

PROVISIONAL PATENT APPLICATION SPECIFICATIONS - FANADCLIC™

Title – FanAdClic™ derived from the words Fanatic, Advertisement and Click.

Summary –

FanAdClic™ - A patent pending form of Clickbait product placement Ad platform for ecommerce that enhances, and never detracts from an online Users experience while they are gaming, watching videos or sports, gambling, doing searches, ordering all kinds of things & much more,,,.

User experiences are never interrupted by traditional outdated advertising delivery platforms which can be bombarding, interruptive, and often mood spoiling 15, 30 or 60 second commercial breaks. We all know the ones such as YouTube that uses their A.I. to determine that now is the time for you to see an Ad which directly interrupts the main content being played, viewed, and or listened to by the User.

FanAdClic™ will feature sponsored Ad objects that will randomly appear and disappear and are scripted to be interacted with and captured for redeemable and tradable points and FAC crypto.

FanAdClic™ is a subtle and non-imposing way for Consumers to collect and then profit from Ad tokens and product placement spots infused seamlessly into the online, and or broadcast network television content they are engaged in or are listening to. Sound/Audio cues are also intended for use. Hear a recognizable sound or jingle and the User will know an Ad Token will soon briefly appear available for capture and collection.

This model is not intended for use or placement in existing 15, 30 or 60 second traditional commercial break advertising although could be adapted if Advertisers should care to use it that way. It is intended to supplement commercial break advertising in a way that never interrupts what the User is engaged in. i.e.: While playing games, watching movies or sports, using search engines and when ordering rides, food, goods, and services, etc.

As a complimentary new tool in the arsenal, FanAdClic™ is Advertiser friendly and licensable to countless thousands of global Ad agencies. To simultaneously avoid and create a paradigm shift that might put off traditionalists FanAdClic™ respects existing commercial break advertising models in that once an Ad Token is captured and stored, the User is further encouraged through a points system to engage the full-length Ad at a time of their own convenience.

Save an Ad token, review it after your game or movie and score more points. Click on the Sponsors icon stored in your Ad Token bank and watch the actual 15, 30, or 60 second Ad message originally intend by the Sponsor, and it could lead to an instant prize and more points to collect. All clicked things to lead more points, more points lead to more rewards. Look away from your screen while playing a game or watching a movie and you might just miss your chance to click on an Ad token loaded with an instant prize.

FanAdClic™ is intended for use in both digitally built online content and live or recorded live formats. In live applications the A.I. seeks out and identifies registered Advertiser's products that appear in the normal environment and then puts them in a timed queue for randomly highlighting each one for capture according to the likes and dislikes of the User as laid out by them in their account.

For digital gaming and recorded online content the A.I. add-on pack can be used in the design and coding phase to identify products placed in scenes and then making them (as noted above) randomly active for capture according to the individual Users likes and dislikes.

The concept also includes a proprietary ordering, payment and delivery system and its own Crypto currency.

Simply put – The FanAdClic™ model adds a dynamic new way for Advertisers to direct target individual consumers without risk of losing them. On the contrary we believe that Brand churn rates will decrease by rewarding Users for playing the “game within the game!” It’s a treasure hunt of the digital kind!

This model also serves to help solve growing privacy concerns regarding the collection of personal information. We call this “Opt-in to Cash!”

Background – The state of the prior art

As is the main focus of the subject matter, FanAdClic™ focuses on not redirecting Users from their main content but rather to integrate a simple game into the main content by enabling Users to collect, and profit from advertising content in such a manner that does not detract, but compliments the main content being viewed and, or listened to.

Advertising has evolved from simple print ads in magazines, and periodicals dating back to the early 1800's to its current state of digital advertising methods, techniques, and delivery systems. Although creative in content broadcast network television advertising has remained much the same for several decades, and in fact, not much in the way of delivery mechanisms has changed since the inception of television. For television, advertising content was and is the driving force with programming only coming into existence as a result of finding methods to keep the Users attention focused over a set period of time so that every so often advertisers can place their messages into the programming. This has evolved to create subtle (product placement in programming), and not so subtle (regular scheduled commercial breaks) to take advantage of this visual real-estate with standards set to prevent advertisers from unfairly taking advantage of Users through psychology methods such as Subliminal advertising, once experimented with back in the day.

In the early 1990's at the dawn of mass internet traffic, these television and magazine born advertising methods and ideologies were adopted for online marketing. Since this time such methods such as "Clickbait" have been developed to get the attention of potential Consumers but the original model stays intact. State of the art advertising delivery mechanisms feature short sound and video enabled messaging such as those programmed and displayed by industry giants such as YouTube, but in all their wisdom they still choose to interrupt the User/Consumer while they are engaged in their activity of choice. i.e.: Watch a music video and in the middle of the song, or between a series of songs and the system, without prior notification defaults to an advertisement. These advertisements are driven by artificial intelligence algorithms to narrow down Ad content to be mostly based on a specified Users wants, and needs. Few if any of these multitudes of advertisements are interactive beyond the means to shut them off but only after being forcibly subjected to part or all of the contents message.

