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(54) METHOD AND SYSTEM FOR PLANNING AND RUNNING VIDEO-ON-DEMAND ADVERTISING

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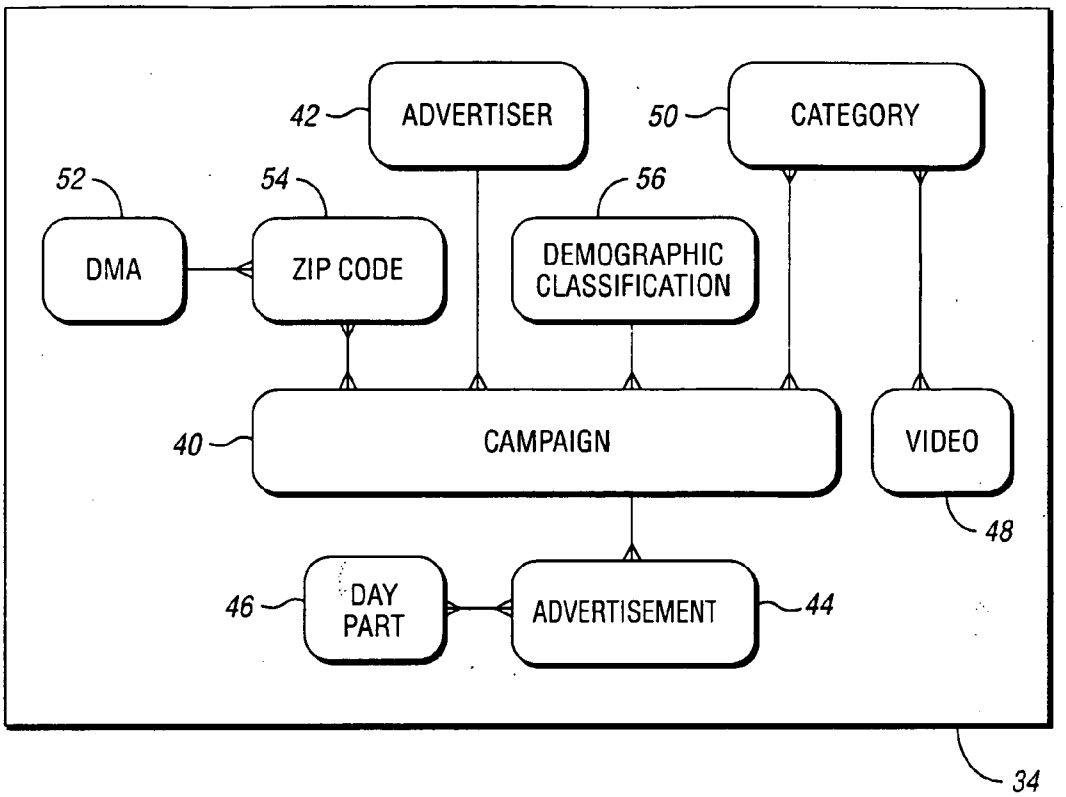
(57) **ABSTRACT**

A method and system for planning and running video-on-demand (VOD) advertising includes a planner for planning advertising campaigns and an ad selector for running selected advertisements from selected ones of the campaigns. The campaigns are associated with household demographic classifications, video content category categories, household geographic locations, and/or video viewing times. In response to a viewer requesting a video, the selector selects the campaigns corresponding to the demographic classification associated with the viewer, the content category of the requested video, the geographic location associated with the viewer, and/or the viewing time at which the requested video is viewed. The demographic classification is determined by using an identifier of the viewer's set-top-box. The selector may select the campaigns corresponding to the content categories of the requested video. The content categories are determined by using an identifier associated with the requested video.



