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## Media File Selection and Targeting

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## **Media File Selection and Targeting**

### ABSTRACT

A media file selection and targeting system selects and targets media files to one or more groups of people. The media file targeting system displays at least one media files choice to users in a group conversation. The system then presents an option to the users to vote upon the media file choices. Further, the system determines a media file, from the media files displayed, with the most votes and plays the media file with the greatest number of votes from all the users in the group conversation.

### PROBLEM STATEMENT

Online advertising is used to accomplish various business goals ranging from building brand awareness among potential customers to facilitating online purchases of products and/or services. However, most online advertisements are ineffective in reaching online users because advertisers have limited knowledge regarding the online audience. Advertisers often target advertisements based on a vague understanding of the demographics of users viewing certain media spaces or web pages, past browsing history, social graphs, etc. Because online advertisements are presented to viewers with little or no knowledge of who the viewers are, the chance that certain online users will be interested in a specific advertisement is small. Therefore, many online users simply choose to ignore a majority of online advertisements. There are opportunities to develop methods and systems for more-efficiently targeting relevant advertisements to groups as described below.

## DETAILED DESCRIPTION

The systems and techniques described in this disclosure relate to a media file selection and targeting system that optimizes selection and targeting of media files to one or more groups. The system can be implemented for use in an Internet, an intranet, or another client and server environment. The system can be implemented across a client device and server environment. The client device can be any electronic device such as a mobile device, a smartphone, a tablet, a laptop or desktop computer, a handheld electronic device, a wearable device, etc.

Fig. 1 illustrates an example method 100 for targeting media files to a group. The system displays 102 one or more media file options to users in a group conversation. The media files can include advertisements, music videos, text files, audio-only files, video-only files, etc. The group conversations can include conversations such as comments, chats, messages, emails, etc., between multiple users mediated by one or more websites or network platforms. The system may target the media files in a number of ways. For example, the system may select the media files for display by combining the interests/signals of a group and selecting media files that appeal most to the collection of group members instead of an individual. Alternatively, the system may target an individual in the group who provided demographic information to the system.

Further, the system presents 104 an option to the users to cast a vote regarding the one or more media files displayed. In an example, the option allows a user to choose a media file or reject it. The users can upvote or downvote any one or more media files based on their interests or preferences regarding the presented quality or content, etc., of the one or more media files. In an example, the system may provide themes such as “funny,” “serious,” etc., to help users make

their choice when voting. The system may provide the voting option along with each of the one or more media files. Each casted vote may result in displaying the voter's identity such as picture, name, etc., along with the media file for which they have voted. In another example, the system may provide an option for anonymous voting until after the voting is complete. The system can also display the number of group member votes (e.g., upvotes and/or downvotes) associated with each of the media files.

Furthermore, the system determines 106 a media file from the one or more media files with the greatest number of votes. The system may include a counter that keeps a count of the number of upvotes for each of the media files displayed. Further, the system compares the number of upvotes for each of the one or more media files to determine a media file that has received the maximum number of upvotes. The system may rank the media files based on the number of upvotes and/or downvotes. Since group conversation users are voting on the media file, their endorsement may be linked to the media file. When the users are voting, they may take into account not only which media file they most want to access, but also what media file the other group conversation users may want to access.

The system further plays 108 the media file with the most votes for all the users in the group conversation. The media file is played for all the users in a synchronous manner. In an embodiment, the system displays a message "winning video starts in 3 seconds" before playing the media file with the maximum number of votes to give an indication to all the users that the media file is about to be played. The system can also show a thumbnail of the media file with the maximum number of votes, title or name of the video to be played, along with the message.

Fig. 2 illustrates an example interface 200 displaying a list of pre-roll advertising or media file choices 202. Each of the group conversation users can cast a vote for one of the advertisements by clicking on the “choose” button 204 provided with each of the advertisements. In some embodiments, users can vote for multiple media files and in other embodiments, users can downvote, as well as upvote, one or more media files. When a user casts a vote for a media file choice, the system may present the user’s online identity e.g., picture, avatar, login name, etc., next to the media file. This way all the users can see which media files are preferred by other group conversation users. After a predetermined period of time or receipt of votes, the system plays the advertisement with the maximum number of received votes. The system may optionally display a message 206 “the winning video will start in 3 seconds” before the playing the video.

