

Understanding Ecosystem of Digital marketing special reference to RJ Media and advertising

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Abstract— The digital marketing industry has evolved from being a small-scaled to a full-fledged industry. The digital marketing industry is projected to be the second fastest growing marketing industry in Asia after China. Over the last three decades, the prevailing view of information technology strategy has been that it is a functional-level strategy that must be aligned with the firm's chosen business strategy. Digital media resonate particularly well with many of the fundamental developmental tasks of adolescence by enabling instantaneous and constant contact with peers, providing opportunities for self-expression, identity exploration, and social interaction, and facilitating mobility and independence. Six key features of interactive media—ubiquitous connectivity, personalization, peer-to-peer networking, engagement, immersion, and content creation—are emblematic of the ways in which young people are both shaping and being shaped by this new digital culture. This paper covers the concept of digital marketing, ecosystem and the rise of the global digital marketing ecosystem

Index Terms— Marketing, Ecosystem, Digital environment, Advertising etc

I. INTRODUCTION

The Indian government has given tremendous support to the digital marketing industry.

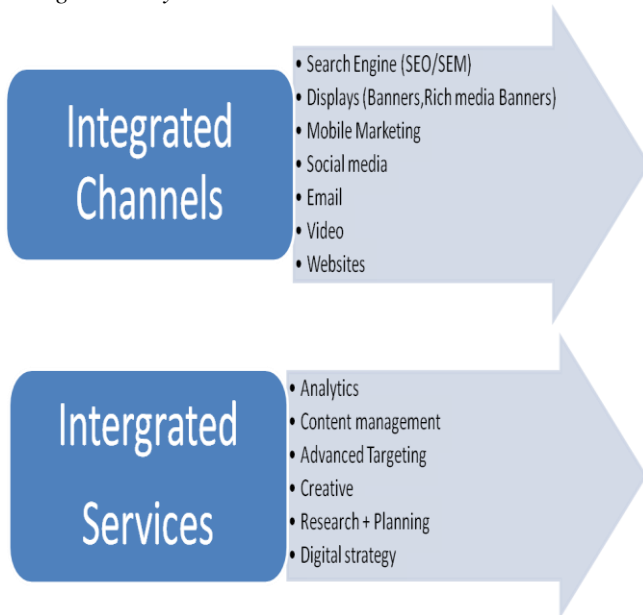
- Digitalization expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment.
- Also, proposed licenses for new banks and better market sentiments render the marketing industry in India a fertile space.
- Google is all set to help India in implementing Prime Minister Mr Narendra Modi's "Digital India" initiative, and the government has a well laid out plan to realise it, said Google's Chief Internet Evangelist Mr Vinton G. Cerf.
- Digital India is Rs 1.13 trillion (US\$ 16.75 billion) government initiative that seeks to transform the country into a connected economy, attract investment in electronics manufacturing, and create millions of jobs and support trade
- India and Poland are seeking to enhance cooperation in the digitisation and restoration of film archives. This was decided in a meeting between Mr Bimal Julka, Secretary of Information and Broadcasting, India, and a delegation from Poland led by Ms Malgorzata Omilanowska, Secretary of State. The two countries will form a joint working group that will help improve cooperation in fields such as student exchange programmes, animation, films and digitisation, among others.

- Mr Rajyavardhan Singh Rathore, Minister of State for Information & Broadcasting, has announced that Indian government has planned to increase advertising spend on the digital platform which will help increase the government's presence in digital media.

For some time, there has been increasing talk of a need for a 'post-digital marketing world' marketing world where the use of digital media and technology in marketing has become so pervasive we no longer completely separate "digital marketing activities" since they should be fully integrated and simply part of marketing. This thinking is partly driven by changes in consumer media consumption where they continue to consume content in different formats without consciously thinking about which devices or channels. The 'post-digital' thinking is also driven by problems of managing marketing activities in a business where a common problem with upskilling in digital is that 'digital silos' are created where different parts of marketing and their agencies don't communicate effectively giving rise to campaigns that Digital marketing is the promotion of your business, organization or brand using channels such as the Internet, mobile devices, television and radio in addition to using creative online advertising, video, podcasts and other such methods to communicate your message. Internet marketing in particular plays a huge part in any digital marketing strategy and is becoming the core of many organizations overall marketing strategies, particularly with regard to social media and viral marketing.

