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INSTREAM VIDEO QUEUEING AD FORMAT

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Advertisements for new content are some of the best types of advertisements, especially when well targeted, both for users and for content and advertising providers. Finding new content to watch is a hard problem for most users and good content suggestions lead to longer user sessions and happier users. The problem with these advertisements is that the user has no way to get to the content while continuing to watch the current content. Specifically, in typical systems, when a viewer interacts with interstitial or banner advertising in videos, the user's browser or media application immediately loads the advertising-associated content (e.g. another video), interrupting playback of the present video. If a user does not wish to interrupt the video, but is interested in the advertisement, they must either remember details about the advertisement until the end of the present video (which may be hours), or they must rewind after playback to the same spot in the video and hope that the same advertisement is presented (which may or may not be likely). As a result, there are likely many missed opportunities to display advertising or promoted content to interested users. Additionally, even when users do remember details about the advertisement and perform a later search for the content, it may be difficult to track this behavior for content providers to determine if the advertising or promotion was successful.

The disclosed system provides two alternate methods for unobtrusively queueing advertising. In a first "opt-out" method, the promoted content or advertisement may be automatically queued for display after the present video, and the interstitial or banner advertisement may include a 'remove' or 'skip' button to remove the content from the

queue. Accordingly, the promoted content may immediately be made available for the user for subsequent viewing, unless the user clicks the remove or skip button to remove the content from the queue. The button may appear for any length of time, such as during the promotion or advertisement, as well as after the promotion or advertisement. For example, in some implementations, the button may be visible for a minimum period of time to allow the user to react, such as 20-30 seconds, even if the advertisement is of shorter length (e.g. 5-10 seconds).

In a second "opt-in" method, the interstitial or banner advertisement may include an "add to queue" button to add the corresponding promoted content or advertisement to the queue after the present video. As discussed above, the button may appear for any length of time, such as during the promotion or advertisement, as well as after the promotion or advertisement. For example, in some implementations, the button may be visible for a minimum period of time to allow the user to react, such as 20-30 seconds, even if the advertisement is of shorter length (e.g. 5-10 seconds).

Accordingly, via either or a combination of these methods, the user can manage a queue of further content, without interrupting playback of the present content. This is particularly helpful for long-form or premium content where a user may not remember details of advertising or promotions. In some implementations, some content may be added automatically (e.g. via the "opt-out" method), while other content may be offered for queueing (e.g. via the "opt-in-method"). For example, promoted or premium content may be automatically added to the queue (including, for example, content by the content creator of the currently playing content, or subscribed content); and other content may be offered for adding to the queue (including, for example, dynamically selected

advertising). The automatic addition of content to the queue may be valuable for some content creators, and may be a potential additional revenue stream for the media provider.

The queue may also be maintained for subsequent viewing sessions, allowing the user to queue up content they are interested in for viewing days or weeks later. The queue may also be used for targeted advertising, as it indicates content in which the user has explicitly (via the "opt-in" method) or implicitly (via the "opt-out" method) expressed an interest.

In one implementation, a method for managing an unobtrusive content queue includes streaming, by a content server to a client computing device for display, a first item of content. The method also includes transmitting, by the content server to the client computing device, a second item of content for concurrent display with the first item content, the second item of content comprising an identifier of a third item of content. The method further includes adding, by the content server, the third item of content to a display queue for the client computing device, responsive to transmitting the second item of content. The method also includes receiving, by the content server from the client computing device during display of the second item of content, a request comprising the identifier of the third item of content; and removing, by the content server, the third item of content from the display queue, responsive to receipt of the request.

Accordingly, this disclosure provides details regarding implementations of systems for managing a queue of promoted media content, without requiring viewers to either interrupt current viewing or remember details of content for future search and selection.

Abstract

Systems and methods for unobtrusively queueing advertising are disclosed. In a first "opt-out" method, the promoted content or advertisement may be automatically queued for display after the present video, and the interstitial or banner advertisement may include a 'remove' or 'skip' button to remove the content from the queue. Accordingly, the promoted content may immediately be made available for the user for subsequent viewing, unless the user clicks the remove or skip button to remove the content from the queue. The button may appear for any length of time, such as during the promotion or advertisement, as well as after the promotion or advertisement. For example, in some implementations, the button may be visible for a minimum period of time to allow the user to react, such as 20-30 seconds, even if the advertisement is of shorter length (e.g. 5-10 seconds).