FreeWheel, Ex. 1034

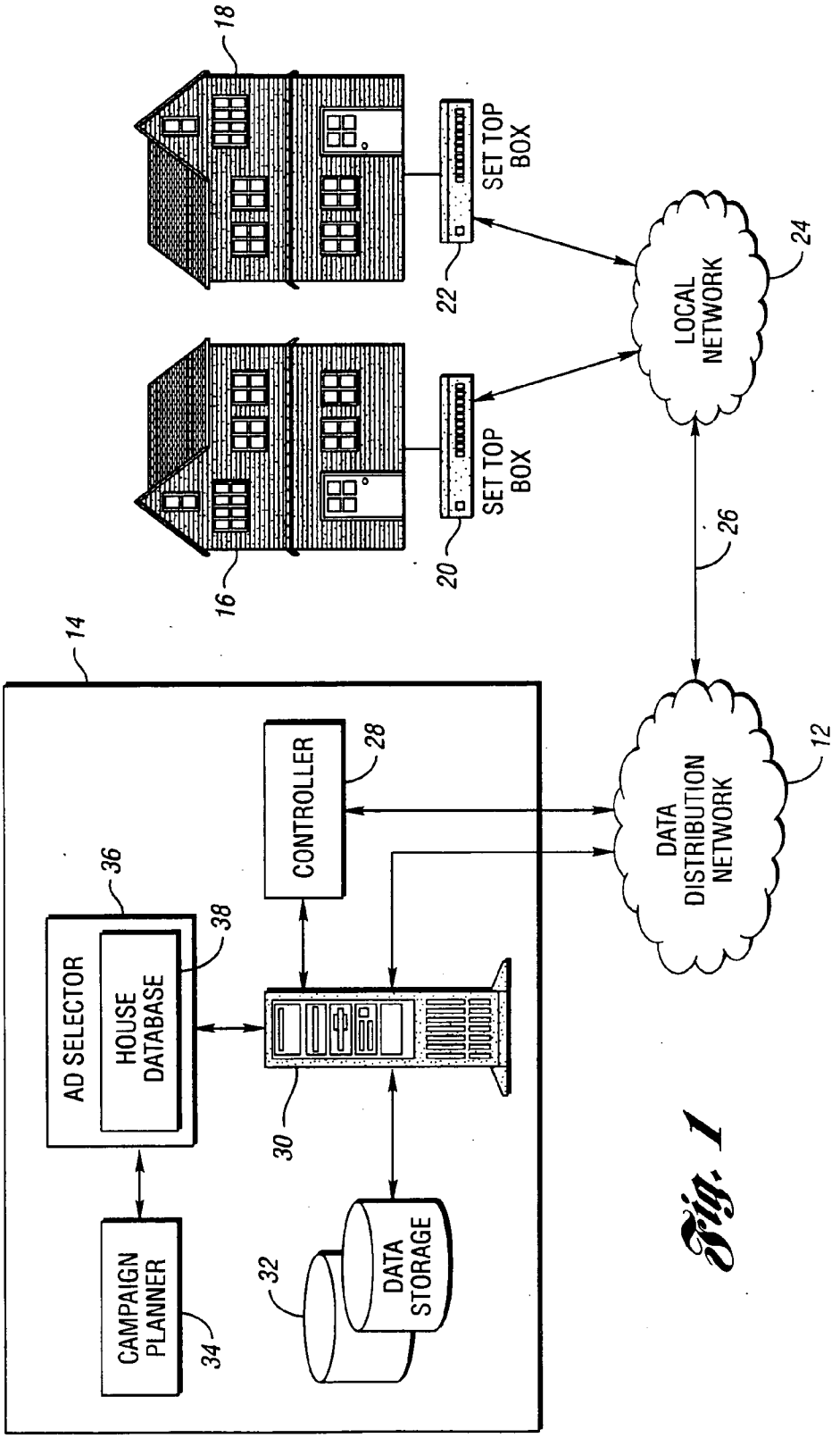

10
14
16
18
SET TOP BOX
SET TOP BOX
20
22
LOCAL NETWORK
24
26
DATA DISTRIBUTION NETWORK
12
CONTROLLER
28
AD SELECTOR
36
HOUSE DATABASE
38
30
CAMPAIGN PLANNER
34
32
DATA STORAGE

Fig. 1

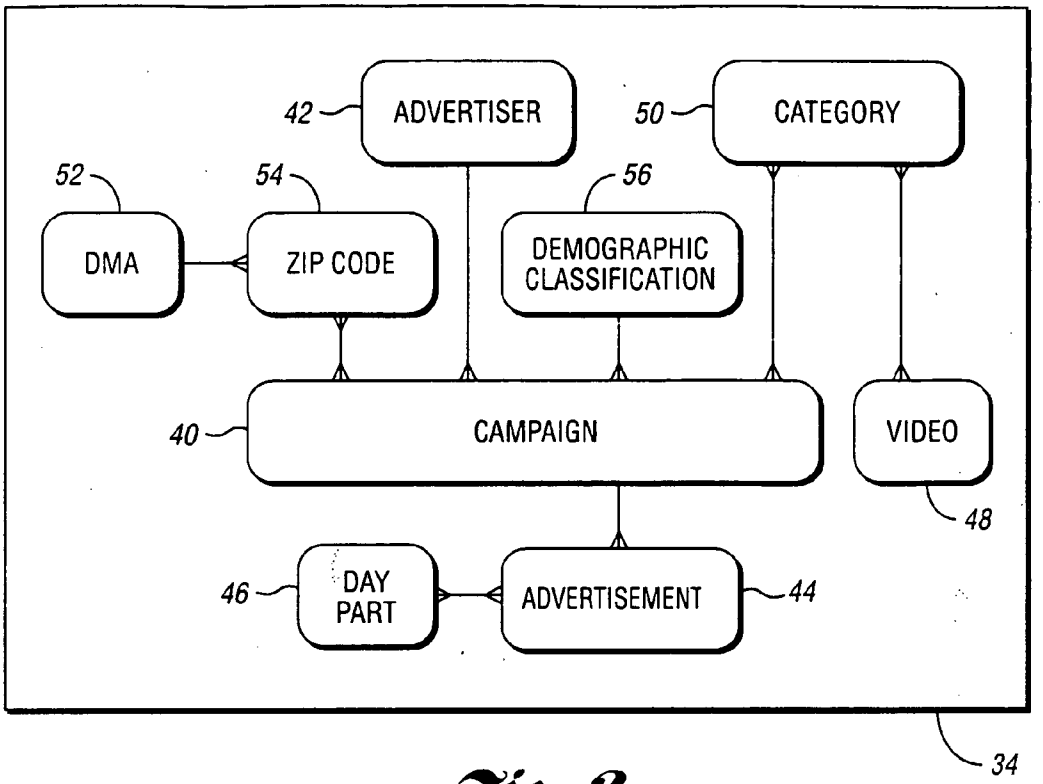

42
ADVERTISER
50
CATEGORY
52
54
56
DMA
ZIP CODE
DEMOGRAPHIC CLASSIFICATION
40
CAMPAIGN
VIDEO
48
46
DAY PART
ADVERTISEMENT
44
34

Fig. 2

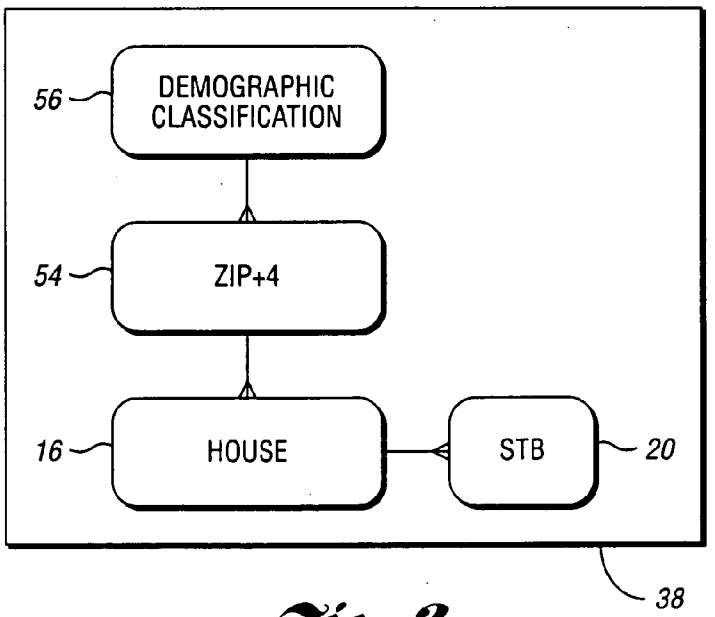

56
DEMOGRAPHIC CLASSIFICATION
54
ZIP+4
16
HOUSE
STB
20
38

Fig. 3

METHOD AND SYSTEM FOR PLANNING AND RUNNING VIDEO-ON-DEMAND ADVERTISING

BACKGROUND OF THE INVENTION

[0001] 1. Field of the Invention

[0002] The present invention relates to a method and system for planning and running video-on-demand (VOD) advertising.