Because multiple users are engaged with choosing the media file, some embodiments of the system are configured to allow users to change their vote a predetermined number of times, or during a given time period, before the media file plays. This system is particularly relevant for group synchronous watch/listen experiences because it ensures that all of the users see/hear the same media file and that the media file is the same length, and all of the users are watching/seeing in a synchronized manner.

Various payment methods can be used to leverage the described media file selection and targeting system. Media files such as advertisements can be charged to the advertiser based on whether they win or lose the vote. Advertisements can cost more based on the number of user endorsements it carries during its impression. In an embodiment, advertisements can be entered into an advertisement auction based on the likelihood that they will win the auction and not

based on the likelihood that the user will engage with the advertisement. Media files such as music videos may be charged to the group when they win the vote. Different users may be allocated different charges based on whether their vote contributed to the music video winning.

FIG. 3 is a block diagram of an exemplary environment that shows components of a system for implementing the techniques described in this disclosure. The environment includes client devices 310, servers 330, and network 340. Network 340 connects client devices 310 to servers 330. Client device 310 is an electronic device. Client device 310 may be capable of requesting and receiving data/communications over network 340. Example client devices 310 are personal computers (e.g., laptops), mobile communication devices, (e.g. smartphones, tablet computing devices), and other devices 310' that can send and receive data/communications over network 340. Client device 310 may execute an application, such as a web browser 312 or 314 or a native application 316. Web applications 313 and 315 can include a messaging application that may be displayed and implemented via a web browser 312 or 314. Server 330 may be a web server capable of sending, receiving and storing web pages 332. Web page(s) 332 may be stored on or accessible via server 330. Web page(s) 332 may be associated with web application 313 or 315 and accessed using a web browser, e.g., 312. When accessed, webpage(s) 332 may be transmitted and displayed on a client device, e.g., 310 or 310'. Resources 318 and 318' are resources available to the client device 310 and/or applications thereon, or server(s) 330 and/or web page(s) accessible therefrom, respectively. Resources 318' may be, for example, memory or storage resources that store the media files; a text, image, video, audio, JavaScript, CSS, or other file or object; or other relevant resources. Network 340 may be any network or combination of networks that can carry data communication.

The subject matter described in this disclosure can be implemented in software and/or hardware (for example, computers, circuits, or processors). The subject matter can be implemented on a single device or across multiple devices (for example, a client device and a server device). Devices implementing the subject matter can be connected through a wired and/or wireless network. Such devices can receive inputs from a user (for example, from a mouse, keyboard, or touchscreen) and produce an output to a user (for example, through a display). Specific examples disclosed are provided for illustrative purposes and do not limit the scope of the disclosure.

