CLAIMS

1. A method, at a media content device of a user, of targeting advertising, the method comprising:

receiving, at the media content device from a server via a communication network, an application configured to select the at least one advertisement;

accessing user product information originating from a user product, the user product being different from the media content device and describing at least one ~~characteristic of the user product~~of:

a model name of the user product;

a serial number of the user product; and

a current operational state of the user product;

selecting, from a plurality of available advertisements, at least one advertisement based on the user product information, wherein the selecting of the at least one advertisement comprises executing, at the media content device, the application to process the user product information; and

forwarding, from the media content device, the selected at least one advertisement for presentation to the user, wherein the forwarding of the selected at least one advertisement comprises scheduling, at the media content device, the at least one advertisement among other media content being forwarded for presentation to the user.

2. The method of claim 1, wherein the accessing of the user product information comprises receiving, at the media content device, the user product information over a communication connection coupling the user product to the media content device.

3. The method of claim 2, wherein the user product comprises a home appliance communicatively coupled to the media content device via a home automation network, or a computing device communicatively coupled to the media content device via a local area network connection.

~~4. The method of claim 1, wherein the forwarding of the selected at least one advertisement comprises scheduling, at the media content device, the at least one advertisement among other media content being forwarded for presentation to the user.~~

~~5. The method of claim 4, further comprising:~~

~~receiving, at the media content device from a server via a communication network, an application configured to select the at least one advertisement;~~

~~wherein the selecting of the at least one advertisement comprises executing, at the media content device, the application to process the user product information.~~

~~6~~4. The method of claim 1, further comprising:

receiving, at the media content device, the plurality of available advertisements from a server via a wide area network.

~~7~~5. The method of claim 1, further comprising:

receiving, at the media content device from a server via a wide area network, a catalog of the plurality of advertisements, wherein the selecting of the at least one advertisement comprises selecting, at the media content device, the at least one advertisement from the catalog;

transmitting, from the media content device to the server, an indication of the selection of the at least one advertisement from the catalog; and

receiving, at the media content device from the server in response to the transmitting of the indication of the selection, the at least one advertisement.

~~8~~6. The method of claim 1, wherein the selecting of the at least one advertisement based on the user product information comprises selecting an advertisement that advises on recommended use of the user product or provides a warning involving the user product.

~~9. The method of claim 1, wherein the user product information comprises a model name of the user product.~~

~~10. The method of claim 1, wherein the user product information comprises a serial number of the user product.~~

~~11. The method of claim 1, wherein the user product information comprises a current operational state of the user product.~~

~~12~~7. A computer-readable medium comprising instructions that, when executed by at least one hardware processor of a system, cause the system to carry out the method of any one of claims 1 to ~~11~~6.

~~13~~8. A media content device configured to present media content to a user, the media content device being configured to carry out the method of any one of claims 1 to ~~11~~6.