Vercury Contextual Advertisement (TraceSync™)

How It Works

Original Movie

scene-ad mapping

Scene-Ad Mapping Database

video id frame #

TV /Set-top Box

contextual ad

fingerprint

fingerprint

video id & sync data

play contextual ad

Fingerprint Database
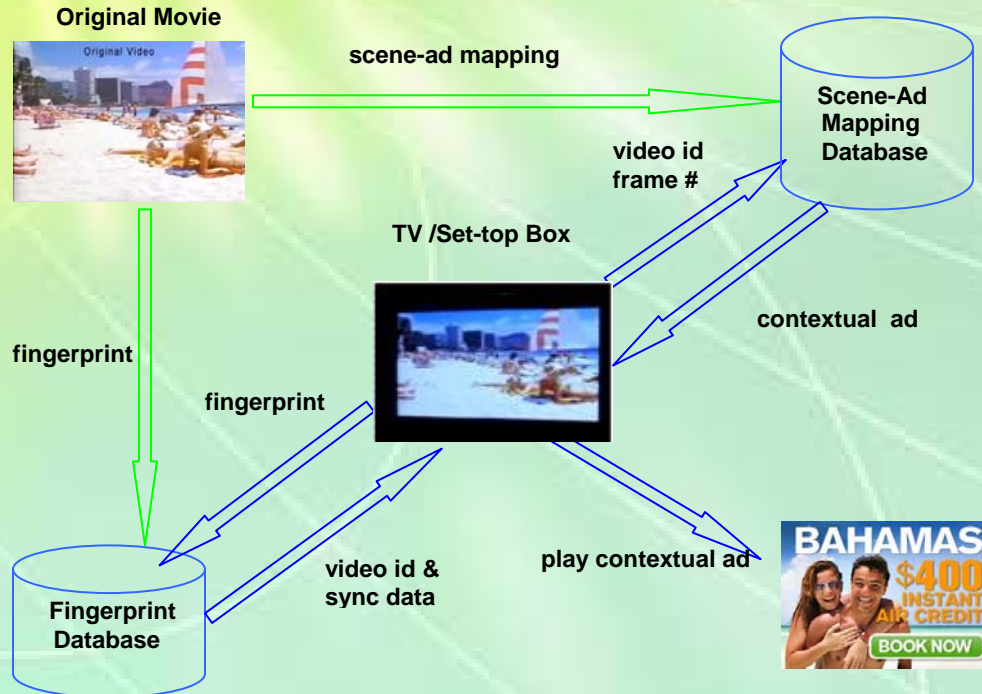
Workflow Description

Advertiser (green flow)

- Fingerprint a movie and add the fingerprint to the fingerprint database
- Create a mapping table that maps scenes to corresponding TV ad

TV / Set-top Box (TraceSync enabled, blue flow)

- Fingerprint a few seconds of movie
- Send the fingerprint to fingerprint database, get back video ID and sync data
- A flashing icon shows on TV screen if there is ad associated with current scene
- Send video ID and frame number to scene-ad mapping database to get the ad clip
- Or continue playing current movie

Benefits

For TV Users

- View ads related to scene only
- All ads are skippable
- Can interact with advertiser
- Easy turn on/off this feature

For Advertisers

- Can insert ads related to scene
- Viewers are more likely to buy
- Can interact with viewer
- Easy measurement of viewership