[0003] 2. Background Art

[0004] Video distribution systems may be configured to enable a service provider to distribute videos for viewing by viewers in response to requests for the videos by the viewers. Such a video distribution service is known as video-on-demand (VOD). In VOD, video distribution systems include a communications network which enables communications between a service provider and viewers. The provider is typically a cable service provider and the network is typically a cable communications network. A viewer communicates a request for a video over the network to the provider. In response to the request, the provider communicates the requested video over the network to the viewer.

[0005] Viewers view requested videos on display devices such as televisions. Each television has a communications network transceiver device such as a set-top-box (STB). The STBs connect the respective televisions to the network on the viewer side of the network.

[0006] The provider has video servers which connect to the network on the provider side of the network. The video servers have access to stored videos which the provider may offer to the viewers for viewing. In response to a request from a viewer to view a video, a video server provides the requested video to the network for distribution to the STB of the television of the viewer requesting the video. The viewer then views the requested video on the viewer's television.

SUMMARY OF THE INVENTION

[0007] An object of the present invention is to provide a method and system for planning and running video-on-demand (VOD) advertising.

[0008] Another object of the present invention is to provide a method and system for running VOD advertising in which selected advertisements accompany the requested video. The advertisements are selected as a function of at least one of the content category of the requested video, a demographic classification corresponding to the neighborhood of the residence from which the viewer requested the video, the geographic location of the residence from which the viewer requested the video, and the time at which the viewer requested the video.

[0009] A further object of the present invention is to provide a method and system for planning VOD advertising in which an advertiser's campaign of advertisements is selectively associated with at least one of the content categories of videos available for viewer request, demographic classifications corresponding to the neighborhoods of the residences from which viewers request videos, the geographic locations of the residences from which viewers request videos, and the times at which viewers request videos.

[0010] In carrying out the above objects and other objects, the present invention provides a method for planning VOD advertising to accompany videos when the videos are delivered by a service provider to viewers in response to requests for the videos by the viewers. Each video has at least one content category. Each viewer is located at a respective residence. Each respective residence is in a neighborhood and has a geographic location. Each neighborhood has a corresponding demographic classification.

[0011] The method includes defining advertising campaigns each having at least one advertisement. The method further includes associating each advertising campaign with at least one content category, at least one geographic location served by the service provider, at least one demographic classification, and at least one interval of time.

[0012] The method may include identifying the advertising campaigns which are associated with at least one content category matching the content categories of a video, a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which a viewer is located, a geographic location matching the geographic location of the residence at which a viewer is located, and an interval of time matching the time at which a viewer requests the video. At least one advertisement of at least one of the identified advertising campaigns may then be identified as being eligible for accompanying the video. The matching may be done using rule based associations which are either determinative or predictive.

[0013] Further, in carrying out the above objects and other objects, the present invention provides a VOD system and an associated method. The VOD system includes a display device having a set-top-box (STB). The STB has an identifier and is located at a residence in a neighborhood. A server is connected to the STB. The server transmits a video to the STB upon receiving a request for the video from a viewer of the display device.

[0014] A selector is operable for using an identifier indicative of the video to determine content categories of the video. The selector is operable for using the STB identifier to determine both a demographic classification corresponding to the neighborhood of the residence and a geographic location of the residence. The selector selects advertisements from a group of advertisements as a function of at least one of the content categories of the requested video, the demographic classification of the residence, the geographic location of the residence, and the time at which the request for the video is made. The server transmits the selected advertisements with the video to the STB for the viewer to view on the display device.

[0015] The advantages accruing to the present invention are numerous. For instance, the present invention matches content and target audience. The present invention solves the problem of advertising effort being wasted on uninterested viewers in a general VOD viewer audience by providing selected advertisements to VOD viewers.

[0016] Advertisers will benefit from the present invention as small advertisers that do not have the budget to advertise to a general audience are now able to literally buy a part of the audience for a popular show, and to be the sponsor for the show for that part of the audience, so that all the advertisements shown to that part of the audience are from the one advertiser.

BRIEF DESCRIPTION OF THE DRAWINGS

[0017] **FIG. 1** illustrates a block diagram of a video-on-demand (VOD) system in accordance with the present invention;

[0018] **FIG. 2** illustrates a block diagram of the logical structure of the database of the campaign planner subsystem of the VOD system shown in **FIG. 1**; and

[0019] **FIG. 3** illustrates a block diagram of the logical structure of the house database of the advertisement (ad) selector subsystem of the VOD system shown in **FIG. 1**.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT(S)

[0020] Referring now to **FIG. 1**, a block diagram of a video-on-demand (VOD) system **10** in accordance with the present invention is shown. VOD system **10** includes a data communications network **12**. Network **12** connects a cable service provider **14** to viewers such as viewers **16** and **18**. Network **12** enables two-way communication between provider **14** and viewers **16** and **18** in households to enable the provider to provide videos for viewing by the viewers in response to viewer requests. For instance, viewer **16** communicates a request for a video over network **12** to provider **14**. In response to this request, provider **14** communicates the requested video via network **12** to viewer **16**. Network **12** also distributes television signals in an analog radio-frequency format to viewers **16**.

[0021] Viewers **16** and **18** have their own display devices such as televisions for receiving and viewing requested videos provided by provider **14**. As such, viewers **16** and **18** view requested videos distributed by provider **14** on the display devices, i.e., televisions. Each television has a respective communications network transceiver device such as a set-top-box (STB) **20** and **22**. STBs **20** and **22** connect the televisions of viewers **16** and **18** to network **12**.

