

A close-up photograph of a woman with long, wavy, light brown hair. She is looking slightly to the left of the camera with a neutral, thoughtful expression. The background is blurred, suggesting an indoor setting.

Monitoring Actors Performance in TV Series and Movies

Case study - TV series and Movies



SUMMARY

Objective

Provide analytics regarding the engagement with each actor/character during the series/movie

Client

Producers/Broadcasters

Content

TV Series & Movies

Features

- ▶ Live data collection
- ▶ Computer Vision assisted detection of actors

Challenge

Broadcasters and producers track the performance of shows from audience ratings. But how much is the performance of each actor contributing to the overall success of the series? Who are the most and least engaging actors? And how does the involvement of the audiences with each character evolve through the show?

Valuable characters are able to create a strong emotional (whether positive or negative) bonds with the audiences and keep them interested in their story/narrative.

We were challenged by a broadcaster to provide continuous measures of actor/character audience engagement potential during a season of a drama series.



SOLUTION

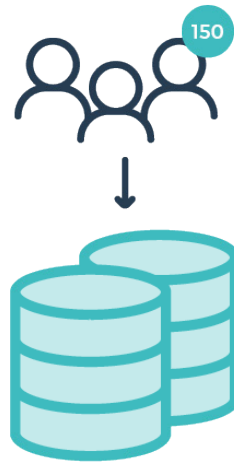
01. Data collection

We used MindProber's Live Broadcasting Monitoring tool to collect biometrics from a group of 100 viewers while they watched live episodes of a soap opera during the season.

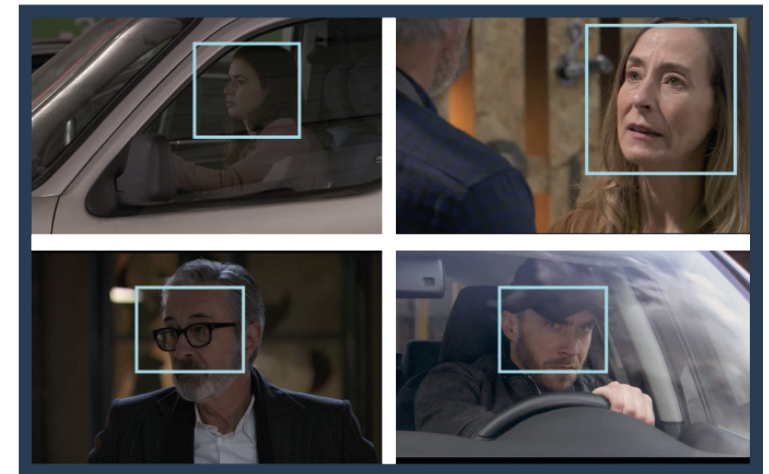
02. Visual feature extraction

After each program we used automated image recognition to detect the moments when each actor was on screen and extracted the engagement levels of the audience for each of these events.

01. Data collection



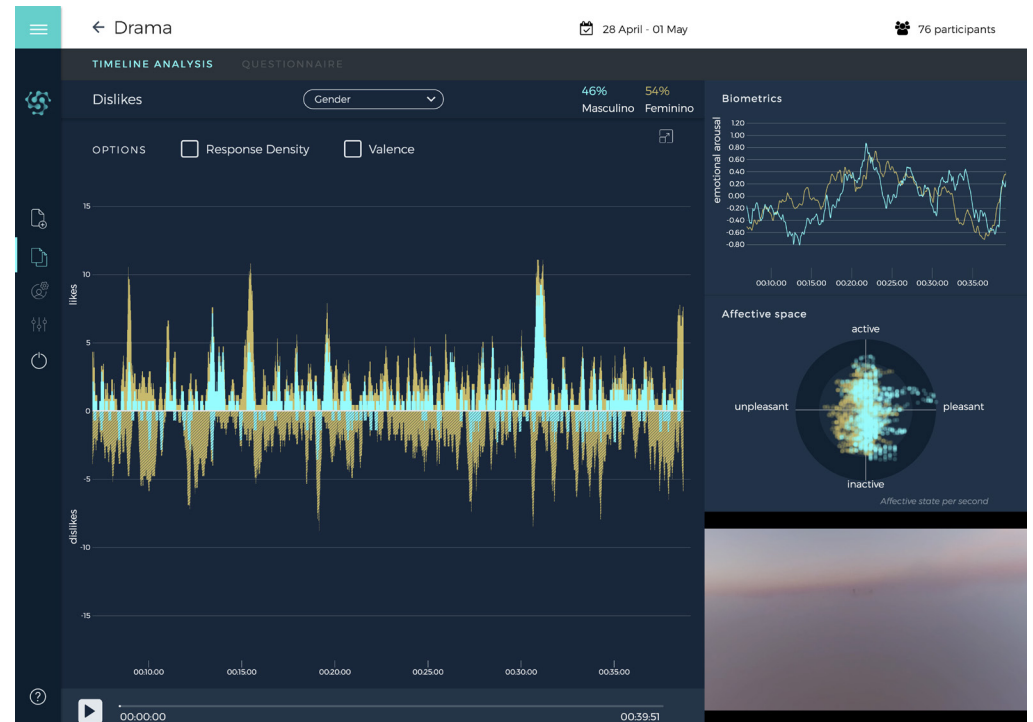
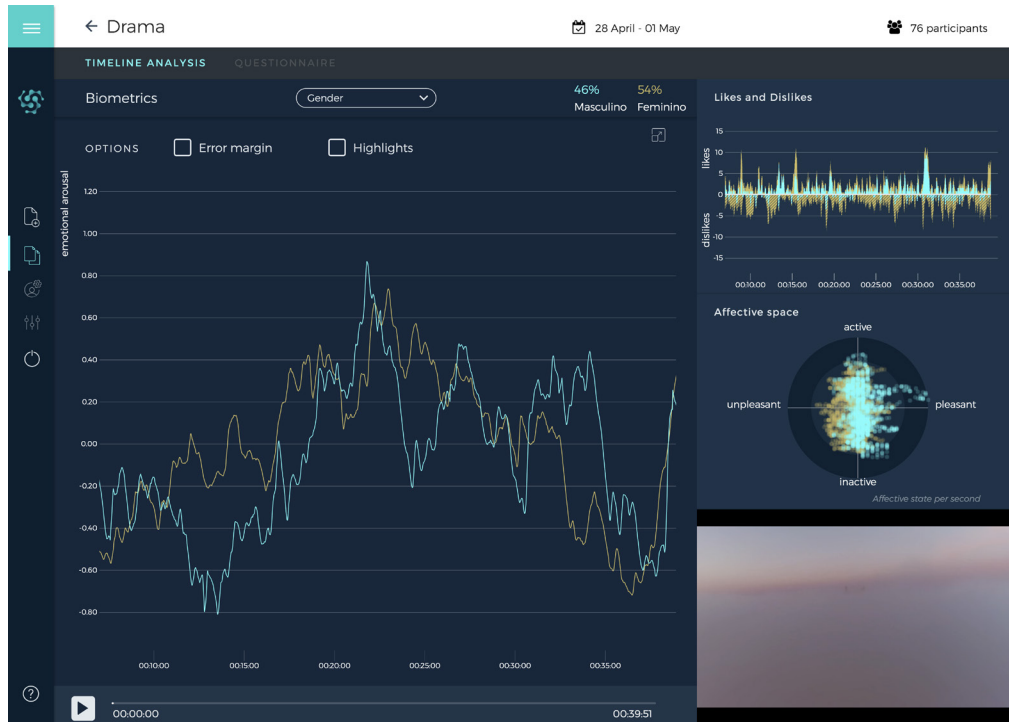
02. Visual features extraction