Digital marketing ecosystem is not only concerned with internet marketing and social media marketing, in introduction we discussed that people have a belief that internet or social media marketing are same but not same, be clear from beginning itself. Digital marketing ecosystem consists of internet marketing and social media marketing. They are just a channels for communication, digital ecosystem consist of integrating channels and integrating services.

A. Digital Ecosystem

*Search Engine*

Search engine optimization (SEO) is the art of getting a website to work better with search engines (like Google, Bing & Yahoo), and to look for achievable, profitable, ranking opportunities through keyword research. It is a quest for increased visibility in search engines via relevant copy, quality links, domain trust, social popularity and search engine connectivity.

1) *Displays*

Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content. Normal banners, Rich media banner, Interstitials and pops are example of displays.

Mobile Marketing

Mobile marketing is used in reference to any marketing efforts on or with a mobile device. It involves planning, creating, and implementing a mix of initiatives to bring together sellers and buyers via mobile devices.

Social Media Marketing

2) *Social Media refers to any software tool that enables and encourages engagement in conversation or sharing. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google + and blogs.*

3) *Email Marketing*

Email Marketing is a type of direct marketing that involves sending personalized, targeted messages to a specific audience. EmailMarketing is easy to use, low cost, and effective.

4) *Video*

Marketers are now use video to make customers aware of brands and to sharing the experience of other customers. YouTube ads are too popular in video ads. In social media platforms also brands are sharing video.

5) *Content Management*

After analysis the integrate channels marketer can able to understand the problems with current contents. Later he can

manage the content to increase the engagement rate, content may be text in banners, images or websites.

6) *Advanced Targeting*

Advanced targeting are techniques involving the sending of targeted messages to a specific audience. It is used to increase the effectiveness of a marketing campaign. Behavioural targeting is also a part of advanced targeting, here marketer can target the customer based on their past behaviour in online.

7) *Creative*

Creative is the artistic component of an ad or website. It usually includes an image and copy present in ads or website. Marketer can make those contents attractive to customers. Marketer will sometimes change the entire design of websites, apps etc.

8) *Research and Planning*

Marketer will do some research to understand the behaviour, taste and preference to customers in digital platform. This research may be doing by using paid-tools like ComScore...Etc. Through this research marketer can understanding where T.G is present or what T.G would do in online.

II. ADVANTAGES OF DIGITAL MARKETING

Reach - The ability of the online medium to target a certain demographic of users is one of the greatest advantages of digital advertising. In addition, the geographical reach of the online medium is far greater than that of traditional media. It's not only cost effective to achieve a wider geographic area but the ads can also be targeted to the desired audience.

Measurement - With various tools becoming available, tracking effectiveness of ad campaigns is becoming possible today. In other words, measuring Return of Investment (ROI) is increasingly possible today. Organizations that were previously reluctant to spend online, now realize that the online medium does offer means to alleviate any such fears.

Interactive and Engagement - The Internet is arguably the most interactive and engaging medium among various others. Interactive campaigns have become a norm with the power of the online medium. One such advertisement worth mentioning is the campaign by AXE where the end user could alter the smile of a woman as he/she liked to i.e. in an interactive framework.

Time - Through the Internet, an advertiser can reach a desired target group or demographic in a much shorter time frame. For example, if an advertiser needs to plan some sort of ambush marketing, the online medium can be an effective means of achieving it. Even otherwise i.e. for regular marketing campaigns, the total time necessary to complete an online advertising campaign is less than that of traditional advertising methods.

Cost - When compared to traditional forms of advertising, digital advertising is cheaper. Various payment models are available between the advertisers and publishers. Many a time, advertisers are charged only when visitors click on their ads. The various payment models are discussed in detail in the next section.

III. DIGITAL ADVERTISING

Search advertisements: advertisements made up of text (displayed largely as sponsored links on search engines) come under this category. These are backed by hyperlinks that when clicked on, take the potential customer to the advertisers website.

Display advertisements: advertisements that are placed at various points on a web page that typically contain logos, photographs, other images or even text. Technologically these comprise of image, simple flash and rich media with& without video ads.

Mobile advertisements: advertisements that are viewed or consumed on mobile phones or tablets come under this category. These comprise of mobile web ads, sms, mms, mobile video & tv ads and in-app ads.

