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Audio ads endorsed socially

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Audio ads endorsed socially

ABSTRACT

With the advent of conversational smart assistants, users are increasingly spending time with screen-free devices and audio media. Advertisers want to effectively reach these users and engage with them. However, at present they lack ad formats beyond television and radio style commercials, which are generic broadcast ads not personalized to the user.

This disclosure describes audio ads that are endorsed by individuals within a user's social network. An advertiser collates comments about a product through social media. The social network of commentators who favorably view the product is determined. With the permission of such commentators, their comments about the product are played back to individuals within their social network. Such comments are played during ad slots within, e.g., a podcast, a streaming audio session, etc.

KEYWORDS

Smart speaker; smart assistant; conversational assistant; virtual assistant; audio ads; sentiment analysis; social media; social network; endorsed ads, social endorsement

BACKGROUND

With the advent of conversational smart assistants, users are increasingly spending time with screen-free devices and audio media. Advertisers want to effectively reach these users and engage with them. However, at present they lack ad formats beyond television and radio style commercials, which are generic broadcast ads not personalized to the user.

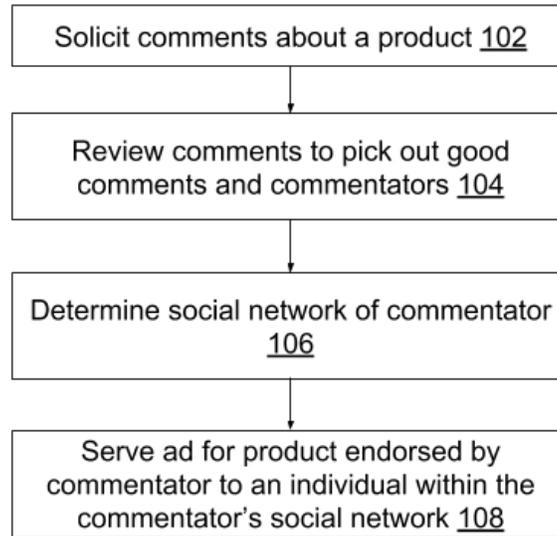
DESCRIPTION**Fig. 1: Creating socially endorsed audio ads**

Fig. 1 illustrates creating socially endorsed audio ads, per techniques of this disclosure. An advertiser solicits comments about their product (102). The solicitation of comments can be done, e.g., on the advertiser's website or fan pages, over the advertiser's social media presence, etc. Comments are collected and reviewed to pick out favorable ones (104). The picking out of favorable comments can be done automatically, e.g., by using a machine-learned sentiment analyzer. Alternately, a human reviewer can review and pick out favorable comments.

At 106, the social network of favorable commentators is determined as follows. The advertiser makes available to a publisher of podcasts (or other audio broadcasts) the list of favorable comments and their commentators. A list of favorable commentators is pushed to a user's device, and commentators who are socially linked to the user of the device determined.

When a user is ready to receive an ad, e.g., during a commercial break of a radio station or podcast, with the permission of the user and of commentators, an audio ad is served (108) that includes as endorsement comments from a commentator who is socially linked to the user.

Example: A user is interacting with a smart speaker and listening to a podcast. It has been established that the user has a friend, John Q. Sample, who has made favorable comments on social media about a new dish, a chalupa, being served at a local restaurant, RestaurantCo. At a commercial break in the podcast, an audio ad is played to the user as follows. “Guess what your amigo John Q. Sample had to say about the new chalupa at now being served at RestaurantCo?” followed by “I seriously loved the taste.” The comment of the friend John Q. Sample may be uttered in his own voice or it may be read off the text of John. Q. Sample’s social media post.

The user of the conversational assistant has the option to prevent endorsement ads from a certain person being uttered. For example, the user could say, “don’t give me ads from John,” and the conversational assistant will automatically suppress future endorsement ads from John Q. Sample.

Social linking of user and commentator may be established in several ways, e.g., based on connections within social media, based on contact lists within dialer or messaging apps, based on friends from a game network, etc.

The audio ad served to a user of a conversational assistant may optionally engage in further conversation to determine if the user would like to try the product being described in the ad. For example, the audio ad may include the following utterance: “If you want to try the new chalupa, say text or email and we’ll send you a free coupon.” If the user says yes within reasonable time, then the coupon is sent to the user.

In this manner, this disclosure leverages the principle of word of mouth, e.g., conveying a favorable message about a product from a person known to the user.

Further to the descriptions above, a user (wherein the term user includes individuals within a user’s social network) may be provided with controls allowing the user to make an

election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure describes audio ads that are endorsed by individuals within a user's social network. An advertiser collates comments about a product through social media. The social network of commentators who favorably view the product is determined. With the permission of such commentators, their comments about the product are played back to individuals within their social network. Such comments are played during ad slots within, e.g., a podcast, a streaming audio session, etc.