DRAWINGS

100

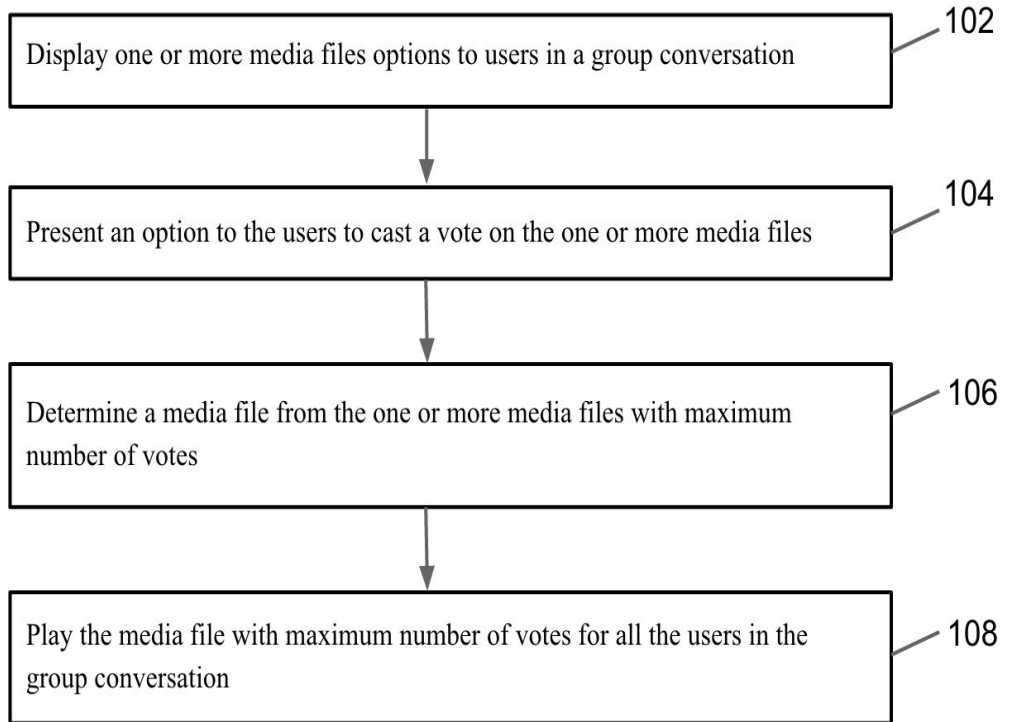


Fig. 1