Social media advertisements: advertisements of any type: text, display, stamp pads etc. Displayed on various social media websites like: facebook, twitter, linkedin, pinterest, orkut etc. Fall into this category.

Email advertisements: advertisements that involve sending across a commercial message to a group of people using email comprise of this ad type. Emails are used to engage with existing customers to get repeat business as well as to acquire new customers.

Video advertisements: advertisements that fall broadly under the display type but have video within them and are served before, during and/or after a video stream on the internet. This type comprises in-video ads, standard in-stream ads (pre rolls, mid rolls or post rolls) and true view ads.

IV. BRANDING IN DIGITAL ERA

Brand is an enabler in the current age. It is the participants, the brand conversations and the platforms that amplify the brand and drive the brand philosophy. Businesses need to, therefore, understand the consumers and the evolving digital sphere better and continue to build brands within the digitally connected ecosystem by focusing on the following 3 elements-

People

The digital age has democratized individuals. They are no longer passive consumers, but active and creative participants. They expect and believe in the co-creation of an experience, thereby evolving from consumers to users. They are becoming the most credible and reliable source of the true picture of a brand.

Consumers are beginning to seek a relationship of fair exchange between themselves and the businesses where each contributes and everyone gains. Individuals are seeking a multidimensional relationship that provides them with more than just the brand product/service.

Channels

With consumers evolving into users and participating in co-creation, it is important for brands to offer those channels and platforms that allow them to participate in this process. Users are seeking channels that offer them more than just digital promotional activities; they want channels that allow them the freedom to be publishers of content, information and data, that give them control over what content they produce

and consume, that allow them to co-create brand experience. The channels also need to be device agnostic. Users are adapting to the usage of different devices throughout the day to execute tasks at hand.

Engagement

It is about creating a window with enhanced attention to influence behaviour and motivations. With every business eyeing the opportunity to engage users, it is critical to focus on engagement by increasing brand salience and influencing buyer behaviour and choice. Brands should be able to map a customer's journey to understand where they can add value and create an opportunity to engage them.

V. THE RISE OF GLOBAL DIGITAL MARKETING ECOSYSTEM

Marketing represents one of the fastest growing areas of technology investment as the worlds of marketing technology and advertising technology begin coalescing around the real power player of the modern business era – the consumer.

Follow the money

In the past five years the pace of innovation and acquisition has accelerated dramatically in the marketing world. Incumbent IT providers like Adobe, Oracle and Salesforce have seen the opportunity and between them engaged in an aggressive expansion into the marketing world.

Two deals in particular stand out: Salesforce's \$2.5 billion purchase of ExactTarget, and Oracle's \$1 billion deal for Responsys are both clear signals of intent.

While these may be the largest deals to date, they won't be the last. Cloud-based business app provider Netsuite, for instance, recently put a \$200 million toe in the water, buying marketing automation vendor Bronto.

Data data everywhere, but not a drop to drink

More than \$US350 million worth of cash flowed into the data science game, with web and mobile analytics in particular finding favour with the money men.

But data is both a blessing and a curse. Too much data remains locked up in company silos, its availability subject to difficult technical integrations (which explains the popularity of APIs) or simply the vagaries of competing tribes within a business. And the data itself is both structured and unstructured, sometimes owned by a brand and increasingly now owned by a third-party vendor or an agency.

VI. RANGE OF SUBJECTS

Marketing automation

Marketing in many ways was the last piece of the business automation puzzle. Even as sales departments were implementing sales force automation and later CRM tools, marketers were still cobbling together spreadsheets and text files trying to discern signals in the noise.

According to Chris Collacott, content and digital marketing strategist at Deloitte Digital, marketing automation, also

often referred to as 'revenue performance management', is an approach to programmatically coordinating and optimising marketing activities across one or more channels, such as email, websites and social media. In short, it allows marketers to codify marketing programs, track and target users, automate content delivery and trigger automatic responses to user behaviours.

Cross channel automation

Eight years ago there were no Android phones in the world. None. Today there are more than a billion. Nothing so well describes how rapidly the problem of cross channel automation has emerged as the sheer growth in global fleet of smart phones.

More recently, personal devices like Fitbits and smart watches have emerged, bookending a period that saw the stunning rise and relative decline of the tablet market along with several channel missteps – most famously Google Glass.