For television network content, and in particular, internet enabled smart televisions, and mobile devices, at the time of this writing, there appears to no interactivity between the Consumer and the advertising and programming content they are being delivered. Advertising has yet to become a game that is directed at making the viewing of Ads fun, and potentially profitable for global Consumers.

Description of the Drawings

Fig. 1 depicts a Flow chart diagram that shows the Advertisers interface.

Fig. 2 depicts a Flow chart diagram that shows the User/Gamer interface.

Fig. 3 depicts a Flow chart diagram that shows the automated Ordering & Delivery system interface.

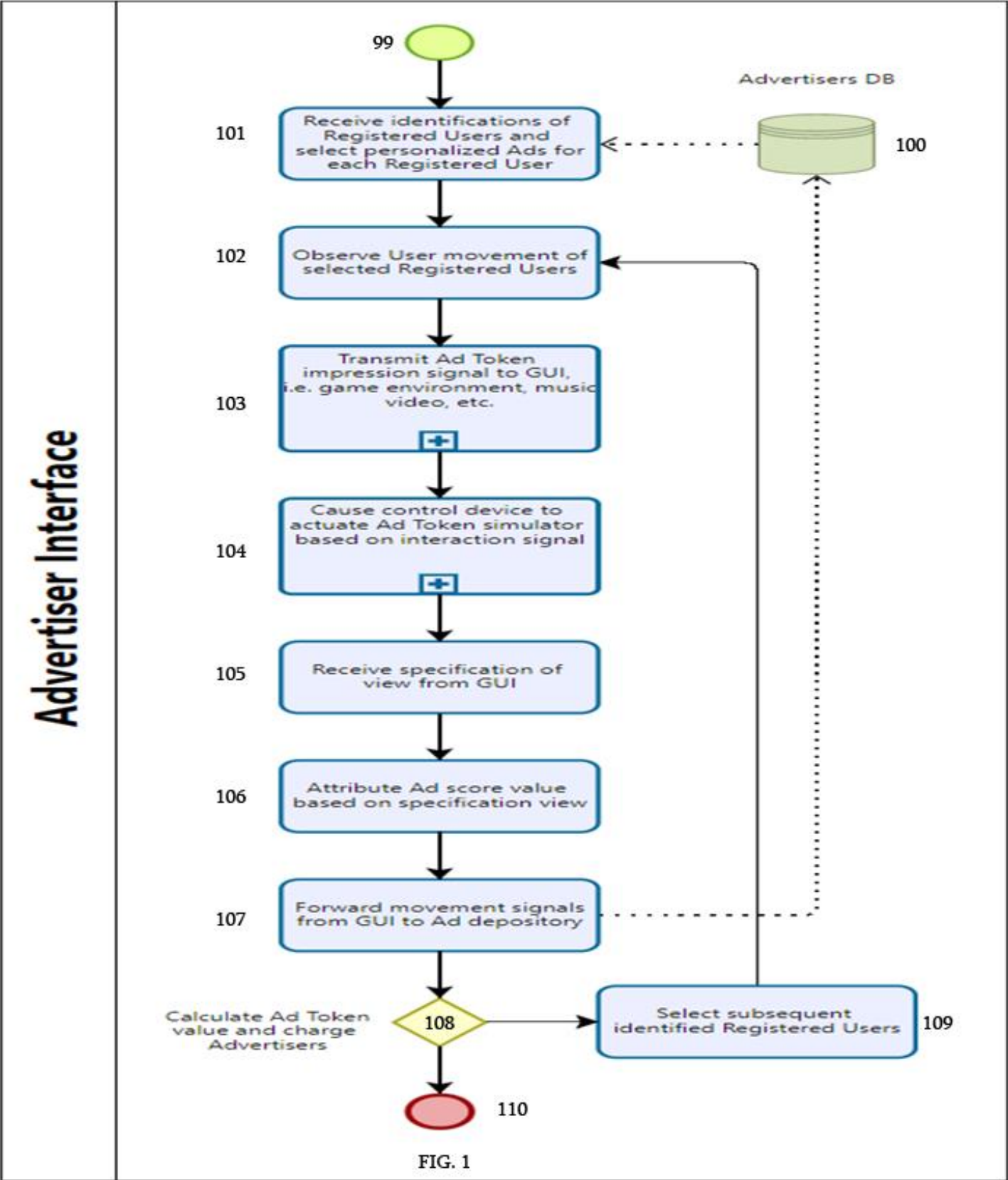
Fig. 4 depicts a Flow chart diagram that shows the Advertising Content Delivery system User interface.