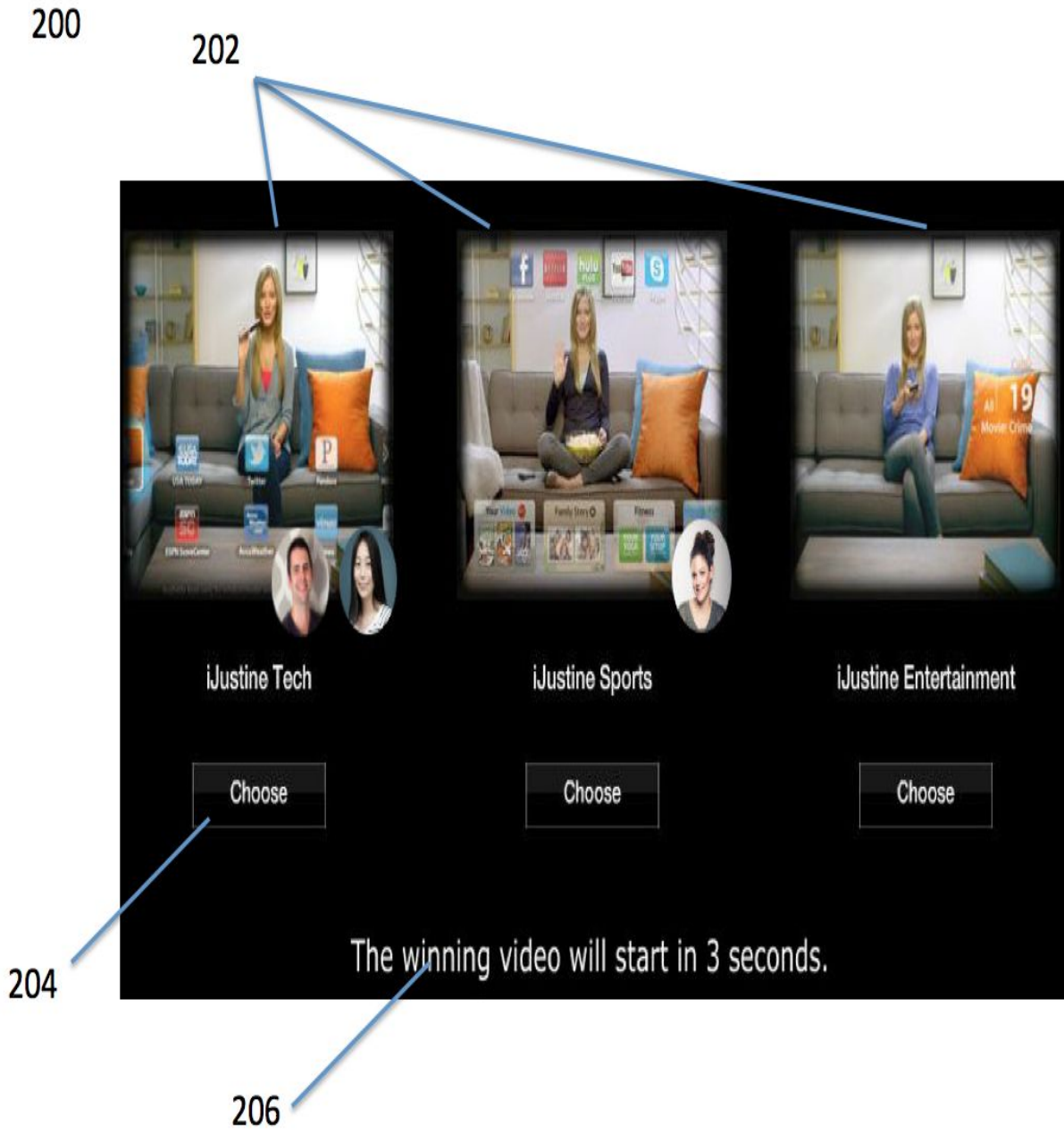


Fig. 2

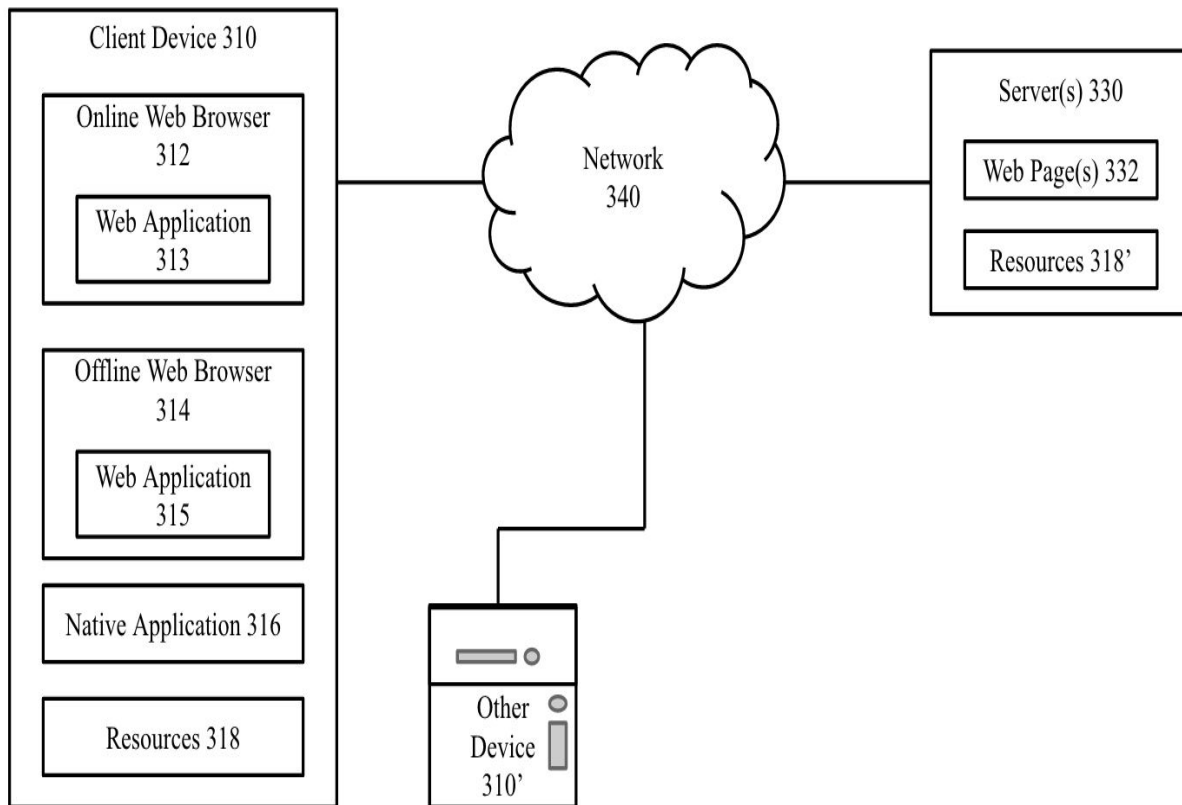


Fig. 3