CLAIMS

1. A method comprising:

registering, at a media gateway, a first device, wherein the media gateway receives an identifier for the first device during the registering of the first device;

establishing, after the registering of the first device, a communication connection between the media gateway and the first device via a local network, wherein the media gateway receives the identifier for the first device during the establishing of the communication connection;

determining, at the media gateway, an identification based on the identifier for the first device received at the media gateway during the establishing of the communication connection between the first device and the media gateway via the local network;

logging, at the media gateway, in association with the identification, at least one interaction of the first device with the media gateway that occurs via the local network over the established communication connection;

authenticating, using the media gateway via a wide area network, the media gateway with a server; and

providing, by the media gateway via the wide area network to the server, the logged at least one interaction with the associated identification.

2. The method of claim 1, further comprising:

identifying, at the media gateway, the first device interacting with the media gateway;

wherein the identifying of the first device is based on the registering of the first device.

3. The method of claim 1, further comprising:

detecting, at the media gateway, the first device entering within a communication range of the media gateway;

wherein the establishing of the communication connection occurs in response to the first device entering within the communication range of the media gateway.

4. The method of claim 1, wherein the identifier for the first device comprises a media access control address of the first device.

5. The method of claim 1, further comprising:

receiving, at the media gateway, during the interacting of the first device with the media gateway, a verification that a user of the first device is viewing a display device providing content from the media gateway, the display device being separate from the first device.

6. The method of claim 1, further comprising:

receiving, at the media gateway, during the interacting of the first device with the media gateway, a second identifier for a user from the first device resulting from an application executing on the first device; and

identifying the user based on the second identifier for the user;

wherein the interacting of the first device with the media gateway is facilitated by the application.

7. The method of claim 6, wherein the second identifier of the user corresponds to a code entered by the user into the first device during the executing of the application on the first device.

8. The method of claim 1, wherein the at least one interaction of the first device with the media gateway comprises using a program executing on the media gateway.

9. The method of claim 1, wherein the at least one interaction of the first device with the media gateway comprises consuming content provided by the media gateway.

10. The method of claim 1, wherein the authenticating of the media gateway with the server comprises:

transmitting, from the media gateway to the server, a certificate identifying the media gateway to the server.

11. A non-transitory computer-readable storage medium comprising instructions that, when executed by at least one hardware processor of a media gateway, cause the media gateway to perform operations comprising:

registering a first device, wherein the media gateway receives an identifier for the first device during the registering of the first device;

establishing, after the registering of the first device, a communication connection between the media gateway and the first device via a local network, wherein the media gateway receives the identifier for the first device during the establishing of the communication connection;

determining, at the media gateway, an identification based on the identifier for the first device received at the media gateway during the establishing of the communication connection between the first device and the media gateway via the local network;

logging, in association with the identification, at least one interaction of the first device with the media gateway that occurs via the local network over the established communication connection;

authenticating, via a wide area network, the media gateway with a server; and

providing, via the wide area network to the server, the logged at least one interaction with the associated identification.

12. The non-transitory computer-readable storage medium of claim 11, wherein the operations further comprise:

receiving, at the media gateway, during the interacting of the first device with the media gateway, a second identifier for a user from the first device resulting from an application executing on the first device; and

identifying the user based on the second identifier for the user;

wherein the interacting of the first device with the media gateway is facilitated by the application.

13. A system comprising:

a media gateway, the media gateway comprising:

a local interface configured to communicate with a user device;

a wide area network interface configured to communicate with a server via a wide area network;

at least one hardware processor; and

memory comprising instructions that, when executed by the at least one hardware processor, cause the media gateway to perform operations comprising:

registering a first device, wherein the media gateway receives an identifier for the first device during the registering of the first device;

establishing, after the registering of the first device, a communication connection between the media gateway and the first device via a local network, wherein the media gateway receives the identifier for the first device during the establishing of the communication connection;

determining, at the media gateway, an identification based on the identifier for the first device received at the media gateway during the establishing of the communication connection between the first device and the media gateway via the local network;

logging, in association with the identification, at least one interaction of the first device with the media gateway that occurs via the local network over the established communication connection;

authenticating, via the wide area network, the media gateway with the server; and

providing, to the server via the wide area network, the logged at least one interaction with the associated identification.

14. The system of claim 13, wherein the operations further comprise:
receiving, from the server, content based on the logged at least one interaction; and
forwarding, to the user device, the content.

15. The system of claim 14, wherein the content comprises an advertisement.

16. The system of claim 13, wherein:
the media gateway further comprises a set-top box configured to provide video content to at least one display device that is different from the first device.

17. The system of claim 13, wherein:

the media gateway further comprises a router configured to communicate with a plurality of devices via the local interface and to communicate with the server via the wide area network interface; and

the plurality of devices comprise the first device.

18. The system of claim 13, further comprising the server, wherein the server is configured to perform operations comprising:

receiving, from the media gateway, the logged at least one interaction of the first device with the media gateway; and

perform a user-specific action based on the first device and the interaction.

19. The system of claim 18, wherein the user-specific action comprises providing a benefit to a user.

20. The system of claim 18, wherein the user-specific action comprises providing at least one of media content and advertising for presentation by the first device.

21. The system of claim 18, wherein the user-specific action comprises providing rating information for media content consumed using the first device to a third party.

22. The method of claim 1, wherein the logged at least one interaction comprises presentation of content.