Innovate UK
Technology Strategy Board

Results of competition: Enhancing the value of interactions with digital content - Collaborative R&D

Total available funding for this competition was £2.5m from Innovate UK.

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Citizen Me (lead) Cambridge University Engineering Department University of Sheffield	Personal Information Management System	£621,999	£443,407

Project description - provided by applicants

Citizenme is a Personal Identity Management service designed to put everyday users of the internet, or citizens, back in control of their digital identity. This project will be a collaboration between Citizenme (an SME), the University of Cambridge Psychometrics Centre and the Machine Learning department of Sheffield University.

Our project will develop an app which provides deep and private insight into the users own accumulated data and enables the information owner to decide what he or she is prepared to share and with whom. We shall structure it so that it securely feeds that information to the relevant online presence, such as a social networking site or advertising agency.

We shall generate revenue by offering retailers and market researchers more precisely targeted, ethically sourced, user information than is currently available, at substantially lower fees than those incurred by having to trawl the plethora of sources of online information.

We will produce analytical reports to present these insights and make the targeting and tailoring of digital content faster, easier and more effective. We enable digital citizens to become the primary stakeholders in the digital economy.

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Lumen Research Ltd (lead) RowAnalytics Limited	Lumen Content, Interaction, Attention & Reward system (LUCIAR)	£576,517	£345,910

Project description - provided by applicants
The Lumen Content, Interaction, Attention and Rewards (LUCIAR) system is a digital interaction platform that measures the attention that consumers give to digital content puts a price on that attention and communicates the value of that attention and interactions to them. LUCIAR will enable and incentivise content providers, retailers, brands and consumers to share the value created from quantification of consumers' interactions with and responses to digital content. LUCIAR uses eye tracking hardware and sophisticated modelling of attention to evaluate consumers' responses to specific pieces of digital content such as ads, webpages and social media. These are converted into predicted buying behaviour using Lumen's proven econometric response models. The measurement of this underlying attention and response can be used by retailers and brands to directly assess the likely impact of content designs in specific demographics. At the same time motivated consumers can control the sharing of their interaction data in return for a series of tangible, personalised rewards.

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Semetric Limited (lead) Mirriad Limited	SMART-NIVA: Social Media Analysis and Real-Time audience Targeting for Native In-Video Advertising	£955,182	£573,109

Project description - provided by applicants

SMART-NIVA is an eighteen-month project to research, develop and demonstrate new methods, metrics and tools for targeted Native In-Video Advertising (NIVA) based on the consumption patterns, interests, trends, influences and community interactions revealed by data analytics from on-line platforms and social media channels.

The results will improve audience targeting and media planning for marketing campaigns in digital on-line and broadcast TV shows and music videos by the application of real-time analysis of social media responses on multiple platforms.

The project will create new media planning processes and tools based on audience targeting using social media and demographic data analytics, predictive and post campaign analytics, and on-line opinion formation to run campaigns across different platforms. It will develop new methods for valuing NIVA opportunities and interactions, with a specification for a future standard.

The project is a collaboration between two research-based SMEs: Semetric is a pioneer of social media analytics and Mirriad is a leader in the development of technologies and processes for brand embedding and video-based NIVA.