AMPLIFY DELIVERS HUMAN UNDERSTANDING OF CONTENT AS A WEB SERVICE; ONLINE ADVERTISING TO BENEFIT FROM ENHANCED TARGETING AND BRAND SAFETY

Submitted by: Marlin PR

Wednesday, 3 December 2008

London, UK: December 3rd – Amplify, the meaning platform, has today launched a web service to bring a human understanding of content to online advertising. In addition to improving the performance and accountability of display advertising and increasing the value of content for online publishers, Amplify enables social media to effectively monetise their traffic without impacting the user experience.

Amplify's unique computational linguistic technology mimics the process of human understanding to automatically extract the meaning of text in digital content such as web pages and blogs. By surfacing the significant topics, attitudes and pending decisions within any text, it removes the guesswork from brand safety and targeting decisions. Unlike existing tools that rely on categorising content according to keywords or assessing brand safety based on samples of content, Amplify is able to automatically scan all content to provide the online advertising community with a full appreciation of the meaning of the text.

"This is the missing part of the jigsaw - until now, online advertising has relied on making assumptions based on very limited data," comments Mark Redgrave, CEO at Amplify. "Existing classification techniques such as keyword or statistical analysis provide only half the story as they're unable to capture the actual meaning. Amplify can now do this – not just accurately but also on a massive scale."

While the industry is under increasing pressure to improve the value and accountability of online advertising, the rapid growth in social media has made it extremely difficult to accurately assess and target content. Publishers now have much less control over their content while ad networks and ad servers are finding it more and more difficult to provide complete transparency around where an advertiser's brand is placed. In addition, social networking and user generated content (UGC) sites are struggling to effectively monetise their sites without impacting the user experience and deterring traffic.

"The lack of brand-safety is one of the biggest challenges social networking and video sharing web sites face in attracting brand advertisers," comments Caroline Dangson, research analyst for IDC's Digital Marketplace program. "Amplify's technology promises to change all this - offering a solution to ensure brand-safety of web content for advertisers in a way that has not been available previously. This changes the outlook for the social media advertising market."

"While these sites are highly attractive destinations for advertisers, as they provide an opportunity to connect with users like never before, effective targeting requires a far greater understanding of the content in order to improve relevance," continues Redgrave. "Ultimately, Amplify can improve targeting to such as extent that advertising doesn't feel like advertising any more, it feels like a service."

Using Amplify's web service, online publishers, ad networks and social networks can build bespoke solutions to suit their particular marketing, sales or content management requirements. Amplify is

currently undergoing trials with leading ad networks and publishers.

ENDS

About Amplify
Amplify is a web service that brings human understanding to content. Amplify analyses content and returns its meaning in a usable and actionable structure. Amplify enables brands, advertisers and publishers to extract greater value from online content, allowing them to ensure brand safety and target more effectively.

By applying its meaning platform to the online advertising industry, Amplify can eliminate the guesswork in brand safety and targeting decisions. Using patented computational linguistics technology, Amplify enables publishers, social networks, ad networks and media agencies to automatically surface the significant topics, attitudes and pending decisions within any text. Whether to enhance existing targeting mechanisms, create a safe advertising environment or build brand specific products, Amplify provides the core foundation: the meaning of content.

Amplify is a web service from Hapax, a leader in Natural Language Processing (NLP) and text analysis. Amplify's core technology has been developed for over 20 years and is multi-patented in Europe and US.

Press enquiries – please contact Nicole Love at Marlin PR:
nicole.love@marlinpr.com / +44 (0)207 869 8328