[0022] Viewers **16** and **18** may be located in a local geographic area such as a neighborhood. In this event, a local data communications network **24** connects network **12** and viewers **16** and **18**. Networks **12** and **24** may have a hybrid fiber coax (HFC) architecture. As such, network **12** includes optical fiber for internal communications and an optical fiber **26** connects networks **12** and **24**. Cable connections **28** connect local network **24** to STBs **20** and **22** of viewers **16** and **18**.

[0023] Provider **14** has a controller **28** and a video server **30**. Controller **28** connects to network **12** to enable provider **14** to communicate with viewers **16** and **18** and to control the video programming provided by the provider. Video server **30** has access to data storage **32** for storing videos and advertisements. Provider **14** communicates with viewers **16** and **18** to offer the videos for viewing by the viewers. Video server **30** connects to network **12** to transmit a video requested by a viewer such as viewer **16** to STB **20** of the viewer's television. Viewer **16** then views the requested video on the viewer's television. As a result, VOD system **10** is configured to enable viewer **16** to view "videos-on-demand" ("VOD") from provider **14**.

[0024] In accordance with the present invention, provider **14** includes a campaign planner subsystem **34** and an advertisement (ad) selector subsystem **36** which together form a system for planning and running VOD advertising. Campaign planner **34** enables provider **14** to set-up advertising campaigns for different advertisers. Each advertising campaign has one or more advertisements (i.e., ads). The ads in the advertising campaigns are available for distribution to viewers **16** and **18** in accordance with defined rules. Video server **30** is operable to distribute the ads of the advertising campaigns which satisfy the rules to viewers **16** and **18** along with requested videos.

[0025] Campaign planner **34** enables the rules for the advertising campaigns and the ads to be defined. The rules restrict which advertising campaigns and which ads in those advertising campaigns are to be presented to viewers **16** and **18** during the viewing of requested videos. The rules identify the ads which are eligible for distribution to a VOD viewer audience and, accordingly, enable targeted ads to be presented to the VOD viewer audience. To this end, the rules restrict the availability of the ads of advertising campaigns to a viewer's television as a function of at least one of the content category that a requested video satisfies, a demographic classification corresponding to the neighborhood of the residence in which the STB of the viewer's television is located, the geographic location of the residence in which the STB is located, and the time at which the requested video runs on the viewer's television.

[0026] Ad selector **36** applies the rules to identify the advertising campaigns and which ads in those advertising campaigns are to be presented to viewer **16** during the viewing of a requested video by the viewer. In order to apply the rules for the particular viewing of the requested video by viewer **16**, ad selector **36** determines the identity and content of the requested video, the geographic location of the residence in which STB **20** of the television of viewer **16** is located, the demographic classification corresponding to the neighborhood of the residence in which the STB is located, and the time at which the requested video is to run on the television for the viewer.

[0027] In order to determine the identity and the content of the requested video, ad selector **36** obtains the asset identifier of the requested video when viewer **16** requests the video. Using the asset identifier, ad selector **36** identifies the requested video and the content category or categories that the requested video satisfies. Each eligible video has content which falls into at least one content category. Content categories may include, for example, audience categories such as kids, teens, general-male, general-female; genre categories such as sports, news, soaps, cartoons, drama, biography; and particular content providers such as HBO™, ESPN™, Discovery™. As an example, a requested video of a football game would fall into the sports category and perhaps the general-male category as well.

[0028] Ad selector **36** uses an identifier of STB **20** of the television of viewer **16** to determine the geographic location of the residence in which the STB is located. STB **20** identifier, such as a "unit address" associated with the STB or a serial number of the STB, enables ad selector **36** to determine geographic location information such as the street address, the ZIP area code, and the ZIP+4 area code of the residence (i.e., household, business site, public/private facility, etc.) in which STB **20** and, consequently, viewer **16** are located. To this end, ad selector **36** has a house database **38** which stores a list of the identifiers of the STBs serviced by

provider **14** and stores a corresponding list of ZIP and ZIP+4 area codes associated with the residences in which the STBs are located.

[**0029**] Based on the geographic location of the residence (i.e., household) in which STB **20** is located, such as the ZIP+4 area code of the household in which the STB is located, a demographic classification corresponding to the household in which the STB is located may be determined. The demographic classifications are provided by a marketing provider and may be stored in a list in house database **38**. The demographic classification corresponding to the household in which STB **20** is located is indicative of demographic characteristics of the neighborhood in which the household is located. As viewer **16** is likely to belong to the household in which STB **20** is located, the determined demographic classification of the household in which STB **20** is located is likely to be indicative of demographic characteristics of the viewer. It is noted that, instead of ZIP+4 area codes being used to obtain the corresponding demographic classification, similar types of information such as "census block" data may be used to obtain the corresponding demographic classification.

[**0030**] Using the demographic classification corresponding to the household in which STB **20** is located, the geographic location of the household in which the STB is located, the content category or categories of the video requested by viewer **16**, and the time that the requested video is run on the viewer's television, ad selector **36** applies the rules defined in campaign planner **34** to determine which advertiser's campaigns and which ads in those campaigns are to be eligible for that viewing of the requested video by the viewer. Ad selector **36** then selects certain ones of the eligible ads for presentation to viewer **16** during the viewing of the requested video. Video server **30** inserts the selected ads at appropriate insertion points in the requested video. Viewer **16** then views the selected ads and the requested video on the viewer's television.

[**0031**] Referring now to **FIG. 2**, with continual reference to **FIG. 1**, a block diagram illustrating the logical structure of campaign planner **34** is shown. Campaign planner **34** is based on a database having the illustrated logical structure. The logical structure includes at least one advertising campaign **40**. Each advertising campaign **40** belongs to an advertiser **42**. (For simplicity, it is assumed that there is only one advertiser **42**. It is noted that advertiser **42** may have many advertising campaigns and there may be many advertisers having many advertising campaigns.)

[**0032**] Advertising campaign **40** has one or more ads **44**. As such, each ad **44** belongs to an advertiser **42** and is in an advertising campaign **40** of that advertiser. Advertiser **42** pays for its ads **44** based on the number of times its ads are viewed by viewers **16** and **18** during the presentation of requested videos to the viewers. Each ad **44** has a cost that is charged to a budget of advertising campaign **40**. The ad cost is the product of the time duration of ad **44** and the per-unit time cost associated with advertising campaign **40**. In addition to the campaign budget, advertising campaign **40** has start and end dates during which the ads of the advertising campaign may run.

