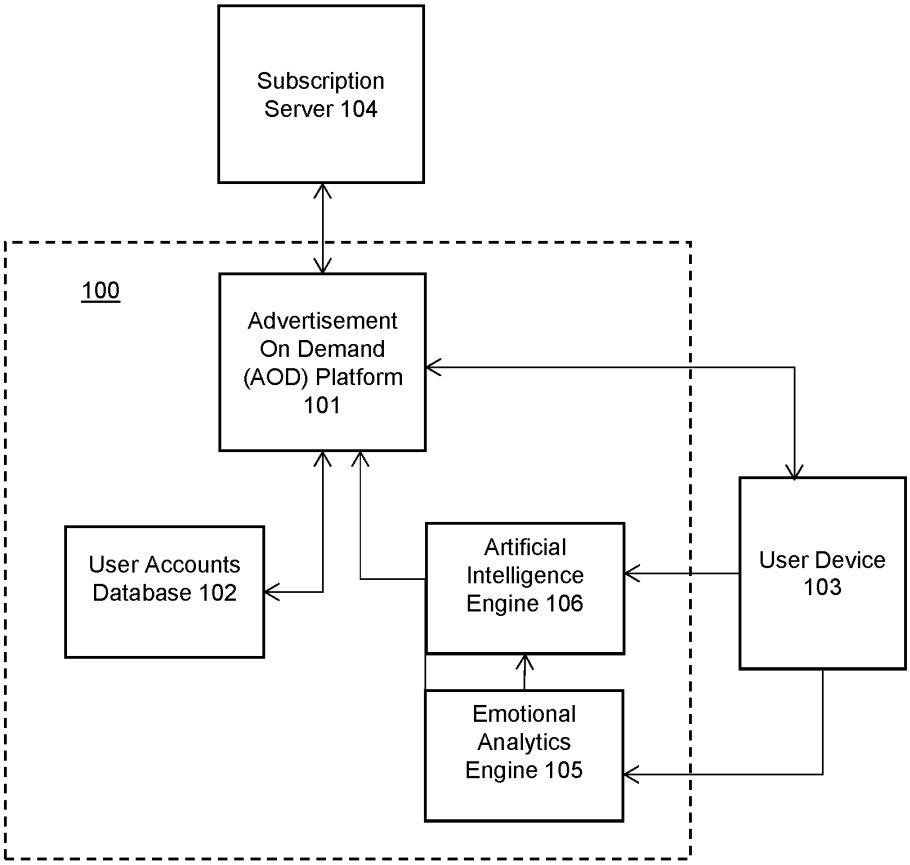

Subscription Server 104
100
Advertisement On Demand (AOD) Platform 101
User Accounts Database 102
Artificial Intelligence Engine 106
User Device 103
Emotional Analytics Engine 105

FIGURE 1

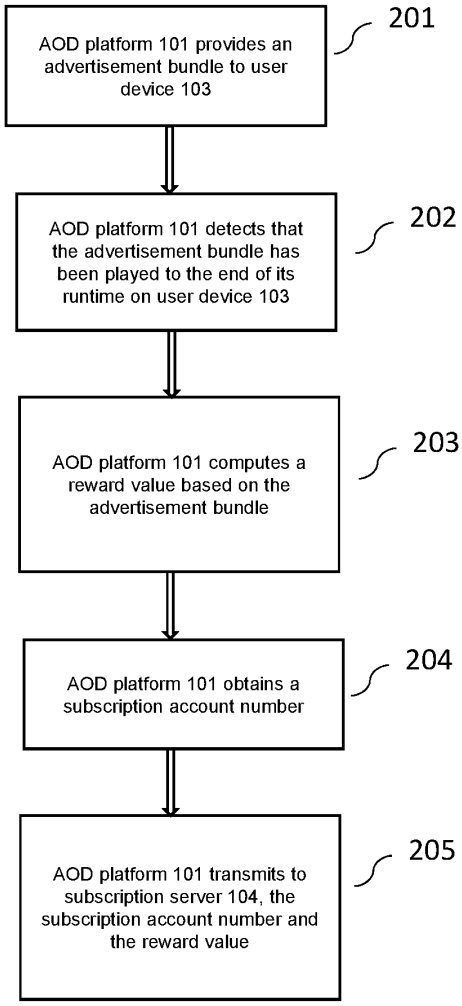

AOD platform 101 provides an advertisement bundle to user device 103
201
AOD platform 101 detects that the advertisement bundle has been played to the end of its runtime on user device 103
202
AOD platform 101 computes a reward value based on the advertisement bundle
203
AOD platform 101 obtains a subscription account number
204
AOD platform 101 transmits to subscription server 104, the subscription account number and the reward value
205

