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(54) Title: VIDEO CONTENT-AWARE ADVERTISEMENT PLACEMENT

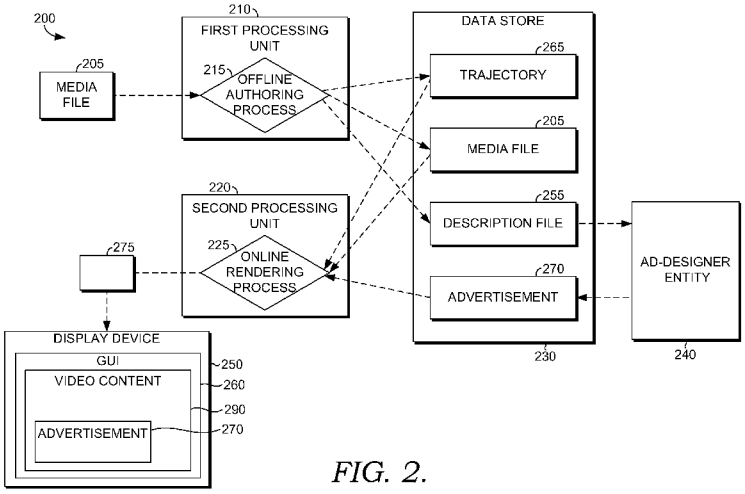


FIG. 2.

(57) Abstract: Computer-readable media and computerized methods for utilizing an awareness of video content within a media file to incorporate an advertisement therein are provided. Building the video-content awareness involves performing an offline authoring process to generate a trajectory. In particular, the offline authoring process includes targeting an object appearing in the video content, tracking movement of the object over a sequence of frames within the media file, and, based on the tracked movement, writing locations of the object to the trajectory. In an online rendering process, invoked upon initiating play of the media file, the advertisement is automatically selected and dynamically placed on top of the video content as a function of the locations within the trajectory. Accordingly, by repositioning the advertisement (typically an animation) within the video content based on the movement of the object, an illusion that the advertisement visually interacts with the object is generated.

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