[**0033**] Each ad **44** in advertising campaign **40** has an associated run frequency. The run frequency expresses the relative frequency with which the ads in advertising campaign **40** may run for viewers **16** and **18**. Further, each ad **44** in advertising campaign **40** has an associated set of day parts **46** which constrains the time of day that the ads may run for viewers **16** and **18**.

[**0034**] As indicated above, each available video **48** has content that satisfies at least one content category **50**. Advertising campaign **40** is associated with at least one content category **50**. Videos **48** having content that satisfies the content categories **50** associated with advertising campaign **40** are eligible for being presented with ads **44** of the advertising campaign. The rules may be defined such that the content of a video must fall into at least one of, a subset or group of, or all of the content categories **50** associated with advertising campaign **40** in order to be eligible for being presented with ads **44** of the advertising campaign.

[**0035**] Each video **48** is associated with a specified number of ad avails (i.e., a specified number of ads which may run with the video). When viewer **16** decides to watch a requested video **48**, ad selector **36** selects ads **44** to be played for that viewing of that video based on the defined rules with the number of ads being selected such that the number of ad avails are filled.

[**0036**] Campaign planner **34** enables advertising campaigns **40** to be defined in terms of geography, demographics, and the content in which ads **44** will appear. Advertising campaigns **40** are defined using information which can be described as "who they are—what they watch" and may be defined based on: 1) geographic and demographic information corresponding to the households of the viewers; and 2) the type of content of the requested video. Advertising campaigns **40** may also be defined such that some or all of ads **44** of the advertising campaigns are restricted to play during certain day times. The goal in associating rules with advertising campaigns **40** is to enable targeted ads **44** to be provided to viewers **16** and **18** while VOD services are being provided to the viewers.

[**0037**] With respect to geographic selection, campaign planner **34** allows advertising campaigns **40** to be defined as to reach households within an entire designated market area (DMA) **52**, households having selected ZIP codes in the DMA, households in a set of DMAs, etc.

[**0038**] With respect to demographic selection, campaign planner **34** allows advertising campaigns **40** to be defined as to reach households having selected demographic classifications. Demographic classification codes **56** are a list of codes which classify viewer neighborhoods into classifications based on demographic and consumer information. These codes are made available by marketers to identify audiences. For instance, the PRIZM® lifestyle segmentation system of ©Claritas Inc. classifies people in certain economic and demographic categories. The PRIZM® system classifies neighborhoods into categories or clusters based on census data, consumer surveys, and other public and private sources of demographic and consumer information. The clusters or codes of the PRIZM® system are defined down to the ZIP+4 level which corresponds to 6-12 households. As such, demographic or neighborhood classification codes **56** may be defined using the PRIZM® system and/or other sources of viewer classification information.

[**0039**] Campaign planner **34** allows advertising campaigns **40** to be associated with selected video content

categories **50**. Videos **48** having content that is defined to be "in" those content categories **50** are then eligible for ads **44** of advertising campaigns **40**. A particular video **48** may be "in" many content categories **50**. A user uses campaign planner **34** to catalog a particular video **48** by placing the video into the content categories **50** that the content of the video satisfies.

[**0040**] Content categories **50** are not fixed and may be added at will. Campaign planner **34** includes a user interface that facilitates browsing by a user to list the video content that satisfies a set of content categories **50**. New videos **48** that are cataloged after advertising campaign **40** is defined may be matched up with the advertising campaign.

[**0041**] The special case of sponsored content is accommodated by defining a specific content category, putting the sponsored videos in that category, and only running ads **44** from the advertising campaigns **40** that match the specified content category.

[**0042**] An advertiser may be the fractional sponsor of a particular video or series of videos. The effect is that whenever the sponsored video is viewed, an advertising campaign **40** of the advertiser has a percentage chance of its ads **44** being run with the sponsored video. For example, if **100** viewers request a sponsored video then probabilistically twenty of them will receive the ads **44** from the advertising campaigns **40** of the advertiser who is sponsoring 20% of the video.

[**0043**] Referring now to **FIG. 3**, with continual reference to **FIGS. 1 and 2**, a block diagram illustrating the logical structure of house database **38** of ad selector **36** is shown. As described above, when viewer **16** selects a particular video **48** for viewing, video server **30** passes the identifier of the viewer's STB **20** and the asset identifier of the video to ad selector **36**. Ad selector **36** applies this gathered information against the rules associated with advertising campaigns **40** in order to determine which advertising campaigns and which ads in those advertising campaigns are to be presented during the viewing of the requested video **48** by viewer **16**. Ad selector **36** then passes identifiers of the selected ads and time insertion points to video server **30**. Video server **30** then inserts the selected ads into the insertion points in the requested video **48** for viewer **16** to view.

[**0044**] Ad selector **36** uses house database **38** to determine the ZIP+4 code **54** of the household in which STB **20** of viewer **16** is located based on the STB identifier. Ad selector **36** then uses house database **38** to determine a demographic classification code **56** of the household in which STB **20** is located based on the ZIP+4 code **54** of the household. The determined ZIP+4 code **54** and the determined demographic classification code **56** correspond to the household in which STB **20** is located and, consequently, likely correspond to viewer **16** of the television connected to the STB.

[**0045**] The logic of ad selector **36** is as follows. First, determine all feasible advertising campaigns **40**; second, apply factors to select one of the feasible advertising campaigns; and third, select ads **44** from the selected advertising campaign. This logic means that all ads **44** for one viewing are from one advertising campaign **40**. This is only assumed here to simplify discussion.

[**0046**] Ad selector **36** determines an advertising campaign **40** to be feasible if it meets the following conditions. One, the advertising campaign **40** has not exhausted its budget. Two, the requested video **48** has content which is in at least one content category **50** associated with the advertising campaign **40**. Three, the advertising campaign **40** is associated with a demographic classification corresponding to the neighborhood of the residence in which the STB **20** making the viewing request is located. Four, the advertising campaign **40** is associated with a ZIP code corresponding to the residence in which the STB making the viewing request is located. Five, the advertising campaign **40** has enough ads **44** to fill all of the ad avails for the requested video **48** while meeting any constraints of day parts **46**.

