

Typical video search tools

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Currently, music videos, TV shows or "homegrown" clips flood the Internet, making finding and selecting the right content one of the biggest challenges for web users. The normal search tool can only read and analyze the text, and guessing the content of the clip will be based mainly on "tags" (bookmarks) or through descriptive words on the page containing the video.



Google is testing a political-related video identification program on YouTube. In addition, the high-quality clip search services include:

Blinkx.com will split audio and create text (transcript) of what is said in the video. This tool takes advantage of the text that appears on the screen as a match score . to analyze content.

Truveo.com "hunts down" videos on millions of websites, including sites that use new web technologies like JavaScript and Flash. AOL's service also involves a "social computing" trick, such as a list of favorite clips created by users, to include in the results.

Mefedia.com created channels (channels) and categories (playlists) for people to view, contribute and share content.

Similar to Blinkx, **EveryZing.com** analyzes sounds in clips and converts them to text for classification with accuracy up to 90%.

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