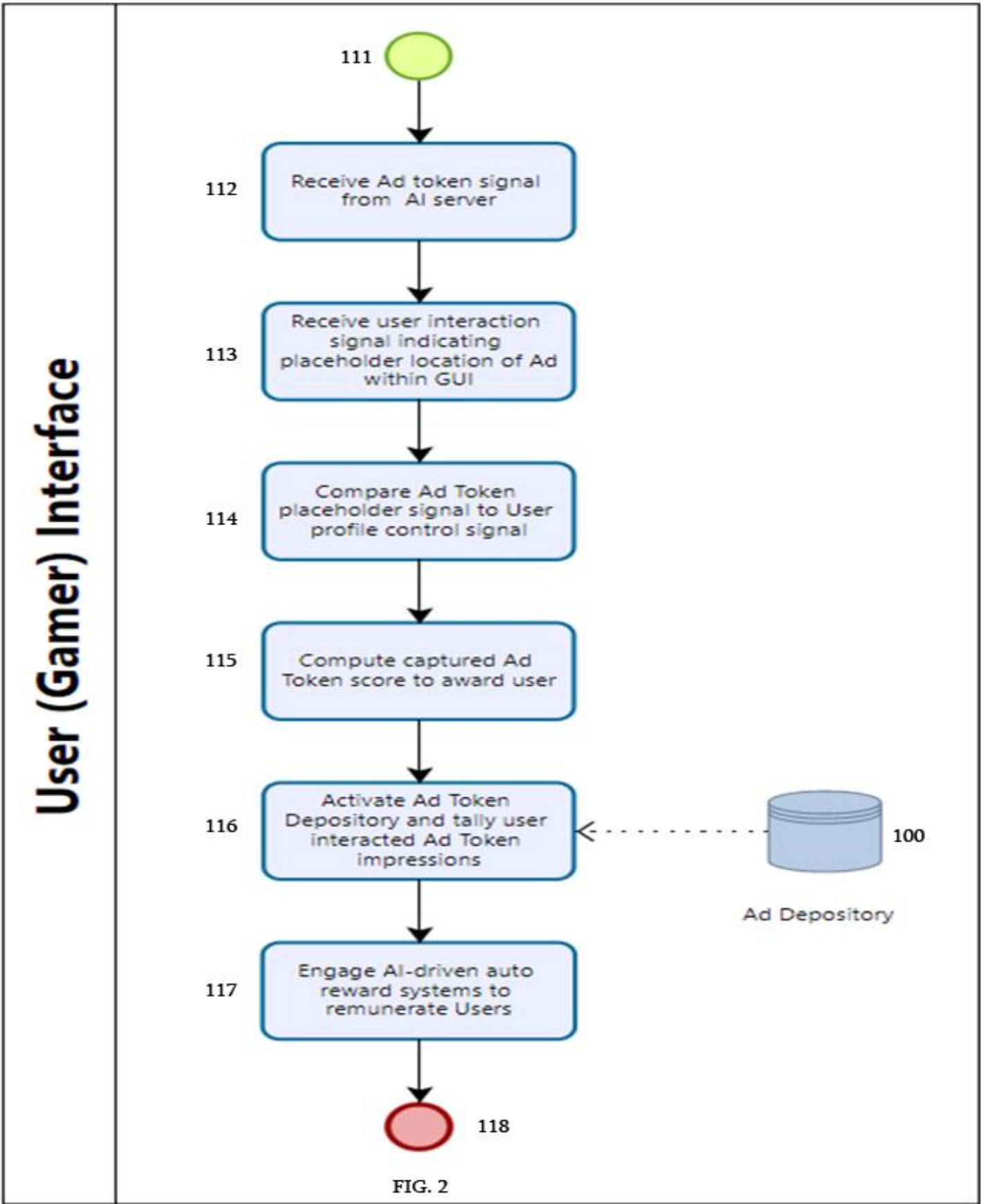
Fig. 5 depicts a Flow chart diagram that shows the Advertising Content Depository.

Fig. 6 depicts a Flow chart diagram that shows the Opt-in Premium or Opt-out Freemium options.

Fig. 7 depicts a Flow chart diagram that shows the Interactive Screensaver Advertising Content delivery system.

