

Dear Journalist,

This year's [Web Summit](#), taking place on 6-9 November in Lisbon, will bring together attendees from over 160 countries for what has become the world's largest tech conference.

European entrepreneurship will be on display, including innovative small and medium-sized enterprises (SMEs) that have benefited from the [Enterprise Europe Network](#) to make the most of business opportunities in the EU and beyond.

The Network will be exhibiting at the Summit alongside some of these innovative SMEs. One of the selected SMEs will be the Spanish company Tagsonomy S.L., which will be showcasing its cutting-edge context discovery platform, Dive.

Tagsonomy SL's success story, featured below, can be used for your coverage free of charge and copyright (in its entirety or its parts). Interviews with representative of Tagsonomy SL can also be arranged upon your request (please contact Antonella Bassi at Francisco.Milan@icf.com).

Tagsonomy at the Web Summit: New technology allows audiences to dive into the silver screen

The Enterprise Europe Network has supported the launch of a brand new platform that uses artificial intelligence to help audiences identify actors, locations, products, brands and more in films and television programmes. The technology, Dive, allows viewers to interact with on-screen contexts – not only putting names to the faces of performers, but also sourcing products available for purchase.

The company behind the technology, Tagsonomy S.L., describes Dive as a “context discovery platform” that fuses automated tagging with a visual search engine. Viewers now have a wealth of information about “what is happening in the scene” at their fingertips.

Tagsonomy S.L., founded in 2015 in Madrid, aims to change the way people watch and interact with videos. The Dive platform uses an automated algorithm which identifies significant on-screen elements, such as the actors, the location where the scene was filmed, or the clothes being worn. It then adds a layer of contextual metadata to each video frame, allowing audiences to explore the content in more depth.

“What we have created is the next generation of video content analytics,” said Sharique Husain, Tagsonomy S.L.'s Co-founder and Chief Business Officer. “We wanted to apply cutting-edge techniques of artificial intelligence to give people interactive access to everything they see in a scene and provide a contextually immersive viewing experience, and unlock new commercial opportunities for broadcasters and advertisers.”

Dive also adds value for broadcasters and advertisers. Broadcasters will have a better idea of the tastes and interests of their audiences, while brands can promote their products right at the moment viewers discover those products and show curiosity about them. For example, a viewer could interact with a scene of a high-speed chase in Morocco. From here, brands could display a number of adverts including flights to Morocco or the cars themselves, depending on the nature of the viewer's search. The company calls it “context-aware” TV advertising.

The technology was developed thanks to support from the Enterprise Europe Network, which helped Tagsonomy S.L. shortlist and select a business coach to work with. They also aided the company's growth by identifying and sharing key business events and opportunities, as well as advising on funding applications.