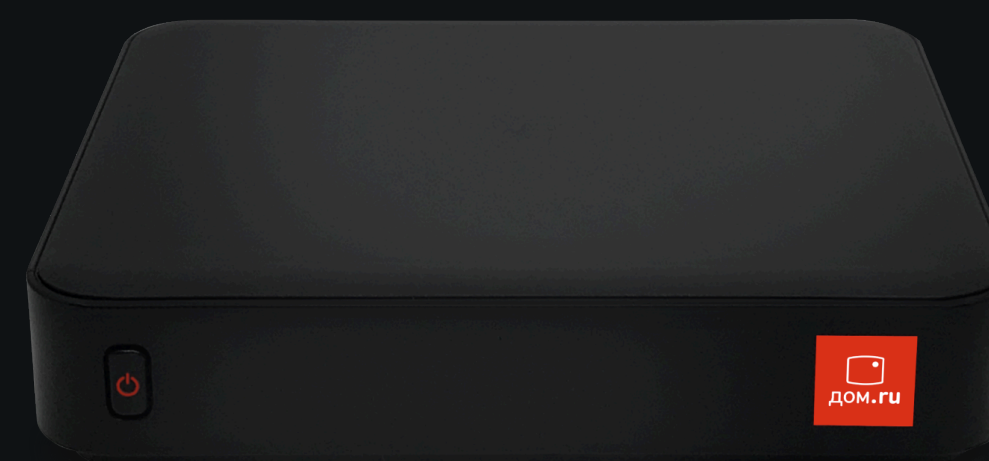
DPI-маркеры



Портрет
пользователя



Геотрек по Дом.ру
wifi-точкам и
домофонам

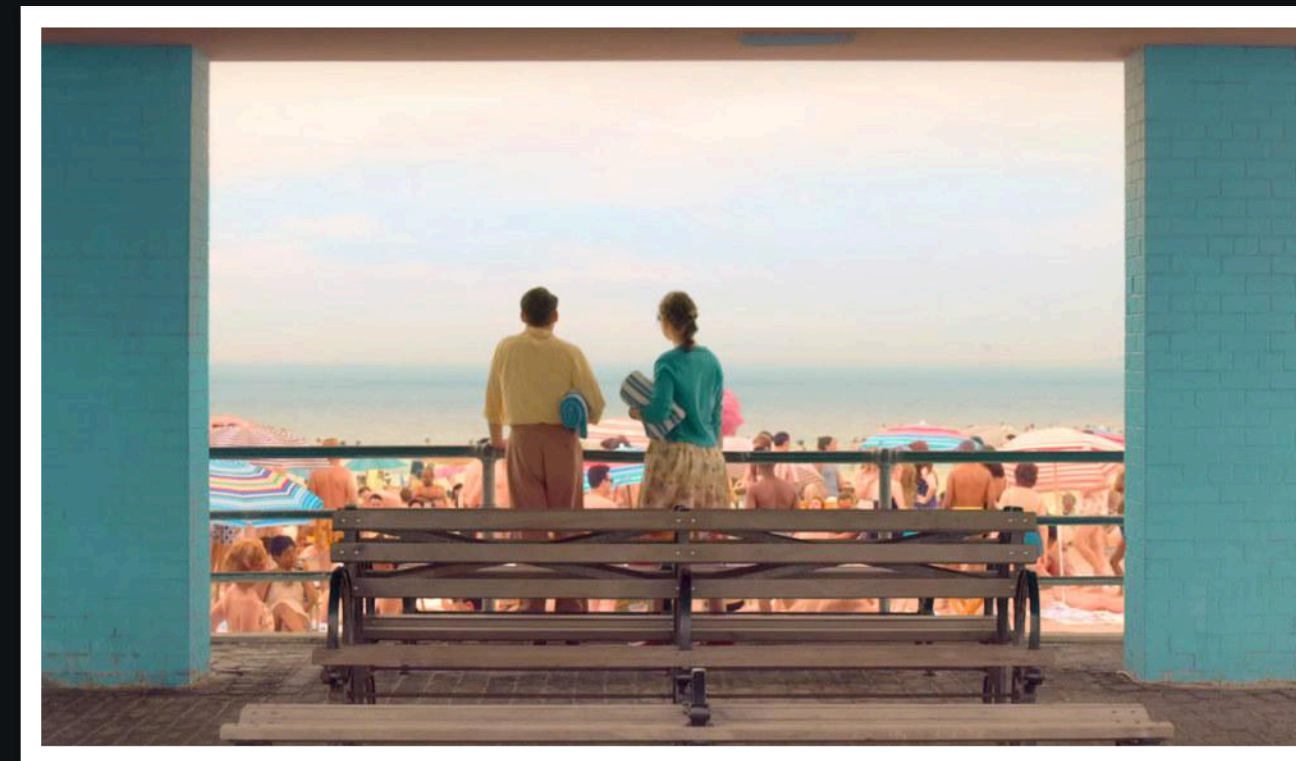


История
просмотров



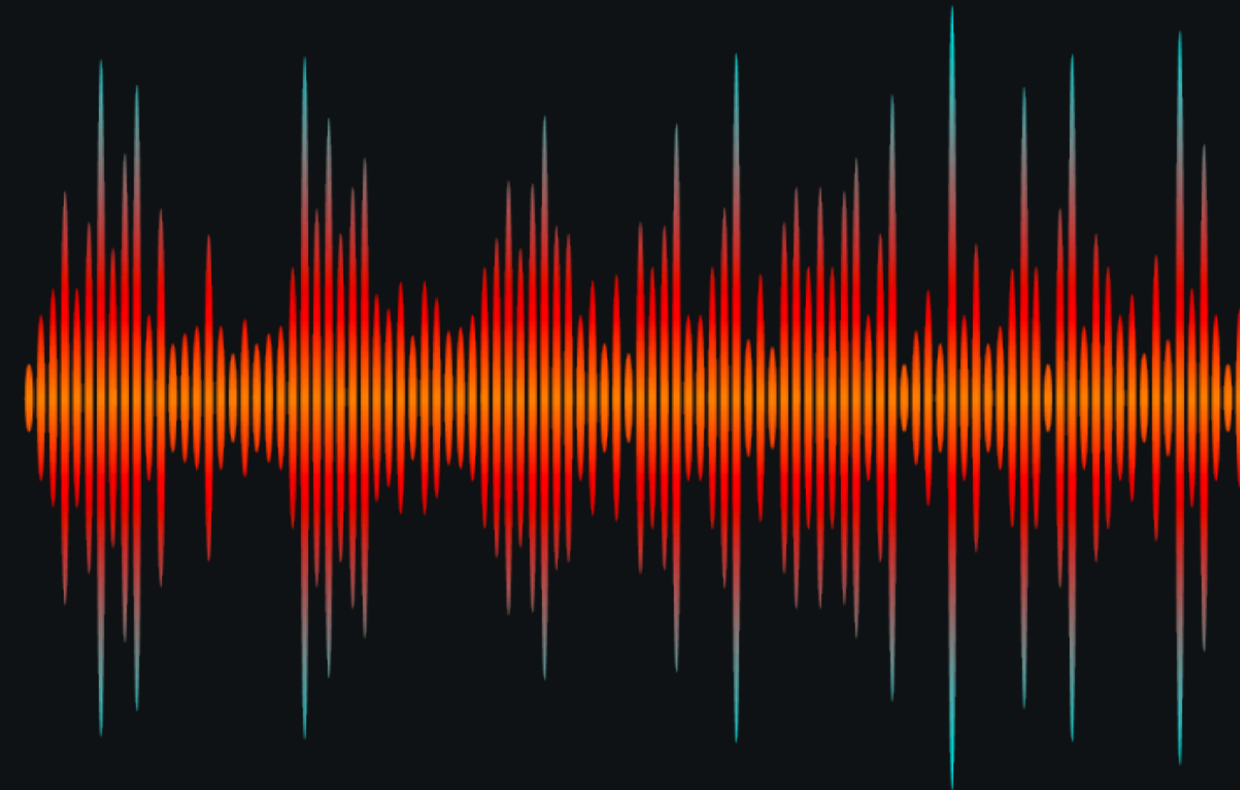
Речевые теги

Аннотация контента



Видео

Frame segmentation
+
Image classification



Аудио

Automatic
speech recognition

Как это работает: DPI



seconds=58&watchid=jW1J5xVGmNVcPfuReMLw13TrJzZPtvfHFq1RxC4l7XjbxH5zqG7B65950&app%5Fversion=2642&uid=31399462%2E4762&contentid=97716&fromstart=118&iyuid=466175433

```
1 SELECT
2     hash(radius_user_name, billing_id),
3     http_post_body,
4     http_user_agent
5 FROM superflow.superflow
6 WHERE http_url like '%logger.ivi.ru%'
7 AND http_post_body is not null
8 AND additional_info_type = 1
9 AND radius_user_name is not null
10 AND for_day = '2020-10-01'
```

```

user_asset_app_01102020.user    user_asset_app_01102020.asset_id    user_asset_app_01102020.watch_sec    user_asset_app_
-2146613276      328706   1    ["usage.all.messenger.skype","enter_private_lk.all.bank.sberbank","usage.pc.antivirus.kaspersky"]
-2145096171      2094003 43    ["pay.all.bank.sberbank","enter_private_lk.all.bank.sberbank","usage.all.social_network.vk"],"us
-2144644140      2089234 812    ["usage.all.cdn.yandex_disk","usage.mobile.application.ya_maps","usage.all.service.ya_weather"],
-2143975193      2103781 3     ["usage.mobile.application.ya_maps","usage.all.service.ya_weather","usage.all.social_network.vk"]
-2143973271      292244  13    ["usage.mobile.application.ya_maps","usage.all.service.ya_weather","usage.all.social_network.vk"]
-2142146893      0        20    ["usage.all.cdn.yandex_disk","usage.all.service.ya_weather","usage.all.social_network.vk"],"usag