Web analytics

Almost 90 per cent of the world's commercial websites are running some form of web analytics, and almost 40 per cent of those sites are using only the simplest metrics (Thank you Google).

According to researcher Gartner, customer-based segmentation, data warehousing or targeted email don't yet feature in the thinking of a large minority (40 per cent) of many web administrators.

While web analytics is one of the earliest form of business intelligence online, and the market exhibits many characteristics of maturity, beneath the surface innovation continues to bubble over, particularly around the mobile web, the app economy and increasingly advanced analytics, according to the analyst.

Social analytics

Facebook CEO Mark Zuckerberg has a very simple three-point plan for global advertising domination that he has happily been promoting to his investors for several years. Firstly, connect everybody in the world to the internet. Then learn everything he can about them from their behaviour. And finally, based on these insights, flog space. With more than 2 billion people using social networking sites, Zuckerberg's grand vision seems more realistic by the day.

VII. PREDICTIONS: DIGITAL MARKETING TRENDS FOR 2016

1. Ad spend and viewability gain the spotlight

With the growth of digital ad spend, issues such as viewability and ad fraud are becoming more pressing, a recent *Warc Toolkit 2016* found. The study, released in collaboration with Deloitte Digital, raised concerns about whether ads will be viewed by humans or simply bots, an issue further compounded by the increasing variety of intermediaries emerging in the ad tech space. "Marketers need to improve the level of viewability they are getting across display and video campaigns if they want to see a significant

lift in performance," A/NZ managing director of Integral Ad Science, James Diamond, said. "With 60 per cent of ads sold never making it onto a screen, the opportunity to drive performance by eliminating waste is huge.

2. Ad blocking debate intensifies

The Warc report also predicted ad blocking will remain a significant issue in 2016. Managing director of Guardian Australia, Ian McClelland, said alarm bells are ringing for many in the industry around the proliferation of ad blocking tools. "To counter this, there will be greater emphasis on context and audience behaviour in an effort to improve and respect the experience for consumers, which is likely to shift the focus to more trusted ad environments," he predicted.

3. Marketers embrace video content

Growing interest in visual content will drive greater investment in video in 2016, according to the *Warc Toolkit 2016*. While 2015 was a significant year for online video, the report claimed the medium will become even more vital to the digital marketing mix next year. Online video is particularly key to engaging those under 18, or Generation Z, with many teenagers preferring YouTube to traditional TV.

As examples of brands that are embracing new video interactions, the report pointed to Adidas, which used in-feed videos, and Clean & Clear, which used Google's Brand Labs on a three-part 'pull' and 'hero' video campaign strategy.

4. Automation ushers in next-gen contextual marketing

With empowered customers now controlling their options via multiple channels and devices, customer-driven changes will remake every industry, according to Forrester's predictions for 2016. As a result, the analyst group said early experiments in contextual marketing will manifest into invaluable lessons in 2016, pushing marketers to build better individual customer connections, and leverage automation technology to gain deeper customer insights across all marketing touchpoints.

5. Facebook becomes an afterthought for social relationship marketing

The lack of value from organic Facebook posts this year will result in the platform losing its edge for relationship marketing in 2016, Forrester predicted. Although media buyers will continue to buy Facebook ads, the analyst firm said organic social marketers will prioritise Instagram, Vine or their own branded communities in 2016, then post to Facebook as an afterthought. While Facebook's video platform push has achieved phenomenal success, gaining around 8 billion views daily, Google advertising and Google AdWords management company, SponsoredLinx, said the implementation of Instagram ads and video are now equally as important. Both also illustrate the future of media as being on handheld devices.

6. Ecommerce challenges will escalate

As the digital retail space expands and matures, a new set of challenges are on the horizon for 2016 including data privacy, tighter compliance requirements, increased competition, customer data breaches and tailoring the omni-channel experience across retail segments. In light of these challenges, Forrester said ecommerce marketers now need to shift priorities from what they need to offer customers, to how to deliver more value to customers more quickly. "In 2016,

consumers will be continuously using multi-channel communication and mobile devices to interact with their favourite brands,” senior VP of sales for retail technology company CitiXsys, Paula Da Silva, said.

