

TARGETED ADVERTISING BASED ON USER PRODUCT INFORMATION

ABSTRACT

Methods and systems of targeting advertising are presented. In an example method, a media content device of a user accesses user product information originating from a user product and describing at least one characteristic of the user product. At least one advertisement is selected from a plurality of available advertisements based on the user product information. The selected advertisement is forwarded from the media content device for presentation to the user.

FIG. 2