-2139525262      897879513 3403   ["usage.all.messenger.viber","visit.all.site.edu_kids","usage.all.messenger.whatsapp","
-2139484999      1153900 1154   ["usage.all.service.ya_dzen","usage.all.service.ya_disk","usage.mobile.application.auto_ru"],"us
-2138754904      292251  13    ["usage.mobile.application.ya_maps","usage.all.social_network.vk","usage.all.service.ya_dzen"],"usa
-2138753881      2039146 8     ["usage.smarttv.application.ivi","usage.all.social_network.vk","usage.all.service.ya_dzen"],"usa
-2138160080      1330293 9     ["usage.mobile.application.ya_maps","usage.all.social_network.vk","usage.all.service.ya_dzen"],"
-2138160080      1728597 552    ["usage.mobile.application.ya_maps","usage.all.social_network.vk","usage.all.service.ya_dzen"],"
-2137956413      1147676 6453   ["usage.all.social_network.vk","usage.all.service.ya_dzen","usage.movix_pro.all.all","usage.pc.
-2137384140      894868968 1080   ["usage.mobile.application.ya_maps","usage.all.service.ya_weather","usage.all.social_ne
-2137254212      1513381 6     ["usage.all.messenger.skype","usage.all.messenger.whatsapp","usage.all.service.vk_music","usage
-2136585521      1282385 31230  ["usage.all.service.meduza","usage.all.social_network.vk","usage.all.service.ya_dzen","usage.al
-2136553870      1280188 52     ["usage.mobile.application.ya_maps","usage.all.service.ya_weather","usage.all.social_network.vk"]
-2136055417      1280188 8523   ["usage.all.service.ya_dzen","usage.pc.antivirus.avast"]
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-2135872339      1148685 30     ["enter_private_lk.all.bank.sberbank","usage.pc.antivirus.kaspersky","usage.all.social_network.
-2135692721      1282343 331    ["usage.all.service.meduza","usage.all.cdn.yandex_disk","usage.smarttv.application.ivi","usage.