[**0047**] If there are no feasible advertising campaigns **40**, then either viewer **16** views the requested video **48** without ads **44** or views the requested video with public service ads and the like. If there are multiple feasible advertising campaigns **40** from multiple advertisers **42**, then a relative priority may be assigned between the advertisers to provide ads **44** from the multiple advertisers. If there is a scarcity of feasible advertising campaigns **40** such that the budget of the feasible advertising campaigns would be exhausted rapidly, then mechanisms may be implemented to control the spending rate.

[**0048**] With respect to ad frequency within an advertising campaign **40**, suppose there are three ads (A, B, and C) in the advertising campaign with relative frequencies of 30, 50, and 67. Ad selector **36** then generates a random number between 1 and 147. Ad selector **36** selects "A" if the number is between 1 and 30; selects "B" if the number is between 31 and 80; and selects "C" if the number is between 81 and 147.

[**0049**] For billing and reporting purposes, video server **30** captures a record of each ad event. The ad event record includes identification of the ad provided to the viewer, identification of the requested video, the running time duration of the ad, the date and time of viewing, and ZIP and ZIP+4 codes of the household. The records are exported to a reporting and billing application.

[**0050**] In summary, the method and system for planning and running VOD advertising in accordance with the present invention affords advertisers a combination of capabilities of known advertising forms with novel capabilities. These capabilities include matching video content with a viewer audience. An advertiser can select a mix of content designed to appeal to a particular viewer audience. Advertisers can buy a piece of an ad hit. As such, an advertiser with a small budget can buy part of a popular video by buying a percentage of the viewer audience. The ads may be flexible as a VOD is not constrained to rigid time slots as in broadcast advertising. An advertiser may buy all of the spots in some viewing of a particular video, thus enabling ads in different spots to be related to each other and combined for effect. A particular demographic may be reached as the present invention combines the selection by content/day part of broadcast television with the precise geographic/demographic classification delivery of direct mail. Advertisers know exactly what is happening with their ads as precise counts of every ad play may be provided.

[**0051**] While embodiments of the present invention have been illustrated and described, it is not intended that these embodiments illustrate and describe all possible forms of the present invention. Rather, the words used in the specification are words of description rather than limitation, and it is

understood that various changes may be made without departing from the spirit and scope of the present invention.

What is claimed is:

1. A method for planning video-on-demand advertising to accompany videos when the videos are delivered by a service provider to viewers in response to requests for the videos by the viewers, each video having at least one content category, each viewer being located at a respective residence, each respective residence being in a neighborhood and having a geographic location, each neighborhood having a corresponding demographic classification, the method comprising:

defining advertising campaigns each having at least one advertisement;

associating each advertising campaign with at least one content category;

associating each advertising campaign with at least one geographic location served by the service provider;

associating each advertising campaign with at least one demographic classification; and

associating each advertising campaign with at least one interval of time.

2. The method of claim 1 further comprising:

identifying the advertising campaigns which are associated with a content category matching one of the content categories of a video; and

identifying at least one advertisement of at least one of the identified advertising campaigns as being eligible for accompanying the video.

3. The method of claim 1 further comprising:

identifying the advertising campaigns which are associated with a geographic location matching the geographic location of the residence at which a viewer is located; and

identifying at least one advertisement of at least one of the identified advertising campaigns as being eligible for accompanying a video delivered to the viewer.

4. The method of claim 1 further comprising:

identifying the advertising campaigns which are associated with a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which a viewer is located; and

identifying at least one advertisement of at least one of the identified advertising campaigns as being eligible for accompanying a video delivered to the viewer.

5. The method of claim 1 further comprising:

identifying the advertising campaigns which are associated with an interval of time matching the time at which a viewer requests a video; and

identifying the at least one advertisement of at least one of the identified advertising campaigns as being eligible for accompanying the video requested by the viewer.

6. The method of claim 1 further comprising:

identifying the advertising campaigns which are associated with at least one of a content category matching at least one of the content categories of a video, a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which a viewer is located, a geographic location matching the geographic location of the residence at which the viewer is located, and an interval of time matching the time at which the viewer requests the video; and

identifying at least one advertisement of at least one of the identified advertising campaigns as being eligible for accompanying the video.

7. A method for planning video-on-demand advertising to accompany videos when the videos are delivered by a service provider to viewers in response to requests for the videos by the viewers, each video having at least one content category, the method comprising:

defining advertising campaigns each having at least one advertisement; and

associating each advertising campaign with at least one content category.

8. The method of claim 7 further comprising:

identifying the advertising campaigns which are associated with a content category matching one of the content categories of a video; and

identifying at least one advertisement of at least one of the identified advertising campaigns as being eligible for accompanying the video.

9. The method of claim 8 wherein each viewer is located at a respective residence having a geographic location, the method further comprising:

associating each advertising campaign with at least one geographic location served by the service provider.

10. The method of claim 9 wherein:

identifying the advertising campaigns includes identifying the advertising campaigns which are associated with a content category matching at least one of the content categories of a video and a geographic location matching the geographic location of the residence at which a viewer is located.

11. The method of claim 9 wherein each respective residence is in a neighborhood having a corresponding demographic classification, the method further comprising:

associating each advertising campaign with at least one demographic classification.

12. The method of claim 11 wherein:

identifying the advertising campaigns includes identifying the advertising campaigns which are associated with a content category matching at least one of the content categories of a video, a geographic location matching the geographic location of the residence at which a viewer is located, and a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which the viewer is located.

13. The method of claim 11 further comprising:

associating each advertising campaign with at least one interval of time.

14. The method of claim 13 wherein:

identifying the advertising campaigns includes identifying the advertising campaigns which are associated

with a content category matching at least one of the content categories of a video, a geographic location matching the geographic location of the residence at which a viewer is located, a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which the viewer is located, and an interval of time matching the time at which the viewer requests the video.

