

METHOD AND SYSTEM FOR ENABLING AN INTERACTION OF A USER WITH ONE OR
MORE ADVERTISEMENTS WITHIN A PODCAST

ABSTRACT

5 The present disclosure provides a method and system to enable an interaction of a user with one
or more advertisements within a podcast. The system receives a first set of data associated with the
podcast. The system collects a second set of data associated with the one or more advertisements.
The system fetches a third set of data associated a communication device of the user. The system
gathers a fourth set of data associated the user accessing the podcast through the communication
10 device. The system analyzes the first set of data, the second set of data, the third set of data, and the
fourth set of data using one or more machine learning algorithms. The system identifies one or more
triggers to enable the interaction of the user with the one or more advertisements. The system
initializes the interaction between the user and the one or more advertisements in real-time.

15 FIG. 1