

Technical Disclosure Commons

Defensive Publications Series

November 30, 2018

METHOD FOR MONETIZING USER-GENERATED PHOTOS IN TARGETED DISPLAY ADVERTISING

Jason Karsh

Follow this and additional works at: https://www.tdcommons.org/dpubs_series

Recommended Citation

Karsh, Jason, "METHOD FOR MONETIZING USER-GENERATED PHOTOS IN TARGETED DISPLAY ADVERTISING", Technical Disclosure Commons, (November 30, 2018)
https://www.tdcommons.org/dpubs_series/1732



This work is licensed under a [Creative Commons Attribution 4.0 License](https://creativecommons.org/licenses/by/4.0/).

This Article is brought to you for free and open access by Technical Disclosure Commons. It has been accepted for inclusion in Defensive Publications Series by an authorized administrator of Technical Disclosure Commons.

METHOD FOR MONETIZING USER-GENERATED PHOTOS IN TARGETED DISPLAY ADVERTISING

ABSTRACT

A method for monetizing user-generated photos in targeted display advertising is a system for letting users to make their photos anonymously and publicly available to advertisers for use in digital display advertising that targets the user or friends or connections of the user. The user would benefit by getting paid on a CPM basis for the use of the photo. Thus, the user would see monetization of their photos when they are surfaced in ads either targeted at them or to people that they are connected to.

BACKGROUND

Social media has become an increasingly popular way of sharing photos, videos, and other graphical material. Making ads more personalized on networks help to make ads more relevant, sticky, and useful to both users and advertisers. However, users don't want to allow advertisers to have general access to their photos. They may better understand the unique benefit of a given product or service that displays a relevant picture taken by themselves or a friend. Users typically never make money from the massive amount of photos they upload to the internet. A method is disclosed here by which a user could provide permission for his personal collection of photos to be used for targeted display advertising.

DESCRIPTION

A system is disclosed that allows users to get financial value from their photos by allowing advertisers to have access to the photos, and then utilizing currently available technology to categorize the images by location, by action, by animals, by surroundings or landscape, by activity, etc. so that they can be inserted as a relevant, personalized image into an ad. This concept is a method for letting users to make their photos anonymously and publicly available to advertisers for use in digital display advertising that targets the user or friends or connections of the user. The user would then be paid a flat rate for CPM for their photography being used in advertising is directed at themselves or their friends or connections.

Here is the flow for the user:

1. User uploads the photos that are stored in the Cloud.
2. They are given a popup toast that suggests some or all of the photos in the uploaded batch available to advertisers to use, noting that they will be compensated at a CPM rate.
3. User can select a) YES, b) NO, or c) NO, DON'T ASK ME AGAIN options:
 - IF YES: User will be notified that those photos are now anonymously available to advertisers to be searched for certain characteristics i.e. at the beach, group picnic, people in costume, photos of San Francisco, etc., and automatically inserted into display advertising targeting themselves and their friends.
 - IF NO: user will be informed that these photos will remain private aside from them sharing with friends or connections.

- IF NO, DON'T ASK ME AGAIN: user will be informed that these photos will remain private aside from them sharing with friends or connections, and they will be informed that they will never be prompted to do this again.

4. On a monthly schedule, users will be paid out an amount based on an agreed CPM rate via an agreed mode.

In one instance, an advertiser would conversely create a digital ad unit that specifies a particular type of image that should be inserted into the ad unit.

Here is the flow for the advertiser:

- Advertiser creates digital advertising unit and sets it up to run on the network
- Selects the feature, to insert a user created image into ads that target the user or their friends or connections
- Specifies the image category needed from a drop down menu, size, and exact implementation as required for advertising
- If suitable image not available in the user collection, the advertiser uploads or selects a stock image
- Turns the campaign live
- Pays for typical advertising rates which may or may not include the payment to be paid to the users whose content is used in advertising

Selection of the photos on the backend:

The image data currently utilized to enable search functionality are catalogued and indexed by attributes as determined by current technology. The technology will screen out any photos that are out-of-focus, too dimly lit, or any other measure that would indicate that a photo

is of low quality. Of the photos that meet the 'quality' bar acceptable for the product, the index maps out which photos are connected to which user IDs and have a readily available index of characteristics of the photos mapped for each user.

The system allows the users to easily monetize their photos and provides the advertisers with photos for targeted ads that could drive more clicks through or increases product awareness by using relevant photos for the target. The system ensures that there is user consent and intent to make photos available to advertisers by ensuring that they agree to share and by giving them financial incentive.