15. A method for planning video-on-demand advertising to accompany videos when the videos are delivered by a service provider to viewers in response to requests for the videos by the viewers, each viewer being located at a respective residence having a geographic location, the method comprising:

defining advertising campaigns each having at least one advertisement; and

associating each advertising campaign with at least one geographic location served by the service provider.

16. The method of claim 15 further comprising:

identifying the advertising campaigns which are associated with a geographic location matching the geographic location of the residence at which a viewer is located; and

identifying at least one advertisement of at least one of the identified advertising campaigns as being eligible for accompanying a video delivered to the viewer.

17. The method of claim 16 wherein each respective residence is in a neighborhood having a corresponding demographic classification, the method further comprising:

associating each advertising campaign with at least one demographic classification.

18. The method of claim 17 wherein:

identifying the advertising campaigns includes identifying the advertising campaigns which are associated with a geographic location matching the geographic location of the residence at which a viewer is located and a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which the viewer is located.

19. The method of claim 17 further comprising:

associating each advertising campaign with at least one interval of time.

20. The method of claim 19 wherein:

identifying the advertising campaigns includes identifying the advertising campaigns which are associated with a geographic location matching the geographic location of the residence at which a viewer is located, a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which the viewer is located, and an interval of time matching the time at which the viewer requests a video.

21. The method of claim 16 further comprising:

associating each advertising campaign with at least one interval of time.

22. The method of claim 21 wherein:

identifying the advertising campaigns includes identifying the advertising campaigns which are associated with a geographic location matching the geographic location of the residence at which a viewer is located and an interval of time matching the time at which the viewer requests a video.

23. A method for planning video-on-demand advertising to accompany videos when the videos are delivered by a service provider to viewers at given times in response to requests for the videos by the viewers, each viewer being located at a respective residence having a geographic location, each respective residence being in a neighborhood, each neighborhood having a corresponding demographic classification, the method comprising:

defining advertising campaigns each having at least one advertisement; and

associating each advertising campaign with at least one demographic classification.

24. The method of claim 23 further comprising:

identifying the advertising campaigns which are associated with a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which a viewer is located; and

identifying at least one advertisement of at least one of the identified advertising campaigns as being eligible for accompanying a video delivered to the viewer.

25. The method of claim 24 wherein each video has at least one content category, the method further comprising:

associating each advertising campaign with at least one content category.

26. The method of claim 25 wherein:

identifying the advertising campaigns includes identifying the advertising campaigns which are associated with a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which a viewer is located and a content category matching at least one of the content categories of a video.

27. The method of claim 24 further comprising:

associating each advertising campaign with at least one interval of time.

28. The method of claim 27 wherein:

identifying the advertising campaigns includes identifying the advertising campaigns which are associated with a demographic classification matching the demographic classification corresponding to the neighborhood of the residence at which the viewer is located and an interval of time matching the time at which the viewer requests a video.

29. A method for planning video-on-demand advertising to accompany videos when the videos are delivered by a service provider to viewers in response to requests for the videos by the viewers, the method comprising:

defining advertising campaigns each having at least one advertisement; and

associating each advertising campaign with at least one interval of time.

30. The method of claim 29 further comprising:

identifying the advertising campaigns which are associated with an interval of time matching the time at which a viewer requests a video; and

identifying at least one advertisement of at least one of the identified advertising campaigns as being eligible for accompanying the video requested by the viewer.

31. The method of claim 30 wherein each video has at least one content category, the method further comprising:

associating each advertising campaign with at least one content category.

32. The method of claim 31 wherein:

identifying the advertising campaigns includes identifying the advertising campaigns which are associated with an interval of time matching the time at which the viewer requests the video and a content category matching at least one of the content categories of the video.

33. A video-on-demand system comprising:

a display device having a set-top-box (STB), the STB having an identifier, the STB being located at a residence of a neighborhood;

a server connected to the STB, wherein the server transmits a video to the STB upon receiving a request for the video from a viewer of the display device; and

a selector operable for using an identifier indicative of the video to determine content categories of the video, the selector operable for using the STB identifier to determine both a demographic classification corresponding to the neighborhood of the residence and a geographic location of the residence, wherein the selector selects advertisements from a group of advertisements as a function of at least one of the determined content categories, the determined demographic classification, and the determined geographic location, wherein the server transmits the selected advertisements with the video to the STB for the viewer to view on the display device.

34. A video-on-demand system comprising:

a display device having a set-top-box (STB), the STB having an identifier, the STB being located at a residence of a neighborhood;

a server connected to the STB, wherein the server transmits a video to the STB upon receiving a request for the video from a viewer of the display device; and

a selector operable for using an identifier indicative of the video to determine content categories of the video, and the selector operable for using the STB identifier to determine both a demographic classification corresponding to the neighborhood of the residence and a geographic location of the residence;

wherein the selector selects advertisements from a group of advertisements as a function of at least one of the determined content categories, the determined demographic classification, the determined geographic location, and the time of the request;

wherein the server transmits the selected advertisements with the video to the STB for the viewer to view on the display device.

35. A video-on-demand method for use with a network connecting a set-top-box (STB) of a display device to a server, the STB having an identifier and being located at a residence of a neighborhood, the method comprising:

transmitting a video from the server over the network to the STB upon receiving a request for the video from a viewer of the display device;

using an identifier indicative of the video to determine content categories of the video;

using the STB identifier to determine a demographic classification corresponding to the neighborhood of the residence and to determine a geographic location of the residence;

selecting advertisements from a group of advertisements as a function of at least one of the determined content categories, the determined demographic classification, and the determined geographic location; and

transmitting the selected advertisements with the video from the server to the STB for the viewer to view on the display device.

36. A video-on-demand method for use with a network connecting a set-top-box (STB) of a display device to a server, the STB having an identifier and being located at a residence of a neighborhood, the method comprising:

transmitting a video from the server over the network to the STB upon receiving a request for the video from a viewer of the display device;

using an identifier indicative of the video to determine content categories of the video;

using the STB identifier to determine a demographic classification corresponding to the neighborhood of the residence and to determine a geographic location of the residence;

selecting advertisements from a group of advertisements as a function of at least one of the determined content categories, the determined demographic classification, the determined geographic location, and the time of the request; and

transmitting the selected advertisements with the video from the server to the STB for the viewer to view on the display device.

