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A Method Providing Live Skippable Advertisements

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A METHOD PROVIDING LIVE SKIPPABLE ADVERTISEMENTS

ABSTRACT

A system and method are disclosed that provide live skippable video advertisements during ad breaks. The system includes a server that allows selection of ads to display from a video pod or carousel. The method may run on the advertisement server to display advertisements from the carousel during an advertisement break, while allowing the viewer the option to skip an advertisement. The algorithm selects advertisements to fit the available time slot. When the user decides to skip an ad, the system selects another advertisement that would fit the time available. After the current ad runs out, the system continues displaying advertisements until the ad break ends. If the time slot is underfilled by a few seconds, the system displays a publisher-specific static image (or black screen) until the live stream resumes. The disclosed method improves user experience by increasing engagement in the rapidly growing area of live video ads.

BACKGROUND

In general, live advertisement breaks have a set duration, but can display multiple advertisements. For example, a football match might have a 90 second advertisement break and fill it with one 40 second advertisement, one 20 second advertisement, and two 15 second advertisements. For this reason, there are no skippable advertisements for live advertisement breaks. If the viewer receives a skippable advertisement, and if the advertisement is skipped, the viewer would have nothing to view until the live stream resumes (i.e. the football game break ended). This hinders user engagement.

Currently non-skippable video advertisements are supported, where a publisher requests the service provider for a group of advertisements to fill an advertisement break that's anticipated

to last for X seconds. The service provider then assembles a pod of video advertisements with a cumulative duration of less than X, and returns that to the publisher. The publisher then sequentially plays all advertisements in that pod.

Hence, when a viewer views the same type of advertisement multiple times, or if the viewer dislikes an advertisement, the viewer is left with no option but to sit and endure it, switch video streams, or look to an advertisement blocking solution.

DESCRIPTION

A system and method are disclosed that provide live skippable advertisements during an ad break. The system includes an advertisement server that allows selection of ads to display from a collection. The method includes an algorithm that runs in two parts. The first part of the algorithm provided in the method is to return additional advertisements in the video pod or carousel with various lengths as required. As shown in FIG. 1, the algorithm may run on the advertisement server to display advertisements from the carousel during an advertisement break, while allowing the viewer option to skip an advertisement. The algorithm further selects advertisements to fit the available time slot. When the user decides to skip an ad, the system selects another advertisement that would fit the time available. After the current ad runs out, the system continues displaying advertisements until the ad break ends. If the time slot is underfilled by a few seconds, the system displays a publisher-specific static image (or black screen) until the live stream resumes.

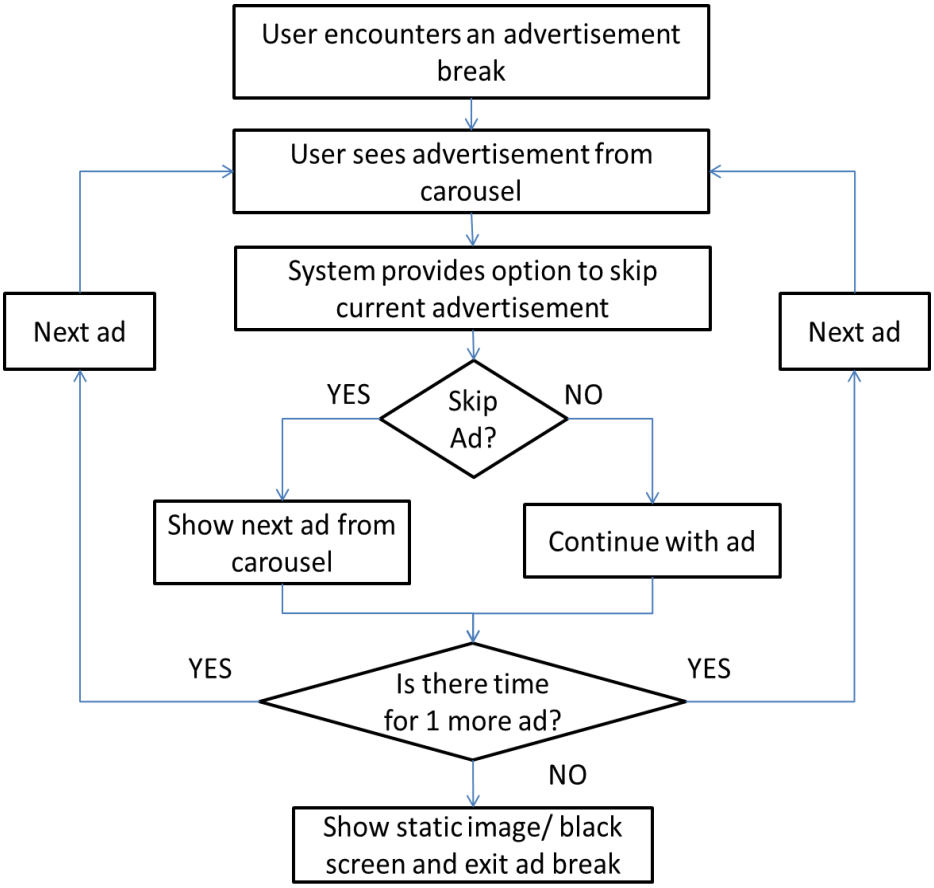

Fig. 1: Method of displaying skippable ads from video ad carousel

The second aspect of the algorithm solves the local bin packing problem that determines if an advertisement is skippable. This part considers the duration within which the advertisement is to be skipped. This is the “greedy” approach to ad-serving based on duration.

For example, the service provider may have a 30 second advertisement break. The service provider returns a 20 second advertisement, and a 15 second advertisement. Initially, the 30 second advertisement is displayed. After 5 seconds, a "skip this advertisement" icon appears. If the icon isn't clicked for 10 seconds, the service provider has not enough time left in the ad break to display any backup advertisements; hence the "skip this advertisement" icon disappears.

If "skip this advertisement" is clicked in the first 5 seconds, the 20 second advertisement is displayed immediately (since this is within the 5 second window) a "skip this advertisement"

button is displayed that will switch to the 15 second advertisement. If any time is left over (less than 5 seconds due to sliding window) the advertisement break is replaced with the publisher's static image. If the user waits more than 5 seconds but less than 10 seconds when "skip this advertisement" is displayed on the 30 second advertisement, the service provider switches straight to the 15 second advertisement.

In a variation of the method, the algorithm may consider duration as well as advertisement value while selecting an ad to display. The system may take additional requests for more advertisements at the service provider’s end, when an original advertisement is skipped, which can be included in the carousel. This algorithm enables the user to skip live advertisements while displaying shorter advertisements with progressively shorter durations. The method finds application in the rapidly growing area of live video ads. The disclosed method improves user experience by increasing engagement.