VIII. INTRODUCTION TO COMPANY- RJ MEDIA AND ADVERTISING

RJ Media and Advertising is three year old Delhi NCR based online marketing & web development firm. I choose the startup company because with start I can explore myself and why digital marketing? Because it is booming industry, the growth of digital marketing is tremendous and expected to grow more.

RJ Media & Advertising is one of the fastest growing media and Advertising organization. It is uniquely designed to combine strategy with expert specialist execution, to deliver integrated solutions for the clients – from integrated media ecosystems reflective of culture, to data-enabled content delivered programmatically and optimized continuously. RJ Media and Advertising is positioned at innovation, creativity, knowledge and technology to achieve your business goals.

Working in RJ Media and Advertising, I learnt many aspect of digital marketing which include business development process, content writing, and social media.

RJ Media and Advertising follow a standard process of approaching clients. There are certain steps which cannot be altered or skipped. These are followed in sequences

And executed after evaluating the process again and again. With the help of the research we got a flow of what are the major criteria's we need to have. One had to identify various sectors in the market that actually have a need of digital marketing services. And then your task is to approach them before your competitors.

The team of RJ media and advertising is strong enough to deliver what the client expects, as under digital marketing everyone work is interconnected and with a team only one campaign can get ready. Company provides incentives, tours and throw parties to maintain good relations with the employees and customers. The punctuality in the work of the firm makes it more promising.

With the help of specialized staff, the company is growing as well as contributing in the GDP of the country. The company is providing employment and growth opportunities to the people of the country. The company helps employees to develop their intellectual, communication skills and provides proper training to new joiners or interns. The company follows various Fayal's principles such as division of work, standardization and simplification etc. The employee get order from own superior which helps the employee to report the work easily and timely, thus following the principle of *unity of command*.

How they work

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IX. TOP DIGITAL MARKETING AGENCIES IN INDIA

There are many agencies in this industry which are successful and helping the various companies to contribute in digital India. The top agencies of digital marketing in India are:

1. Web chutney

About the Company: Web chutney has worked with some leading companies in India. They have created some award winning and memorable campaigns for their clients that have helped the brands to build and sustain relationship with their audience.

Services: Online advertising, Website Designing, Mobile Marketing, SEO, Analytics, Application Development and Social Media.

Located at: Mumbai, New Delhi and Bangalore

Clientele: Microsoft, P & G, Airtel, Unilever, Wipro, HDFC, Titan and many more

Awards: Web Chutney has won the DMAI awards for its projects for Remit2India, Standard Chartered and Clear tip.

2. Pinstorm

About the company: Founded in 2004, Pinstorm ranks among the leading digital advertising companies in the world. They have adopted an approach that sees strategy, user experience, research, web design, mobile-friendliness, advertising, viral videos, search optimization, Facebook campaigns, Twitter updates, real-time listening and responses as a seamless set of tactics that stem from one overarching brand strategy.

Services: Search Engine Marketing, Social Media Marketing, Search Engine Optimization, viral advertising, Online Reputation Management etc.

Located at: Mumbai, Delhi, Bengaluru, Singapore, Kuala Lumpur, Zurich and Santa Clara.

Clientele: Walt Disney, Yahoo, Canon, HSBC, Café Coffee Day, ICICI, ET Now, GQ among many others.

3. WATConsult

About the company: WATConsult is a full service digital agency that delivers across the value chain right from launching a brand via digital to building a brands salience via digital to driving business leads and sales for a brand.

Services: Digital Marketing, Social Media Marketing, Search Marketing, Mobile Marketing, Digital Analytics and Digital Video Promotion.

Located at: Mumbai, Delhi, Bangalore

Clientele: Nikon, Warner Bros, Phoenix Market city, PVR Pictures, Sony Six, Godrej, ONLY, Vero Moda among the others Awards: Some of their awards include DMAi Gold Award for Lead based search campaign (Reliance Group), Youth Marketing Award for Best Disruptive Digital Campaign (Jack & Jones), IAMA Digital Award for best social media campaign (Bestseller Group)

X. RESEARCH METHODOLOGY

Research methodology is a way to steadily resolve the study problem. It may be understood as a skill of reviewing how research is done scientifically. It is a system and in-depth study for any specific subject. Its objective is to find out answer to questions by the application of scientific methods. For completing two methodologies are used. One is employed as a client servicing executive in RJ Media & Advertising and another one is a research to understanding the consumer buying behavior of Indians in digital period.

