

MARS2 **ECCV 2026 Competition**

Multimodal Reasoning

Slow Thinking in the Large Model Era

PRIZE

Cash Prizes Will Be Provided

Awards will be distributed to top performers in each track.

Competition Tracks

Track 1

MAC

Multimodal Advertisement Comprehension

Understand videos macroscopically, integrate information, and summarize long texts.

Track 2

VTG

Video Temporal Grounding

Align video content precisely along the temporal dimension.

Track 3

MDC

Marketing Strategy Decoding and Conversion Analysis

Analyze attention-grabbing techniques, brand integration, and audience psychological triggers.

Competition Timeline

Submission Deadline

August 1, 2026

Acceptance Notification

August 8, 2026

Camera-ready Deadline

August 12, 2026

Host Organizations

Tec-Do 2.0 钛动科技

Tec-Do Technology

 UNIVERSITY OF OXFORD

University of Oxford

서울대학교
SEOUL NATIONAL UNIVERSITY

Seoul National University



Tsinghua University



Nanyang Technological University

INSAIT | Institute for Computer Science, Artificial Intelligence and Technology

INSAIT Sofia University