37. A video-on-demand system comprising:

a display device having a set-top-box (STB), the STB being located at a residence of a neighborhood;

a server connected to the STB, wherein the server transmits a video to the STB upon receiving a request for the video from a viewer of the display device; and

a selector operable for using an identifier indicative of the video to determine content categories of the video, wherein the selector selects advertisements from a group of advertisements as a function of the determined content categories, and the server transmits the selected advertisements with the video to the STB for the viewer to view on the display device.

38. The system of claim 37 wherein:

the selector uses an identifier of the STB to determine a demographic classification corresponding to the neighborhood of the residence, wherein the selector selects the advertisements as a function of the determined content categories and the determined demographic classification.

39. The system of claim 37 wherein:

the selector uses an identifier of the STB to determine a geographic location of the residence, wherein the selector selects the advertisements as a function of the determined content categories and the determined geographic location.

40. The system of claim 37 wherein:

the selector selects the advertisements as a function of the determined content categories and the time of the request.

41. The system of claim 37 wherein:

the selector uses an identifier of the STB to determine a demographic classification corresponding to the neighborhood of the residence and a geographic location of the residence, wherein the selector selects the advertisements as a function of the determined content categories, the determined demographic classification, and the determined geographic location.

42. A video-on-demand system comprising:

a display device having a set-top-box (STB), the STB having an identifier, the STB being located at a residence of a neighborhood;

a server connected to the STB, wherein the server transmits a video to the STB upon receiving a request for the video from a viewer of the display device; and

a selector operable for using an identifier of the STB to determine a demographic classification corresponding to the neighborhood of the residence, wherein the selector selects advertisements from a group of advertisements as a function of the determined demographic classification, and the server transmits the selected advertisements with the video to the STB for the viewer to view on the display device.

43. The system of claim 42 wherein:

the selector uses the STB identifier to determine a geographic location of the residence, wherein the selector selects the advertisements as a function of the determined demographic classification and the determined geographic location.

44. The system of claim 42 wherein:

the selector selects the advertisements as a function of the determined demographic classification and the time of the request.

45. A video-on-demand system comprising:

a display device having a set-top-box (STB), the STB having an identifier, the STB being located at a residence of a neighborhood;

a server connected to the STB, wherein the server transmits a video to the STB upon receiving a request for the video from a viewer of the display device; and

a selector operable for using the STB identifier to determine a geographic location of the residence, wherein the selector selects advertisements from a group of advertisements as a function of the determined geographic location, and the server transmits the selected advertisements with the video to the STB for the viewer to view on the display device.

46. The system of claim 45 wherein:

the selector selects the advertisements as a function of the determined geographic location and the time of the request.

47. A video-on-demand system comprising:

a display device having a set-top-box (STB);

a server connected to the STB, wherein the server transmits a video to the STB upon receiving a request for the video from a viewer of the display device; and

a selector operable for selecting advertisements from a group of advertisements as a function of the time of the request, and the server transmits the selected advertisements with the video to the STB for the viewer to view on the display device.

48. A video-on-demand method for use with a network connecting a set-top-box (STB) of a display device to a server, the STB being located at a residence of a neighborhood, the method comprising:

transmitting a video from the server over the network to the STB upon receiving a request for the video from a viewer of the display device;

using an identifier indicative of the video to determine content categories of the video;

selecting advertisements from a group of advertisements as a function of the determined content categories; and

transmitting the selected advertisements with the video from the server to the STB for the viewer to view on the display device.

49. The method of claim 48 wherein the STB has an identifier, the method further comprising:

using the STB identifier to determine a demographic classification corresponding to the neighborhood of the residence;

wherein selecting includes selecting the advertisements as a function of the determined content categories and the determined demographic classification.

50. The method of claim 48 wherein the STB has an identifier, the method further comprising:

using the STB identifier to determine a geographic location of the residence;

wherein selecting includes selecting the advertisements as a function of the determined content categories and the determined geographic location.

51. The method of claim 48 wherein:

selecting includes selecting the advertisements as a function of the determined content categories and the time of the request.

52. The method of claim 48 wherein the STB has an identifier, the method further comprising:

using the STB identifier to determine both a demographic classification corresponding to the neighborhood of the residence and a geographic location of the residence;

wherein selecting includes selecting the advertisements as a function of the determined content categories, the determined demographic classification, and the determined geographic location.

53. A video-on-demand method for use with a network connecting a set-top-box (STB) of a display device to a

server, the STB having an identifier and being located at a residence of a neighborhood, the method comprising:

transmitting a video from the server over the network to the STB upon receiving a request for the video from a viewer of the display device;

using the STB identifier to determine a demographic classification corresponding to the neighborhood of the residence;

selecting advertisements from a group of advertisements as a function of the determined demographic classification; and

transmitting the selected advertisements with the video from the server to the STB for the viewer to view on the display device.

54. The method of claim 53 further comprising:

using the STB identifier to determine a geographic location of the residence;

wherein selecting includes selecting the advertisements as a function of the determined demographic classification and the determined geographic location.

55. The method of claim 53 wherein:

selecting includes selecting the advertisements as a function of the determined demographic classification and the time of the request.

56. A video-on-demand method for use with a network connecting a set-top-box (STB) of a display device to a server, the STB having an identifier and being located at a residence of a neighborhood, the method comprising:

transmitting a video from the server over the network to the STB upon receiving a request for the video from a viewer of the display device;

using the STB identifier to determine a geographic location of the residence;

selecting advertisements from a group of advertisements as a function of the determined geographic location; and

transmitting the selected advertisements with the video from the server to the STB for the viewer to view on the display device.

57. The method of claim 56 wherein:

selecting includes selecting the advertisements as a function of the determined geographic location and the time of the request.

58. A video-on-demand method for use with a network connecting a set-top-box (STB) of a display device to a server, the method comprising:

transmitting, at a given time, a video from the server over the network to the STB upon receiving a request for the video from a viewer of the display device;

selecting advertisements from a group of advertisements as a function of the given time; and

transmitting the selected advertisements with the video from the server to the STB for the viewer to view on the display device.

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