Limbik is an enterprise data company. We are developing the definitive collection of global short-form video data. Our business model is rather simple, and not unlike Nielsen or IRI. Where Nielsen acquires shopper/scan data from retailers, standardizes and packages the data, and sells it to manufacturers looking to make more informed decisions about the products they create, Limbik acquires short-form video content/data from publishers and media companies, standardizes and packages the data, and sells it to brands and creative agencies (and publishers/media companies) looking to make more informed decisions about the video content they create.

Ultimately, we believe our clients will be equipped with the resources and capabilities to utilize our data to drive a data-driven creative process internally. If and when this occurs, Limbik will simply serve as an enterprise data provider, exposing certain, relevant data to clients via API endpoints.

Today, however, our clients do not have the technology, resources or capabilities to effectively leverage our data internally. As a result, in addition to licensing our data, they are looking to us for help utilizing the data to make more informed decisions throughout the creative process – a service we offer called Content Science.

We define Content Science as an interdisciplinary field of scientific methods, processes, algorithms and systems to extract knowledge or insights from video in various forms, similar to data science.

To move beyond sorting, filtering and averaging, and basic statistical modeling, we are looking to utilize machine learning and identify a recommendation system that, based on certain known video attributes, can accurately predict Seconds Per View.

With attributes and viewing behavior data for thousands of short-form videos and growing, we believe someone with the right set of skills can help us identify and implement a recommendation system that enables us to deliver the following on behalf of our clients:

1. Accurately predict Seconds Per View based on some number of known variables
2. Determine which variation of a specific variable results in the highest projected Seconds Per View

To accurately predict Seconds Per View, we want to be able to use the attributes pulled from a video (annotations) or provided by the client to identify similar videos for which we have viewing behavior data. This is an important differentiation for us. If someone was looking to make a prediction for a new video about pizza, and they had access to a significant number videos from which to base their prediction, you would logically search for and filter all videos about pizza. Maybe they would expand their search criteria to include all videos about Italian food or food in general. But given our annotation process, and all the different visual, audible and contextual attributes we are capable of identifying, we should be able to identify videos that are similar for less obvious reasons, like soundtrack, ethnicity of people in the video, or the average number of shot changes every 10-seconds. Based on this mapping ability, we should be able to generate far more accurate and actionable insights than other companies/people that claim to use data to inform creative.

Once we have identified a universe of similar videos, using all available attributes, we should be able to use the viewing behavior data for these similar videos to accurately predict Seconds Per View for the Client’s video, concept or project. Of course, the more attributes available as input variables, the more likely we are to identify a material number of similar videos and make an accurate prediction. However, if a client is only able to provide us with multiple concepts they are considering, we want to be able to generate a reasonably accurate prediction for each concept, so the Client can make an informed decision as to which of the concepts she should move forward with.

Further, using the predicted Seconds Per View value generated based on the available attributes – either pulled from a video (annotations) or provided by the client – we should be able to run the model with slightly different input variables to determine which variation of a certain variable will result in the highest projected Sections Per View. For example, if a client is looking to decide which make and color of vehicle to use for an upcoming car commercial, we should be able to run the model, all else being equal, with different variations of vehicle make and color (i.e. red, blue, black, green, white, gray vehicle, or SUV, sedan, pickup truck, sports car, convertible vehicle) to determine which combination of make and color yields the highest projected Seconds Per View. For the various decisions a client makes throughout the creative process, with this capability, we will give clients the ability to make an informed decision, versus having to rely on gut and intuition.

We work with clients throughout four distinct steps of their creative process – (1) strategy, (2) creative development, (3) production, and (4) post-production. Our contention is that the same recommendation system can be utilized throughout, as we are solving for Seconds Per View at each step. Really, the only change will be the amount of information, or input variables available, and the type of decision for which the client is seeking our guidance – at the strategy step, for example, a client may provide us with five concepts to determine which concept they should move forward with; whereas, during post-production, the full video asset is available for annotation, and the client is looking for us to advice on certain editable attributes, like instrumental or vocal background music, text-on-screen color, placement and speed recommendations, and/or the optimal number of shot changes during the first 15-seconds of the video.

Simply put, we want to utilize whatever information/attributes are available to identify similar videos for which we have viewing behavior data, so we can accurately predict Seconds Per View, and how certain variables will impact performance, and help our clients create more effective video content.