CLAIMS

1. A method of targeting advertising, the method comprising:

accessing, by a media content device from an electronic device communicatively coupled to the media content device via a communication within a local network area served by the media content device, product information that describes at least one characteristic of the electronic device;

transmitting, from the media content device to a server over a wide area network, an indication of the product information;

receiving, at the media content device over the wide area network in response to the transmitting of the indication of the product information, a media content item selected from a plurality of available media content items based on the product information; and

forwarding, from the media content device, the selected media content item for presentation.

2. The method of claim 1, wherein the electronic device comprises a home appliance communicatively coupled to the media content device via a home automation network.

3. The method of claim 1, wherein the electronic device comprises a computing device communicatively coupled to the media content device via a local area network connection.

4. The method of claim 1, wherein the forwarding of the selected media content item comprises scheduling, at the media content device, the selected media content item among other media content being forwarded for presentation.

5. The method of claim 1, further comprising:

selecting, at the sever, the media content item from the plurality of available media content items.

6. The method of claim 5, wherein the selecting of the media content comprises processing the product information with other information not originating from the electronic device.

7. The method of claim 6, further comprising:

accessing, by the media content device from another electronic device communicatively coupled to the media content device via the communication connection within the local network area served by the media content device, the other information; and

transmitting, from the media content device over the wide area network, an indication of the other information.

8. The method of claim 1, wherein the electronic device comprises a home appliance, and wherein the product information comprises at least one of an identification of the home appliance, an age of the home appliance, a manufacturer of the home appliance, an operational state of the home appliance, and a status log of the home appliance.

9. The method of claim 5, wherein the selecting of the media content item from the plurality of available media content items comprises:

receiving, at the server communicatively coupled with the media content device via the wide area network, a request from a media content item provider to present the media content item of the plurality of available advertisements based on a device profile;

determining, at the server, that the user product information corresponds to the device profile; and

selecting the media content item from the plurality of available media content items based on the product information corresponding to the device profile.

10. A non-transitory computer-readable storage medium comprising instructions that, when executed by at least one hardware processor of a system, cause the system to perform operations comprising:

accessing, by a media content device from an electronic device communicatively coupled to the media content device via a communication connection within a local network area served by the media content device, product information that describes at least one characteristic of the electronic device;

transmitting, from the media content device to a server over a wide area network, an indication of the product information;

receiving, at the media content device over the wide area network in response to the transmitting of the indication of the product information, a media content item selected from a plurality of available media content items based on the product information; and

forwarding, from the media content device, the selected media content item for presentation.

11. A media content device configured to present media content, the media content device comprising:

accessing, from an electronic device communicatively coupled to the media content device via a communication connection within a local network area served by the media content device, product information that describes at least one characteristic of the electronic device;

transmitting, to a server over a wide area network, an indication of the product information;

receiving over the wide area network in response to the transmitting of the indication of the product information, a media content item selected from a plurality of available media content items based on the user product information; and

forwarding the selected media content item for presentation.

12. The media content device of claim 11, wherein the media content device comprises at least one of a television set-top box, a media gateway, a computer, and a television.

13. The media content device of claim 11, wherein the media content device comprises at least one of a smart phone and a tablet computer.

14. The method of claim 1, wherein the product information comprises an indication of an error condition in the electronic device, and the selected media content item comprises information regarding resolution of the error condition.

15. The method of claim 1, wherein the product information comprises an indication of an operational status of the electronic device, and the selected media content item comprises information regarding recommended operation of the electronic device.

16. The method of claim 1, wherein the selected media content item comprises information regarding a recall of the electronic device.

17. The method of claim 1, further comprising:

receiving, by a media device via the communication connection within the local network area served by the media content device, the selected media content item forwarded from the media content device; and

presenting, by the media device, the received selected media content item.