Drawings





Ordering System Interface

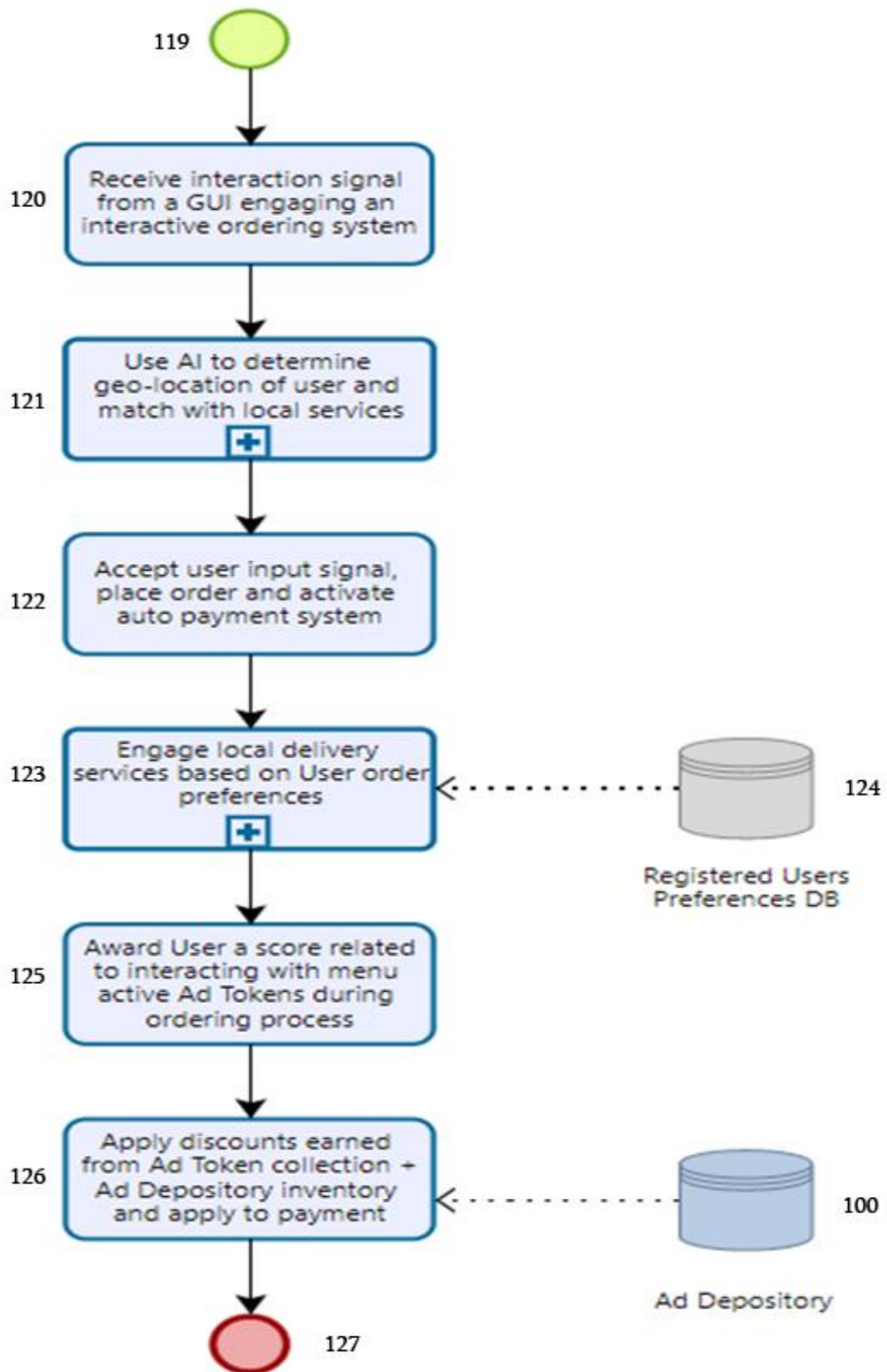


FIG. 3

Ad Content Delivery