Claims

1. Method to share ad content from a main reception device to a secondary reception device, the method comprising the steps of:

- receiving a current transmitted main audio/video program containing at least one advertisement topic on the main reception device from a transmission center, said main reception device being associated with a user identification,

- sending a request to a management center to select an advertisement topic from the main audio/video program,

- receiving at least one ad identifier corresponding to said advertisement topic, said ad identifier being based on the analyzing of the transmitted main audio/video program in order to determine at least one advertisement topic identified by the ad identifier,

- selecting one destination address corresponding to a secondary device,

- sending a notification to a management center, said notification comprising at least the ad identifier, the destination address and the user identification,

- retrieving an ad content corresponding to the ad identifier,

- pushing the advertisement content to the secondary device corresponding to the destination address.

2. The method of claim 1, wherein the advertisement topic is part of the current transmitted main audio/video program, determining the ad identifier comprising:

- transmitting in the request to the management center, information allowing to retrieve one object from a portion of the current transmitted main audio/video program,

- receiving the at least one ad record corresponding to said advertisement topic, said ad record comprising at least an ad descriptor and an ad identifier and is being based on the analyzing of the portion of the transmitted main audio/video program in order to determine at least one advertisement topic identified by the ad identifier,

- selecting at least one advertisement descriptor from the at least one record,

- retrieving the ad identifier related to said advertisement topic, said ad identifier being selected for sharing ad content with the secondary reception device.

3. The method of claim 1, wherein the analysis of the transmitted main audio/video program comprises the steps of:

- extracting at least one snapshot of one object from at least one image of the transmitted main audio/video program, said snapshot representing the advertisement topic,

- transmitting the snapshot to the management center,

- receiving the at least one ad identifier corresponding to said advertisement topic, said ad identifier being based on the analyzing of the snapshot in order to determine at least one advertisement topic identified by the ad identifier.

4. The method of claim 1, wherein the analysis of the transmitted main audio/video program comprises the steps of:

- extracting at least one image of the transmitted main audio/video program, said snapshot representing the advertisement topic,

- transmitting the image to the management center,

- receiving the at least one ad identifier corresponding to said advertisement topic, said ad identifier being based on the analyzing of the image in order to extract at least one snapshot that refers to at least one advertisement topic identified by the ad identifier.

5. The method of claim 4, wherein the image contains a plurality of snapshots, the method comprising the steps of:

- receiving a list an ad record, the list of ad record being determined by identifying one object for each snapshot, each object having a corresponding ad record comprising an ad descriptor and an ad identifier,

- displaying the list of ad descriptor at the main reception device,

- selecting, at the main reception device, at least one ad descriptor, and using its corresponding ad identifier for sharing ad content with the secondary reception device.

6. The method according to one of the claims 1 to 5, wherein the management center receives a notification in case that the secondary device has processed the received advertisement content, said acknowledgment being recorded in the database of the management center in the user record corresponding to the user identification.

7. The method of claims 1 to 6, wherein pushing of the advertisement content to the secondary device comprises the step of inserting the advertisement content into a broadcast stream toward the secondary device.

8. The method of claims 1 to 7, wherein pushing of the advertisement content to the secondary device comprises the step of transmitting the advertisement content via a point-to-point communication channel.

9. System optimized for user-directed sharing of selected advertisements, said system comprising a transmission center (TrCnt), a management center (MngCnt) having a database and at least one main reception device (Mdev) being associated with a user identification, said main reception device (MDev) being configured to :

- receive a current transmitted main audio/video program containing at least one advertisement topic from the transmission center (TrCnt),

- send a request to select an advertisement topic from the main audio/video program,

- receive an ad identifier related to said advertisement topic from the management center (MngCnt),

- select one destination address corresponding to a secondary reception device (SDev),

- send a notification to the management center (MngCnt), said notification comprising at least the ad identifier, the destination address and the user identification,

and the management center (MngCnt) or the transmission center (TrCnt) being configured to :

- receive the request from the main reception device (Mdev),

- analyze the transmitted main audio/video program to determine at least one advertisement topic,

- transmit the ad identifier to the main reception device (Mdev),

- receive the notification from the main reception device (MDev),

- retrieve an advertisement content corresponding to the ad identifier,

- push the advertisement content to the secondary device (SDev) corresponding to the destination address.

10. The system of claim 9, wherein the management center (MngCnt) is configured to:

- receive, from the main reception device, the request to select an advertisement topic from a portion of the current transmitted main audio/video program,

- receive, from the main reception device, information allowing to retrieve one object from the portion of the current transmitted main audio/video program,

- determining, from the portion of the current transmitted main audio/video program the at least one advertisement topic.

11. The system of claim 9, wherein the management center (MngCnt) is configured to:

- receive from the main reception device (MDev), at least one snapshot of one object from at least one image of the transmitted main audio/video program, said snapshot representing the advertisement topic,

- determine from the snapshot an ad identifier corresponding to the snapshot,

- send to the main reception device the determined ad identifier.

12. Main device (MDev) optimized for sharing of selected advertisements with a secondary device (SDev), said main device receiving current transmitted main audio/video program from a transmission center (TrCnt) and having connection means with a management center (MngCnt), said main reception device (MDev) being configured to :

- receive the main audio/video program containing at least one advertisement topic from the transmission center (TrCnt),

- extract a portion of the current transmitted main audio/video program comprising the at least one advertisement topic,

- transmit all or part of the extracted portion to the management center,

- receive from the management center at least one ad identifier corresponding to the portion of the current transmitted main audio/video program,

- select at least one ad identifier corresponding to the advertisement topic for sharing ad content with the secondary reception device,

- select one destination address corresponding to a secondary reception device (SDev),

- send a notification to the management center (MngCnt), said notification comprising at least the ad identifier, the destination address and the user identification, said notification triggering the transmission of an ad content identified by the ad identifier to the secondary device.

13. The main device of claim 12, wherein it is further configured to:

- extract a snapshot comprising an object representing the advertisement topic from the portion of the current transmitted main audio/video program,

- transmit the snapshot to the management center,

- receive from the management center the at least one ad identifier, said ad identifier being retrieved from the transmitted snapshot.