CLAIMS

1. A system for the presentation, verification, and metrics of multimedia advertising content on at least one screen (P) and/or at least one speaker (B) of a commercial establishment, comprising a central control device (1) with a processor (101); a plurality of advertising content presentation devices (2), each having a processor (201); and a tracking camera (3), characterized in that:

- the processor (101) of the central control device (1) is configured to receive and store in a central memory (102) a plurality of advertising campaigns comprising a plurality of advertisements; select one or more of the advertising campaigns to assign to said selected campaign(s) a unique identifier (ID) associated with a system user; and send the selected advertising campaign(s) through a data transmission network to at least one of the plurality of advertising content presentation devices (2); and

- -each of the processors (201) of the plurality of advertising content presentation devices (2) is configured to: receive the advertising campaign(s) and consult the ID associated with them and compare it with the ID stored in a user memory (202); display on a display screen (203) an authorization alert for the storage of the advertising campaign(s) in the user memory (202), only if the ID associated with the campaign(s) is the same as the ID stored

in the user memory (202); authorize the storage and broadcast of the selected advertising campaign(s) in the user memory (202); receiving/absorbing at least one multimedia content from an external source (E) and transmitting it to the at least one screen (P) and/or the at least one speaker (B), reproducing it on a surface (a) of said at least one screen (P) and/or interrupting in a harmonically, synchronized and subtly manner the audio transmitted by the at least one speaker (B), re-scaling said multimedia content from the external source to maintain its original visual and/or auditory appearance; initiating the sequential transmission of each of the plurality of advertisements, on a surface (b) of the at least one screen (p) and/or at least one channel of the speaker (B), without said advertisements invading the surface area (a) and/or interrupting the audio transmitted by the at least one speaker (B); inserting a tracking image (I) in a portion of the surface (b) for each of the reproduced advertisements, or an audio over the transmission of the advertising content; and generate a report with the number of times each advertisement has been transmitted, which is stored in the user memory (202); and

the tracking camera (3), is in connection with processor (201) and/or processor (101), and is configured to: detect the trailing image (I) inserted on the advertisements transmitted on the at least one screen (P) or the audio

reproduced in the at least one speaker (B); and generate a report with the number of times that each tracking image (I) or audio was detected by said tracking camera (3), which is compared with the report stored in the user memory (202), to determine if there are differences in the number of times that the advertisement has been transmitted, in such a way that if differences are detected between the number of transmissions of the advertisements and the number of times that the tracking image (I) or audio has been detected, an alert is generated that is shown on the display screen (203) and/or is sent to the central control device (1), to carry out corrective actions.

2. The system for presenting advertising content according to claim 1, characterized in that the surface (b) is in a region adjacent to the surface (a) parallel to either the long side or the short side of said surface (a).

3. The system for presenting advertising content according to claim 1, characterized in that the processor (101) is configured to select the advertising campaign by segmenting the campaign into selected consumer centers and assigning a specific temporality during which the advertising campaign will be available for transmission; and sending the selected advertising campaign(s) and/or multimedia content to commercial establishments, based on a prior selection of the commercial establishments based on the profile type and

volume of consumers in said establishments.

4. The system for presenting advertising content according to claim 3, characterized in that each of the plurality of advertising content presentation devices (2) is configured to accept or decline the advertising campaign(s) and/or multimedia content, based on the segmentation and profile of the campaign carried out in the central control device, by the establishment and/or consumption center.

5. The system for presenting advertising content according to claim 1, characterized in that the display screen (203) is a touch screen; and each of the advertising content display devices (2) is connected to the central control station via cloud storage.

6. The system for presenting advertising content according to claim 1, characterized in that the processor (201) of the advertising content presentation device (2) is further configured to interrupt/invade the transmission of multimedia content and display in full screen and/or transmit on at least one speaker (B), at least one of the plurality of advertisements and/or multimedia content stored in the user memory (202), in response to a scheduled time window, a programming change or the loss of input signal.