System User Interface

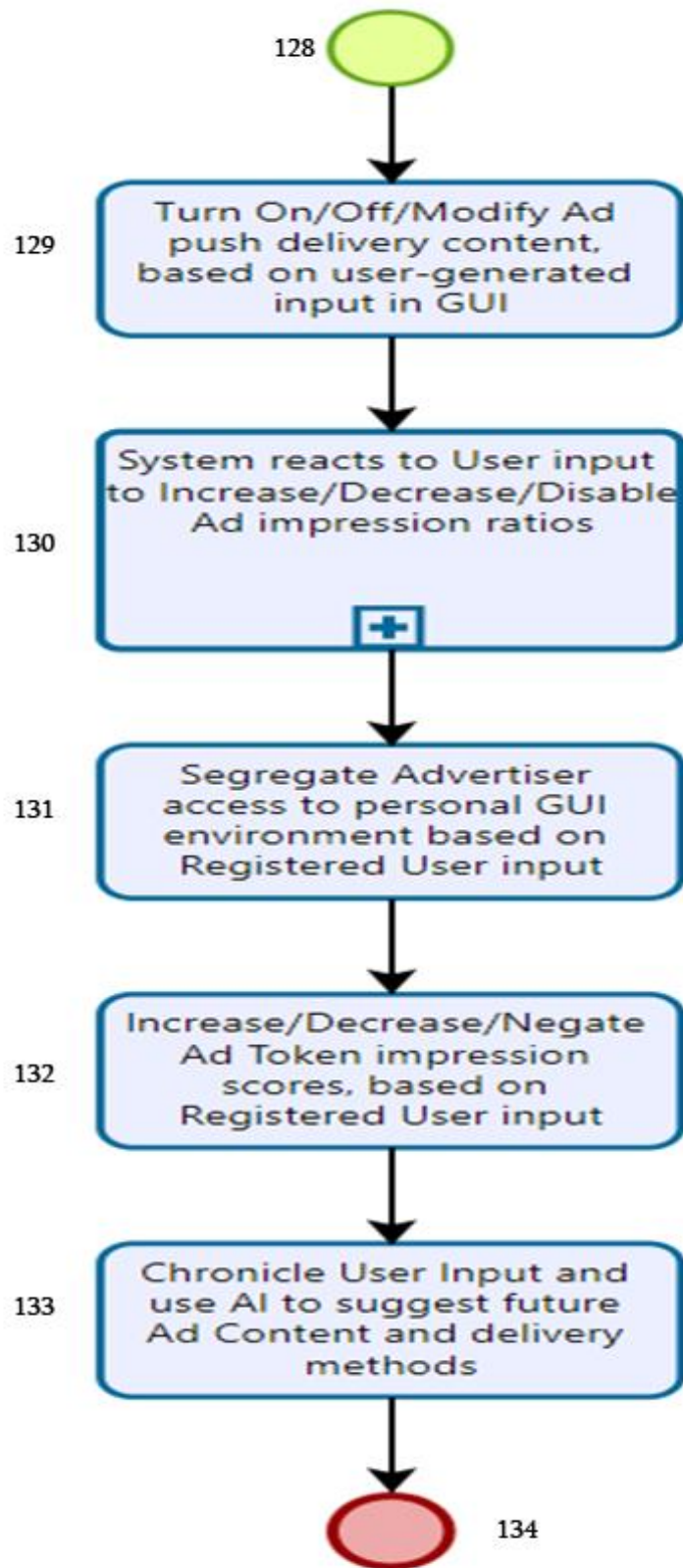
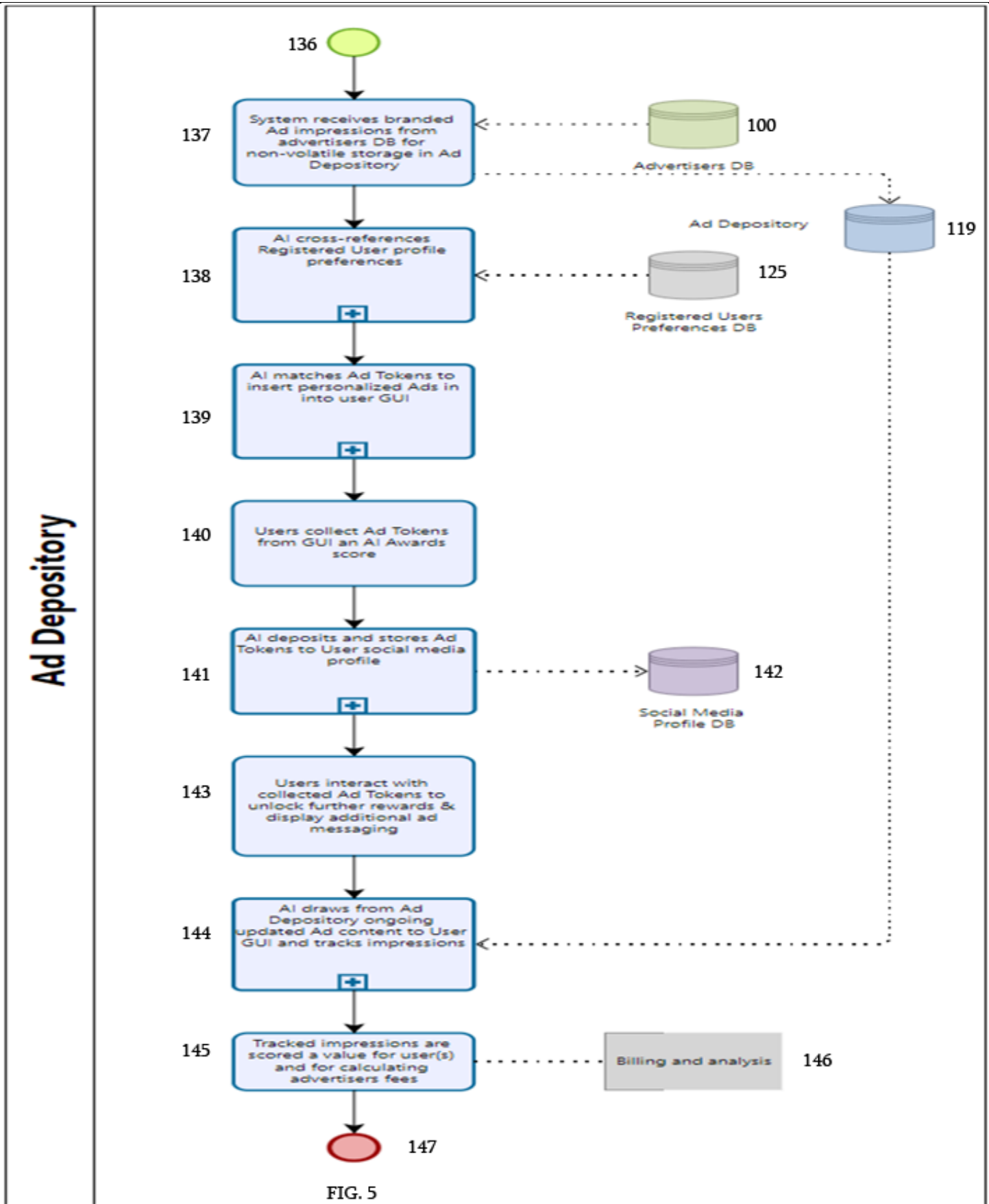


