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User configurable advertisements within video content

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ABSTRACT

Video content is often interrupted by advertisements. The advertisement is often skipped by users leading to poor ad conversion for ad publishers. This disclosure describes techniques in which a muted small movable ad video frame is displayed concurrently with main video content. The user can move the advertisement window within the video content while the advertisement is being displayed. Further, the video hosting platform can automatically place the ad frame such that it does not obstruct the view of the main content, e.g., by placing the ad frame in top or bottom black bands of the video. If the user unmutes the advertisement, the video content is automatically muted if it is a live stream and paused otherwise. The pause or mute action is user configurable.

KEYWORDS

- Advertisement
- Live stream
- Video ad
- Muted ad
- Ad skipping
- Ad conversion
- Video hosting

BACKGROUND

Many video content platforms include advertisements, e.g., displayed prior to or during presentation of video content. Users often skip such advertisements which leads to poor conversions for ad publishers.

DESCRIPTION

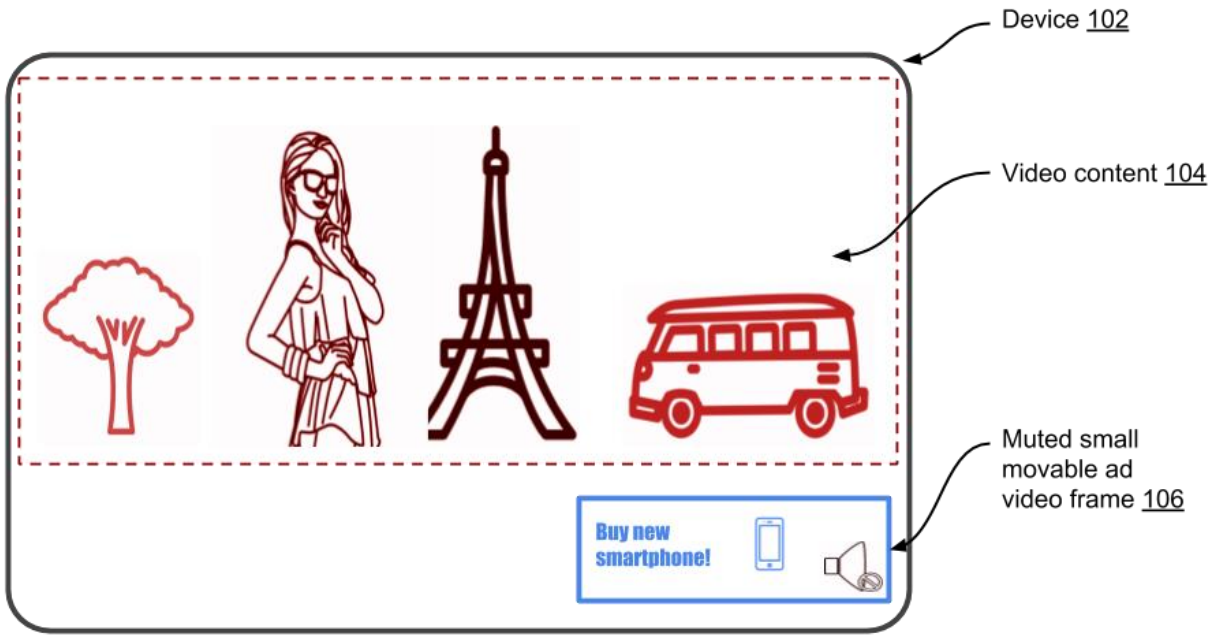

Fig. 1: User configurable advertisement within video content

Fig. 1 illustrates an example where a device (e.g., smartphone, tablet, computer, etc.) (102) displays a muted small movable ad video frame (106) concurrently with the main video content (104). The user can move the advertisement window within the video content while the advertisement is being displayed. Further, the video hosting platform can automatically place the ad frame such that it does not obstruct the view of the main content, e.g., by placing the ad frame in top or bottom black bands of the video. Noninvasive display of muted advertisements in this manner can lead to better conversion for advertisement publishers. If the user unmutes the advertisement, the video content is automatically paused, if the video content is not a live stream.

The user is provided with an option to mute the video content instead of pausing. For example, such an option is useful when the video content is a live stream and the user does not want to live stream to be paused by an advertisement. Any video hosting service, e.g., a video hosting website, a streaming video service, a social network, etc. can utilize the described techniques.

CONCLUSION

Video content is often interrupted by advertisements. The advertisement is often skipped by users leading to poor ad conversion for ad publishers. This disclosure describes techniques in which a muted small movable ad video frame is displayed concurrently with main video content. The user can move the advertisement window within the video content while the advertisement is being displayed. Further, the video hosting platform can automatically place the ad frame such that it does not obstruct the view of the main content, e.g., by placing the ad frame in top or bottom black bands of the video. If the user unmutes the advertisement, the video content is automatically muted if it is a live stream and paused otherwise. The pause or mute action is user configurable.