7. The system for presenting advertising content according to claim 1, characterized in that the tracking image (I) is a plurality of QR codes each associated with a

single advertisement of the advertising company.

8. The system for presenting advertising content according to claim 1, characterized in that said QR codes have information referring to an external link associated with a web page/platform with content related to each of the advertisements transmitted on the screen (P).

9. The system for presenting advertising content according to claim 8, characterized in that the content related to the advertisements is a display of the advertising product, discount coupons, numbers to participate in promotions, surveys or user counting.

10. The system for presenting advertising content according to claim 1, characterized in that the advertising content presentation device (2) further comprises a second camera (4) connected to processor (101) and/or processor (201), which is placed on the ceiling of the commercial establishment, configured to detect the number of consumers within the commercial establishment and characteristics of said consumers, as well as the ambient audio of said commercial establishment.

11. The system for presenting advertising content according to claim 10, characterized in that the second camera (4) is further configured to separate consumers by gender, counting the average time of the users in the commercial establishment, determining the largest heat zones

(concentrations of consumers by area), and to generate a report with the total number of consumers of each gender who may be viewing the advertising content, said report also being associated with the tracking image (I) that is being transmitted on the advertising content, determining an approximate data of the consumer group to whom a specific advertisement was transmitted.

12. The system for presenting advertising content according to claim 11, characterized in that the second camera (4) is further configured to separate consumers by approximate age group.

13. The system for presenting advertising content according to claim 1, characterized in that the advertising content presentation device (2) comprises a third camera (5) connected to processor (101) or processor (201), configured to detect the eyes of consumers who are viewing the screen (P) and/or capture audios from consumers referring to the displayed advertising.

14. The system for presenting advertising content according to claim 13, characterized in that the third camera (5) is configured to determine whether the users are directing their gaze towards the at least one screen (P) and/or are listening to the audio from the at least one speaker (B), such that a report is generated with the number of times that the consumers directed their gaze towards the

at least one screen (P) and/or listened to the audio from the at least one speaker (B), also counting the time that each consumer kept their gaze fixed on the advertisements displayed on said screen (P) and/or kept attention on the audio from the at least one speaker (B), to determine the measured viewing and/or listening time of the advertising content by the consumers.

15. The system for presenting advertising content according to claim 14, characterized in that the report is associated with the time windows in which the tracking image (I) and/or a control audio that is being transmitted over the advertising content is shown, to determine if said transmission of advertising content is being viewed and/or heard by consumers.

16. The system for presenting advertising content according to claim 14, characterized in that the third camera (5) is configured to separate consumers based on the number of men and women, as well as their average age; the time spent sitting/standing; the number of direct or indirect gazes they made toward the displayed advertising content; and/or the number of times they made comments toward the transmitted advertising.

17. The system for presenting advertising content according to claim 16, characterized in that the third camera (5) is further configured to detect particular expressions in

consumers, such that it can carry out a preliminary monitoring of the degree of acceptance, like or dislike of the displayed advertising, assigning an acceptance value if detected, for example, frowns or yawns; or if the consumers sang a song or commented on the advertising or content, or showed mood changes detected by sound, hearing or visual means

18. The system for presenting advertising content according to claim 1, characterized in that the advertising content presentation device (2) forms an integral part of the screen (P).

19. The system for presenting advertising content according to claim 1, characterized in that the advertising content presentation device (2) comprises a series of anchoring structures to couple it to the screen (P), in such a way that it hangs from the bottom of the screen or on one of the sides, using the display screen (203) as the surface (b) for displaying advertisements.

20. The system for presenting advertising content according to claim 1, characterized in that each of the plurality of advertising content presentation devices (2) is connected to a splitter (D) for presenting the advertisements and/or the transmission of multimedia content on a plurality of screens (P) and/or a plurality of speakers (B).