FIG. 4



Opt-in Premium or Opt-out Freemium System

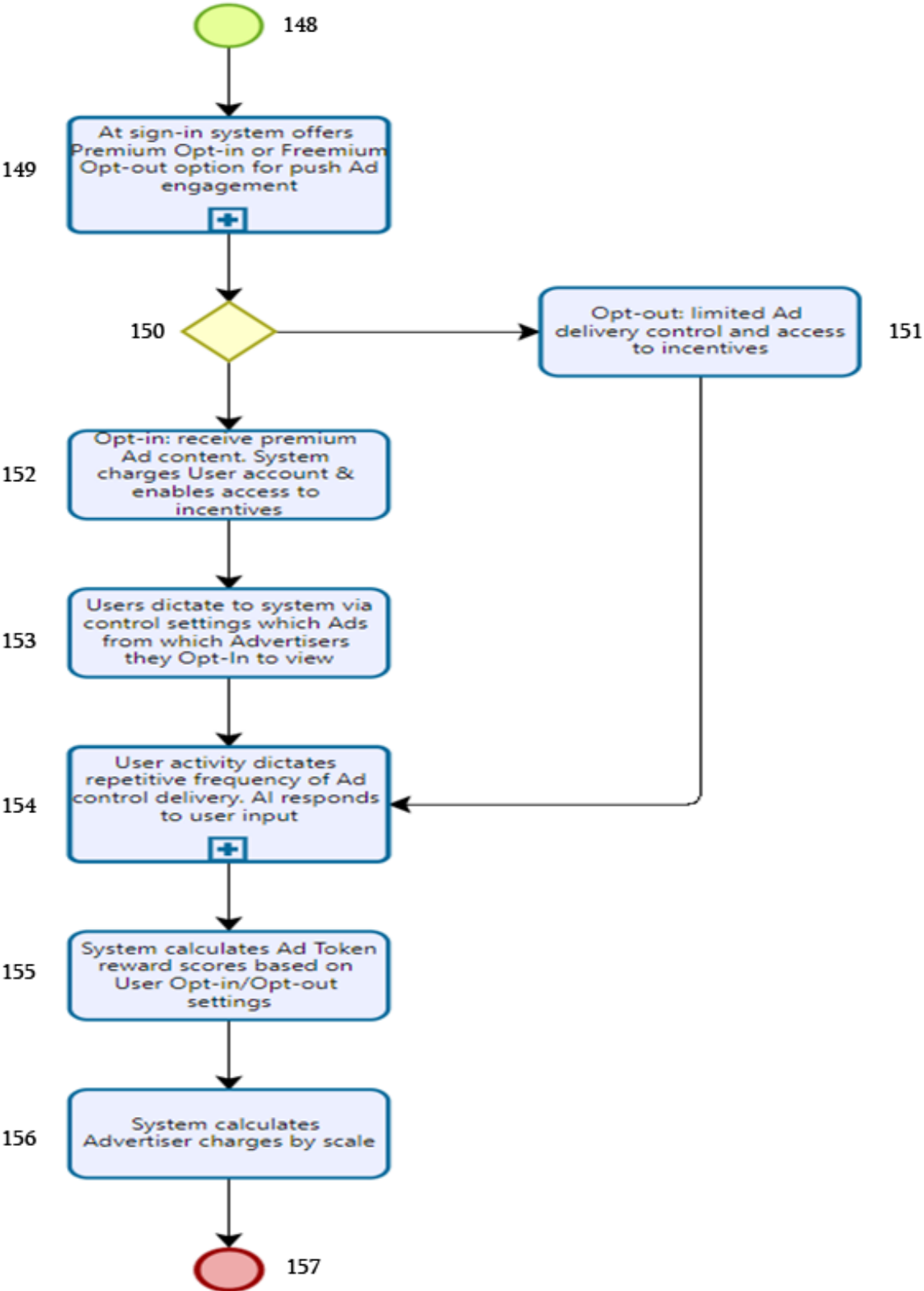


FIG. 6

Interactive Screensaver Ad Content Delivery System

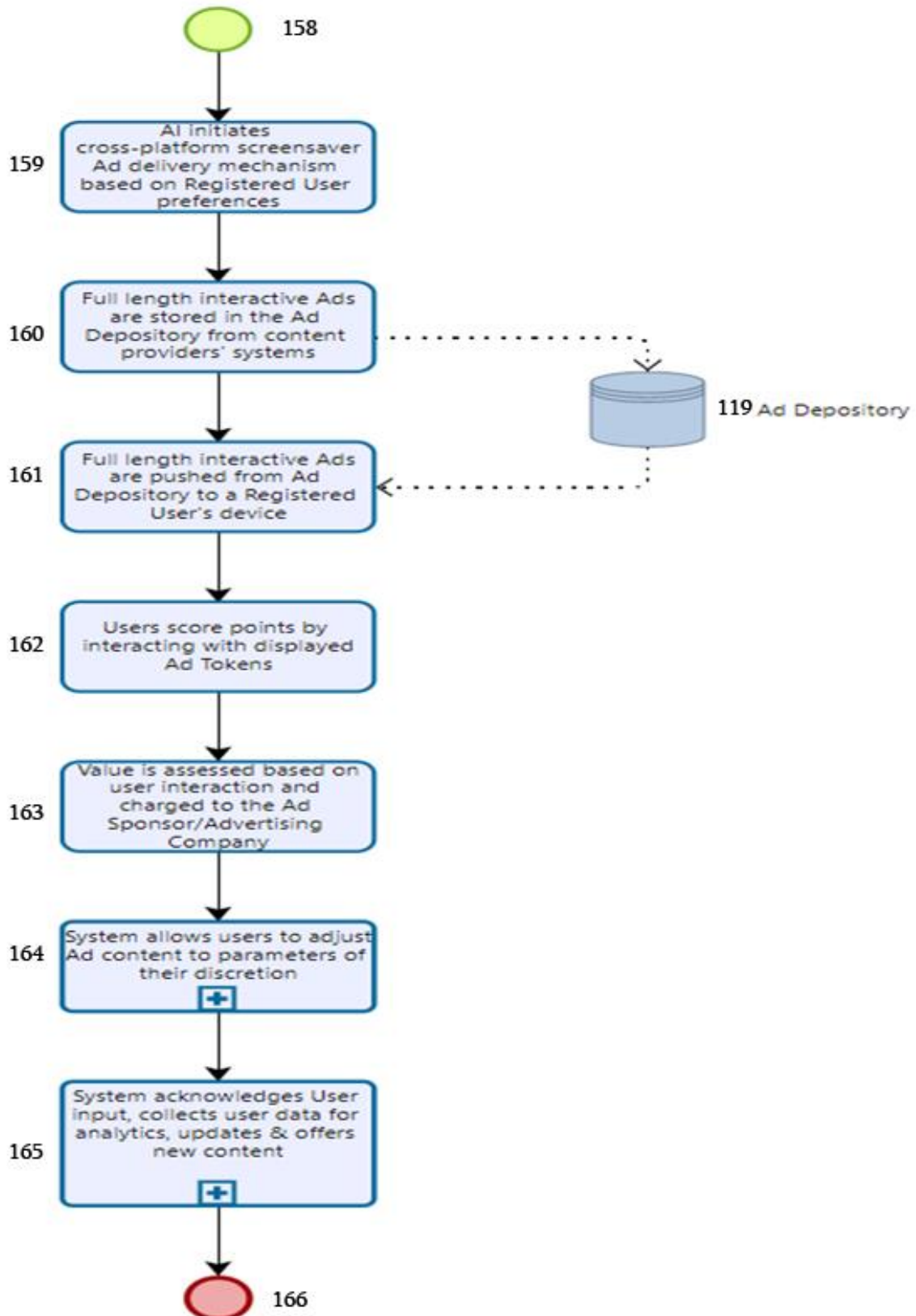


FIG.7

Detailed description

The Technology

FanAdClic™ is the game within the game that plays out like an interactive Ad treasure hunt, and is the polar opposite of obtrusive and invasive. During game play gamers are offered a series of preprogrammed Ad objects that randomly appear and disappear. These Ad tokens are interactive and gamers score points for collecting them. Sponsored Ads are now of great value to Users, and not an irritating intrusion. This interactive Ad system will lead millions to winning sponsors' swag, bling and cash rewards just for the fun and privilege of clicking on, blowing up, or shooting down and running over their Ads.

The Problem

Traditional blanket advertising methods have very low conversion rate percentages, most are in the low single digits [\[link\]](#). An internationally broadcast advertisement in Canada and the U.S. may result in as few as 3-4 people viewing the ad for every 100 impressions. These small numbers suggest that 97 people out of 100 are oblivious to or simply annoyed by the Ad. Why?

Many of these messages are for products that not everyone buys or needs and often consumers just do not want, nor do they appreciate being interrupted by Ads while surfing and gaming. Additionally, many Ads are presented at inopportune times, like personal hygiene product advertising during meal times, or war game Ads on Saturday mornings, or new and used auto ads after school.

Bombardment advertising – the same ad repeated several times in one presentation – often leads to high churn rate. While 3% of some very large number is potentially good, why anger the other 97% when you can cater to them one at a time on an individual basis? Ultimately, high volume blanket advertising methods turn away more viewers than they gain.

Generating revenue

