CLAIMS

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

receiving, at a server, a plurality of available media content items from a media content provider via a wide area network, wherein each media content item is linked to at least one device profile of a plurality of device profiles;

receiving, at the server, product information from a media content device via the wide area network, the product information comprising at least one of a current operational state of a user product, a former operational state of the user product, an indication that the user product may be in need of replacement, and a status log of the user product;

processing, by the server, the product information with other information to determine that the product information corresponds to a device profile of the plurality of device profiles;

selecting, by the server, from the plurality of available media content items, the media content item based on the device profile; and

transferring, from the server to the media content device, the media content item via the wide area network.

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

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

4. The method of claim 1, further comprising:

receiving, by the server and from the media content device, the other information, wherein the other information was accessed by the media content device from another electronic device communicatively coupled to the media content device via the communication connection within a local network area served by the

media content device.

5. The method of claim 1, wherein the user product comprises a home appliance, and wherein the product information further comprises at least one of an identification of the home appliance, an age of the home appliance, and a manufacturer of the home appliance.

6. 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:

receiving a plurality of available media content items from a media content provider via a wide area network, wherein each media content item is linked to at least one device profile of a plurality of device profiles;

receiving product information from a media content device via the wide area network, the product information comprising at least one of a current operational state of a user product, a former operational state of the user product, an indication that the user product may be in need of replacement, and a status log of the user product;

processing the product information with other information to determine that the product information corresponds to a device profile of the plurality of device profiles;

selecting, from the plurality of available media content items, the media content item based on the device profile; and

transferring, from the server to the media content device, the media content item via the wide area network.

7. A server configured to perform operations comprising:

receiving a plurality of available media content items from a media content provider via a wide area network, wherein each media content item is linked to at least one device profile of a plurality of device profiles;

receiving product information from a media content device via the wide area network, the product information comprising at least one of a current operational state of a user product, a former operational state of the user product, an indication that the user

product may be in need of replacement, and a status log of the user product;

processing the product information with other information to determine that the product information corresponds to a device profile of the plurality of device profiles;

selecting, from the plurality of available media content items, the media content item based on the device profile; and

transferring, from the server to the media content device, the media content item via the wide area network.

8. The server of claim 7, wherein the media content device comprises at least one of a television set-top box, a media gateway, a computer, and a television.

9. The server of claim 7, wherein the media content device comprises at least one of a smart phone and a tablet computer.

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

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

12. The method of claim 1, wherein the selected media content item comprises information regarding a recall of the user product.