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-2134290187      48245   9       ["usage.mobile.application.ya_taxi","usage.all.messenger.viber","usage.all.messenger.whatsapp"],
-2134208158      897384069 308    ["usage.all.messenger.skype","usage.all.cdn.ms_onedrive","usage.all.cdn.dropbox","usage
-2134201935      2124632 1       ["usage.all.messenger.viber","usage.mobile.application.megogo"]
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-2133203702      1141285 65     ["enter_private_lk.all.bank.sberbank","usage.mobile.application.ya_maps","usage.all.social_netw
-2133081226      1280916 19248  ["usage.all.social_network.vk","usage.all.service.ya_dzen","search.all.search_engine.goo","usag
-2132540615      251316  358    ["usage.all.social_network.vk","usage.all.service.ozon","usage.all.service.ya_dzen","usage.mobi
-2132396468      1113972 4594   ["usage.mobile.application.ya_maps","usage.all.social_network.vk","search.all.search_engine.goo
-2132360248      1281909 30     ["usage.all.cdn.yandex_disk","usage.all.service.ozon","usage.all.service.ya_disk","usage.mobile
-2132175310      1148999 6405   ["enter_private_lk.all.bank.sberbank","usage.mobile.application.ya_maps","usage.pc.antivirus.ka
-2132070509      1150693 1144   ["enter_private_lk.all.bank.sberbank","usage.pc.antivirus.kaspersky","usage.all.social_network.
-2132037502      284676  6       ["usage.mobile.application.ya_maps","usage.all.social_network.vk","usage.all.service.ya_dzen"],"usa

```


Что мы сделали?

Прототип
frontend

Прототип
backend

Тестирование

Сбор данных

Обучение моделей



Как на ЭТОМ заработать?

Классика

Продаём рекламу с высокой
конверсией

Интересней

Рассказываем, где ходят и живут
ПОТЕНЦИАЛЬНЫЕ КЛИЕНТЫ

АРТ-КОДЕР

ФРОНТМЕН



СКРАМ-МАСТЕР

ДАТАГЁРЛ