FIGURE 2

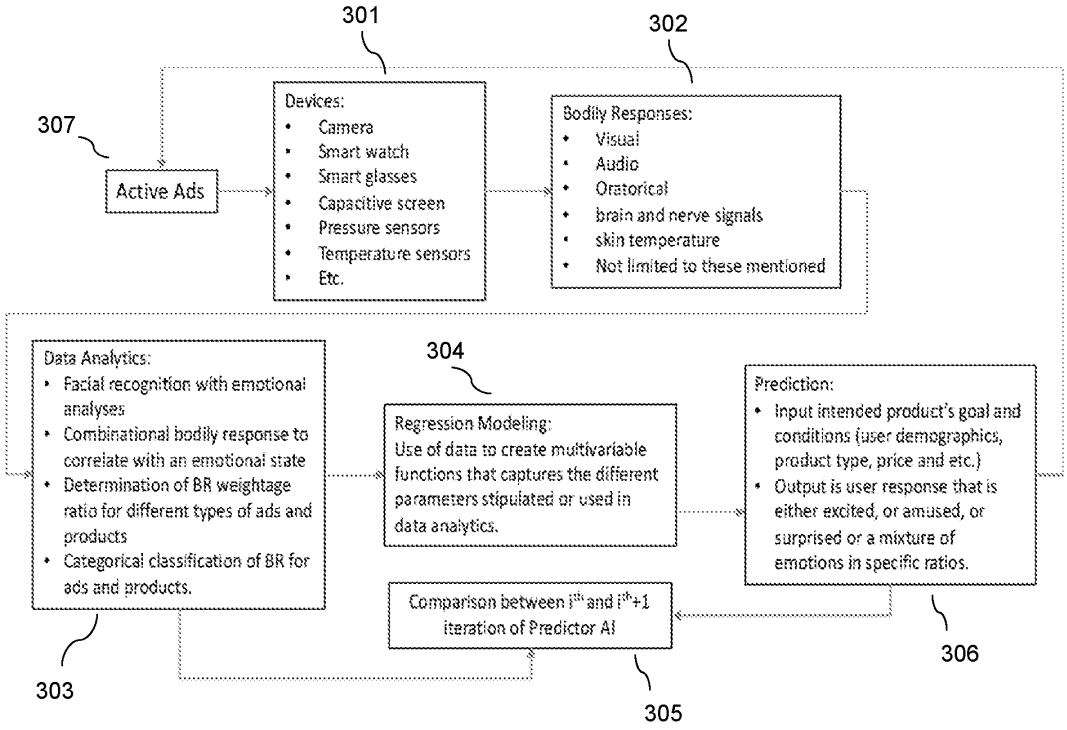

301
302
307
Active Ads
Devices:
• Camera
• Smart watch
• Smart glasses
• Capacitive screen
• Pressure sensors
• Temperature sensors
• Etc.
Bodily Responses:
• Visual
• Audio
• Oratorical
• brain and nerve signals
• skin temperature
• Not limited to these mentioned
Data Analytics:
• Facial recognition with emotional analyses
• Combinational bodily response to correlate with an emotional state
• Determination of BR weightage ratio for different types of ads and products
• Categorical classification of BR for ads and products.
304
Regression Modeling:
Use of data to create multivariable functions that captures the different parameters stipulated or used in data analytics.
Prediction:
• Input intended product's goal and conditions (user demographics, product type, price and etc.)
• Output is user response that is either excited, or amused, or surprised or a mixture of emotions in specific ratios.
Comparison between i^{th} and $i^{th}+1$ iteration of Predictor AI
303
305
306

FIGURE 3