In addition to contracts with advertisers and sponsors for Ad impressions, FanAdClic™ also earns a percentage for each item ordered through the AI-driven ordering system. Users get food and beverage while having fun and being educated playing games, watching movies, or just surfing the web. Advertisers get their messages out in innovative fashion, and we get paid.

Through an array of Ad tokens sponsors will pay for each impression within a threshold. Like pieces of a puzzle, a User may see one or more almost identical Ad impressions during an entertainment session. This way Advertisers can populate the game with multiple hidden and non-hidden Ad objects, i.e. as the gamer blows up a virus and it sheds its 120 spikes, each single spike then resembles licensed brands. The User is now drawn to these multiple high value targets and enticed to capture them. They won't get them all in the first pass, and only a limited number of these Ad tokens hold a higher value than their almost identical counterparts, but which one? Players have to try and collect them all to find out. In this manner, multiple sponsors can be placed inside of a single interactive gaming object with some, as stated, being of more value to gamers than others. But what about the next target, and the millions more after that? And on it goes.

Strategically-created Ad tokens will cause multiple non-obtrusive Ad impressions where normally only one static or dynamic Ad may appear. This is of great value to Advertisers as these Ads now have an attached value in the game, and they would soon become a welcome sight as opposed to an obtrusive one during game play.

This system has all the standard online advertising features such as impression tracking, real-time Ad scheduling (insertion) and reporting, processing software and billing features, including but not limited to an auto-pay, auto/instant rewards system for Users, and of course real-time Ad placement technology tailored to each User's registered preferences.

