Claims:

1. A method for selecting supplemental content for display near a user device during presentation of a media asset on the user device, the method comprising:

monitoring one or more frames during presentation of the media asset on the user device;

selecting a frame during presentation of the media asset indicating a new scene in the media asset;

identifying at least one of an object and a location represented in the selected frame;

determining plot information associated with the at least one of the object and the location;

identifying, from a database, the supplemental content to accompany the media asset based on the plot information; and

transmitting, to a projection device, the supplemental content for display near the user device during presentation of the media asset.

2. The method of claim 1, wherein identifying the at least one of the object and the location represented in the selected frame comprises:

identifying key features in the selected frame;

comparing the identified key features to an objects database;

identifying the object represented in the selected frame based on the comparing;

searching an actions database based on the object in the selected frame;

identifying an action occurring in the selected frame, wherein the action is associated with the object.

3. The method of claim 2, wherein determining the plot information associated with the at least one of the object and the location further comprises:

searching a plot information database to identify plot information associated with the at least one of the object and the location and the action occurring in the selected frame, wherein the plot information includes keywords describing a plot of the selected frame;

determining common keywords associated with the at least one of the object and the location and the action; and

determining identified plot information based on the common keywords.

4. The method of claim 1, wherein identifying the at least one of the object and the location represented in the selected frame comprises:

identifying key features in the selected frame;

comparing the identified key features to an objects database;

identifying the object in the selected frame based on the comparing;

searching a location database for a location associated with the object; and

identifying the location in the selected frame based on the location associated with the object.

5. The method of claim 1, wherein identifying the at least one of the object and the location represented in the selected frame comprises:

identifying key features in the selected frame;

comparing the key features of the selected frame to a location database, wherein the location database includes analysis of representations of locations; and

determining the location represented in the selected frame based on comparing the key features of the selected frame to the analysis of representations of locations.

6. The method of claim 1, wherein determining plot information associated with the at least one of the object and the location further comprises:

retrieving metadata associated with the selected frame, wherein the metadata includes one of closed captioning data and tags associated with the selected frame; and

searching a plot information database for plot information associated with the object and the location, and the metadata, wherein the plot information includes keywords describing a plot of the selected frame.

7. The method of claim 1, further comprising:

creating new supplemental content from a portion of the selected frame; and

storing the new supplemental content in the database along with common keywords associated with the at least one of the object and the location.

8. The method of claim 1, wherein transmitting, to the projection device, the supplemental content for display near the user device during presentation of the media asset further comprises transmitting, to a speaker, a set of sounds, wherein the supplemental content includes an image for display near the user device and the set of sounds.

9. The method of claim 1, further comprising:

selecting a next frame during presentation of the media asset indicative of a next scene; and

determining a duration of the new scene based on the selected frame and the selected next frame.

10. The method of claim 9, wherein transmitting, to the projection device, the supplemental content for display near the user device during presentation of the media asset further comprises transmitting, to the projection device, the supplemental content for the duration of the new scene.

11. A system for selecting supplemental content for display near a user device during presentation of a media asset on the user device, the system comprising control circuitry configured to:

monitor one or more frames during presentation of the media asset on the user device;

select a frame during presentation of the media asset indicating a new scene in the media asset;

identify at least one of an object and a location represented in the selected frame;

determine plot information associated with the at least one of the object and the location;

identify, from a database, the supplemental content to accompany the media asset based on the plot information; and

transmit, to a projection device, the supplemental content for display near the user device during presentation of the media asset.

12. The system of claim 11, wherein the control circuitry configured to identify the at least one of the object and the location represented in the selected frame is further configured to:

identify key features in the selected frame;

compare the identified key features to an objects database;

identify the object in the selected frame based on the comparing;

search an actions database based on the object in the selected frame;

identify an action occurring in the selected frame, wherein the action is associated with the object.

13. The system of claim 12, wherein the control circuitry configured to determine the plot information associated with the at least one of the object and the location is further configured to:

search a plot information database to identify plot information associated with the object and the location and the action occurring in the selected frame, wherein the plot information includes keywords describing a plot of the selected frame;

determine common keywords associated with the object and the location and the action; and

determine identified plot information based on the common keywords.

14. The system of claim 11, wherein the control circuitry configured to identify the at least one of the object and the location represented in the selected frame is further configured to:

identify key features in the selected frame;

compare the identified key features to an objects database;

identify the object in the selected frame based on the comparing;

search a location database for a location associated with the object; and

identify the location in the selected frame based on the location associated with the object.

15. The system of claim 11, wherein the control circuitry configured to identify the at least one of the object and the location represented in the selected frame is configured to:

identify key features in the selected frame;

compare the key features of the selected frame to a location database, wherein the location database includes analysis of representations of locations; and

determine the location represented in the selected frame based on comparing the key features of the selected frame to the analysis of representations of locations.

16. The system of claim 11, wherein the control circuitry configured to determine plot information associated with the at least one of the object and the location is further configured to:

retrieve metadata associated with the selected frame, wherein the metadata includes one of closed captioning data and tags associated with the selected frame; and

search a plot information database for plot information associated with the at least one of the object and the location, and the metadata, wherein the plot information includes keywords describing a plot of the selected frame.

17. The system of claim 11, further comprising control circuitry configured to:

create new supplemental content from a portion of the selected frame; and

store the new supplemental content in the database along with common keywords associated with the at least one of the object and the location.

18. The system of claim 11, wherein the control circuitry configured to transmit, to the projection device, the supplemental content for display near the user device during presentation of the media asset is further configured to transmit, to a speaker, a set of sounds, wherein the supplemental content includes an image for display near the user device and the set of sounds.

19. The system of claim 11, further comprising control circuitry configured to:

select a next frame during presentation of the media asset indicative of a next scene; and

determine a duration of the new scene based on the selected frame and the selected next frame.

20. The system of claim 19, wherein the control circuitry configured to transmit, to the projection device, the supplemental content for display near the user device during presentation of the media asset is further configured to transmit, to the projection device, the supplemental content for the duration of the new scene.