actor



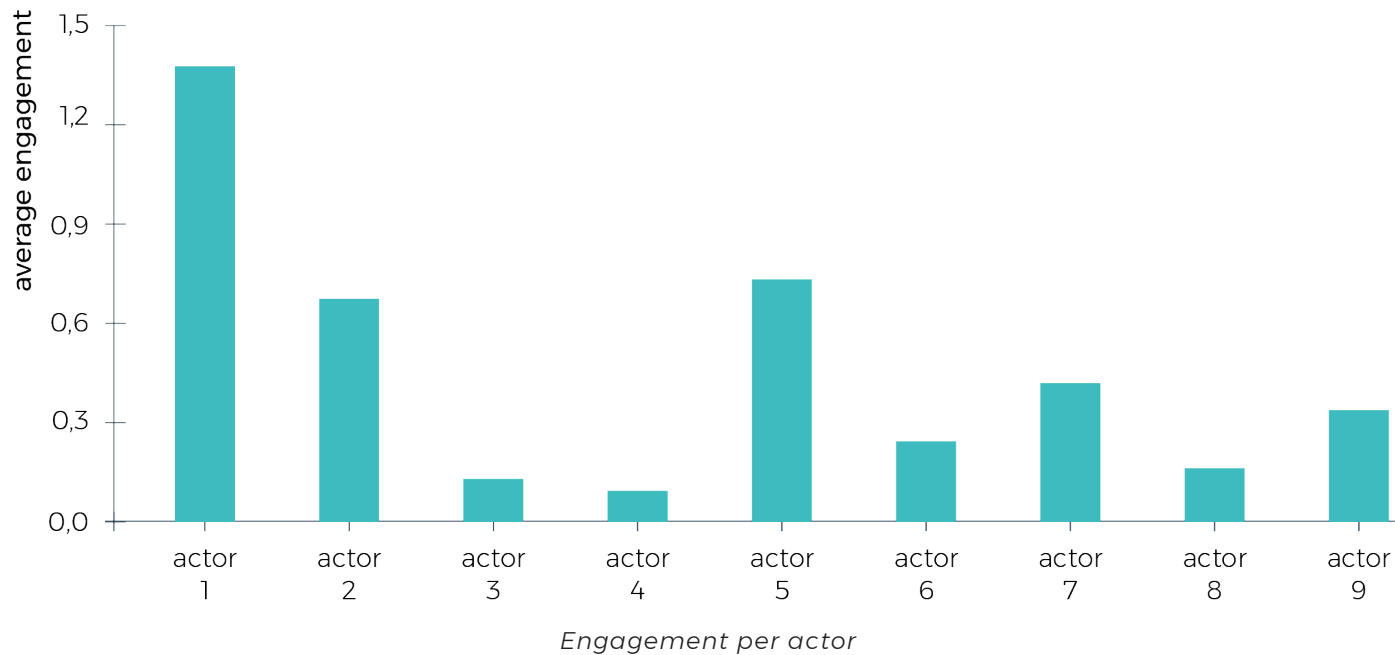
DELIVERABLES



Engagement timeline for the entire episode



DELIVERABLES



The client is able to understand the average emotional activation levels of the different viewer segments throughout the episodes, as well as the engagement level induced by each actor (averaged and throughout the series).

These continuous metrics allow broadcasters to introduce a new, excitement-based KPI's, that helps monitoring the performance of the actors and the involvement with the different characters of the show.