Statement and justification of the study

It is often said that digital is the "most measurable medium ever". I find that companies without a digital strategy don't have clear strategic goals for what they want to achieve online in terms of gaining new customers or building deeper relationships with existing ones. The study of ecosystem of digital marketing is needed to create loyal customers, convert sales, increase traffic and dominate digital. Many marketers use "one way messaging" or a "frequency and reach" strategy where they aim to reach as many people through messaging, but fail to engage in an interactive relationship. Thus the ecosystem of digital marketing is used to differentiate from competitors. The scope of digital marketing is growing day by day. Thus there is an immense need of studying digital marketing.

Following the views from marketers and businesses, changes in consumer use of digital media and technology is core to understanding trends in digital marketing. Today's consumer buying decision is certainly getting more complex...

Customers demand for online services may be underestimated if you haven't researched this.

1) Objectives of the study

- To study the role of digital marketing in RJ media and advertising.
- To know how to pitch a client while meeting basically how to talk, what to talk, how to make a client engage in your conversations.
- The main objective of the study is to understand the consumer buying journey in Digital era.
- To know how to talk to the customers for better relations.
- To analyse the approach which help them to get more business?
- To understand the media consumption of Indians.
- To figure out how Indian will purchase a product.
- To understand post purchase behaviour of Indian.

The descriptive research design is used for analyzing and studying the process of Business Development. The descriptive study is a fact finding investigation with adequate interpretation. The descriptive study aims at identifying the various characteristics of a problem under study. It reveals potential relationships between variables and also setting the stage for further investigation later. The results of such research are not usually useful for decision making by them, but they can provide significant insight into a given situation. Sampling technique

Samples for this research are under Indian youth and young Indians, who come under 17 to 45 year age groups before an organization conducts primary research it needs to pick a list

of people/organizations to interview. The questions are asked from the regarding digital marketing.

Sample size is 50.

XI. FINDINGS

- Most of the real sector people actually accept the value and opportunities of digital marketing.
- With the study of digital marketing I came to its development and exciting growth in today's state.
- What I found in client servicing is considerable clients is bit difficult as they too have complete knowledge about the digital marketing and also explaining how our company works better than others.
- Most of the sectors originally select for the digital marketing channels name search engine optimization, search engine marketing and social media marketing and later they will think about other channels which mean these three channel high receiving.
- It is easier to methodology a company's if you first send them an E-mailer to associated sector and then call them, in fact sometimes the company itself call having seen the E-mailer.
- If we take tablet, perception in Indian is low. But it doesn't mean that no one is using tabs. More than 30% of samples have tablet. For brands they are getting three more stages to reach their T.G and participate them.
- 33% of the samples are exhausting these gadgets while they are with their friends, so just think about the scope. If one person noticed something which is cool and awesome they will certainly communicate to others.
- 25% of the samples are using these gadgets while inspecting T.V; it's again a barrier for brands which use TVC only. 21% of the samples are using this gadget for chatting and 16% are using for surfing. What they are surfing? It can be about a product, local events or locations...etc.
- More than 90% of trials are observing ads, among them 35% of samples noticed ads through online media, trailed by TVC and Newspapers.
- From the first part of this investigation itself, we know that customers are highly information seeker. It may be due to the purpose for high trust in online ads. They can search for more information after watching an ad or online is the only two way communication channel for customers.
- 22% of the samples do research by using their laptop or personal computers before buying a product from the retail shop and 21% do research via mobile.

XII. CONCLUSIONS

- Digital marketing is not only concerned with placing ads in gateways, it consists of integrated services and integrated channels.
- Marketers want to use these constituents in an effective way to extent target groups and to build a brand.
- In these digital times, marketer is not the warden for a brand; people who are connected through the digital platforms are the protectors.

- Brands want to form their existence over digital platform, because customers have high attraction towards digital media than other media's.
- Customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.
- Digital media is the best stage to transform a product to a brand. Because it is more cost effective and it provide lot of drop points to marketer.
- Brands can able to occupy their target group in an effective way over digital platforms.
- Digital media is not only for appointment, brands can rise their customers or they can preserve their existing customers.
- Digital platforms help to increase the effect of brand remember in target groups.
- This paper will be at most useful for marketers to recognize the digital marketing and also to plan for future strategies.

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