Canoe

User Driven Advertising

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Concept

User Driven Advertising to the Television

o Allow consumers to influence their advertising experience versus traditional advertising which decided for them by advertisers

o The solution leverages a "the consumer knows what they like" approach versus the tradition advertiser "I know what the consumer likes" approach

o Leverage a consumer's existing social media tool of choice to influence advertising that consumer sees on their television

The Consumer Experience

What happens from the consumer perspective

o The consumer has already been using a service like Pinterest to identify what they "like"

o The consumer is offered by their cable operator to link their cable account to their Pinterest account so that they will start to receive television Ads that are based on what they "like"

o The consumer sees Ads on their television that are related to what they have "liked" on Pinterest

A Use Case

A simple example

o Consumer "likes" Coca-Cola products on their Pinterest page

o The same consumer starts a VOD session

o Canoe has hundreds of Ad campaigns running at any given point

o The Canoe ADS knows of this consumers interest in Coca-Cola products and places a Coca-Cola Ads over other campaigns because of the user Pinterest "like"

o The creator of that Coca-Cola campaign now gets an Attribution Model report that shows real impressions combined with consumer interest / "likes" to increase the value of those Ad placements
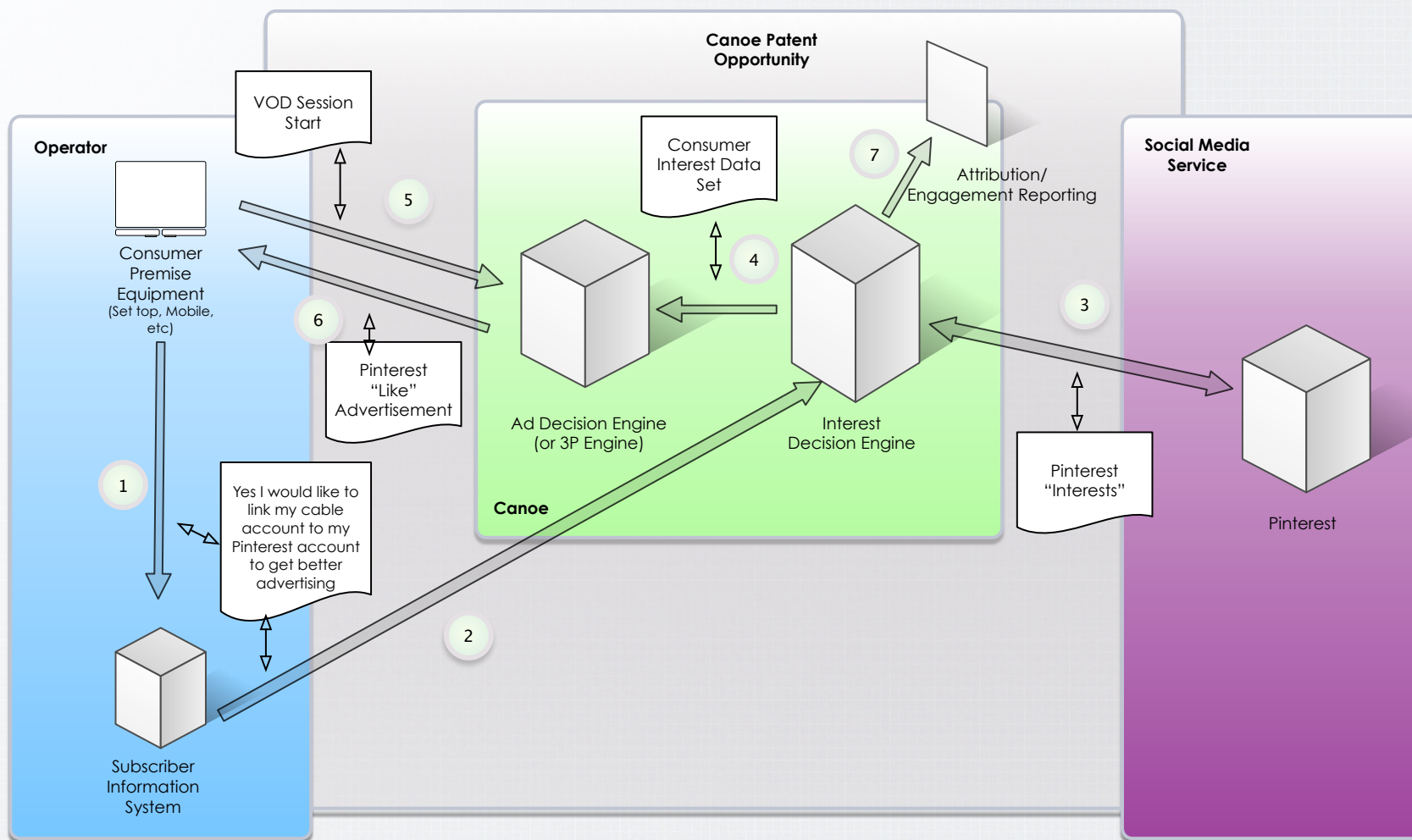
How it works

What are the mechanics?

o   The consumer is prompted through their cable user experience to link their social media account to their cable account to enhance their advertising experience

o   The cable company sends the user information and Pinterest UID/PWD to the Interest Decision Engine application (IDEa) which then uses the Pinterest information to collect the users interests from Pinterest

o   Over time, the Canoe IDEa connects to Pinterest to check for updated interests

o   The IDEa sends user specific interests to the Canoe, programmer, etc Ad Decision Systems (ADS)

o   The same consumer then starts a VOD session which sends a placement request with their cable ID to appropriate Ad Decision System

o   The ADS knows what that consumer is interested in, and places interest specific Ads in the VOD session

o   The IDEa receives Ad view information from the ADS and creates attribution reporting for the programmer

Process Architecture

User Process

Canoe Patent Opportunity

Operator

Consumer Premise Equipment (Set top, Mobile, etc)

VOD Session Start

5

Consumer Interest Data Set

7

Attribution/ Engagement Reporting

Social Media Service

4

6

Pinterest "Like" Advertisement

3

1

Ad Decision Engine (or 3P Engine)

Interest Decision Engine

Canoe

Pinterest "Interests"

Yes I would like to link my cable account to my Pinterest account to get better advertising

2

Pinterest

Subscriber Information System

Canoe

Use Case

Detailed Use Case

Assumptions:

1.   Advertiser campaign is already setup on campaign manager and Ad Decision System (ADS)

Execution:

1.   Customer prompted through their cable operator to enhance their advertising based on their social media interests (ex. Pinterest)

2.   The consumer agrees and enters their Pinterest username and password

3.   The cable operator then sends the Pinterest username and password combined with their unique household identifier and zip code to the Canoe Interest Decision Engine application (IDEa)

4.   The IDEa system connects to Pinterest to get the users interests and then communicates those interests to the appropriate Ad Decision System (ex. Canoe, Programmer, Local, etc)

5.   When that consumer triggers a VOD or other video service that sends a request to the ADS for an Ad Decision, the ADS already has the consumers interests and can now pick a more appropriate Ad to place in that video service.

6.   Upon completion of the Ad play out the ADS receives a play out complete message and that is sent to the IDEa solution

7.   The IDEa solution then produces Attribution reporting for the Advertiser that shows 1. consumer interest (from Pinterest, 2. consumer Ad view (operator), and 3. a geo identifier (operator) that enables the Advertiser to know who is interested in their products and who is watching Ads in their industry

Software Use Cases

System Boundary View