



(10)

Background]

Viewers must gain any information from TV-CM more or less. However now that has not been quantified generally.

If information of any TV-CMs can be quantified, then everyone can summarize any TV-CMs objectively.

Assuming that a TV-CM consists by some meta-information which are independent and quantifiable.

Example: target age, target gender, and interests

Expected value in each output probability distribution	$E(x)$
The result of considering the expected value	y

3. Preliminary Study

- Nowadays, video classification seems to be still in development.
- CNN(convolutional neural network) to be the most major of some methods which classify video[1].