Additional value and impact is provided by direct targeted marketing to Users in the language (spoken and written) of their choice. As an example, imagine five players, each originating from different locations on the planet, are in Los Angeles playing the game as a MMOG-style eSports event. Each gamer experiences the same playing field but in each field the advertisements and notifications are not only delivered in their own language but also, each of the five would likely be viewing a different Ad drawn in real-time from the sponsors Ad pool, based on the information they provided when they first signed up.

FanAdClic™ utilizes licensed celebrity guest stars as both live guests and/or programmed in-game character objects that make scripted commentary during the game designed to either assist or hinder gamers as they play. Celebrities will make ongoing live appearances, (masked with filters or as themselves) or as ongoing programmed roles in the form of their programmed Avatars, both as villains and as heroes. In these instances celebrity appearances, live and/or virtual, will also be disguised as interactive Ad mechanisms.

Shoot or run over a villainous celebrity character, and much like any game object to be collected, it will *blow up real good* and from inside will emerge more Ad tokens meant to be collected by shooting at each game object, shooting a vaccine weapon at it, running it over, hovering over it, clicking on it, etc. This exciting new game element serves to attract and retain Users and fans, grow our User and fan base organically, and pay our celebrity influencers, while also paying us.

FanAdClic™ is a cooperative, non-linear game add-on pack that promotes advertising tailored to a User's preferences – that is displayed to that specific User – although every other gaming element is shared, i.e. advertising will bear different messages and different languages depending upon a User's stated personal preferences.

From [Wikipedia](#): Nonlinear game play “will allow for greater player freedom than a linear game. For example, a nonlinear game may permit multiple sequences to finish the game, a choice between paths to victory, different types of victory, or optional side-[quests](#) and [subplots](#). Some games feature both linear and nonlinear elements, and some games offer a sandbox mode that allows players to explore an [open world](#) game environment independently from the game's main objectives.”

Interactive Food, Beverage, and Merchandise ordering and delivery

FanAdClic™ also features an interactive food, beverage and merchandise ordering, delivery and payment system connected in the online environment managed through a GUI interconnected by Users who open accounts on this system.

One challenge with kids and the long hours they play video games? Simply put, they do not eat properly nor at the most optimal times to sustain good health.

The auto ordering system works two ways:

1. During game play and while still playing Users can interact with an intuitive interactive ordering system
2. During game play and set on an auto timer system, the AI component that drives the ordering system will remind Users it's time to order some food

When the food and beverage portion of the ordering system is summoned during game play, the AI chooses from a pool of advertising Sponsors who are located within close delivery distance of the User. This dynamically created list might include, but is not limited to local services for takeout food, and/or for liquor/beer/wine and junk food delivery, etc.

The AI-driven ordering system may appear, but not be limited to appearing, as an interactive menu board whereby Users might shoot lasers at the menu items to expose their prices and trigger an ordering function. This method might also expose hidden Ad tokens that a User can attempt to collect as they interact with a sponsor's menu.

The AI-driven ordering system also comprises of an online payment system linked to a User's credit account. In this manner they can continue game play while ordering take out delivery services from local vendors and be automatically debited through a secure payment system.

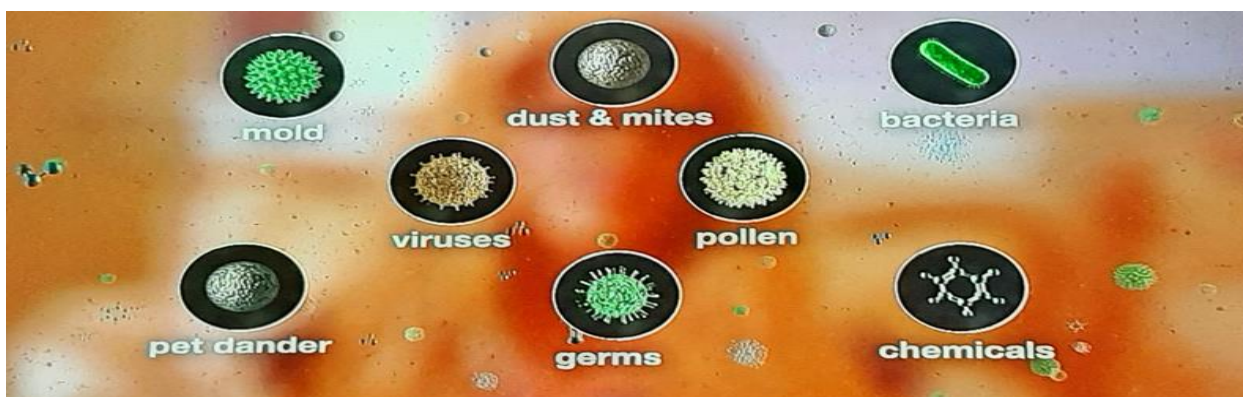
FanAdClic™ is also directly tied to online stores featuring drop shipping, such as those hosted by Shopify. Collect enough Ad tokens and cash them out in our – or a partners – online store well-stocked with sponsors' products and services.

FanAdClic™ 2.0 – The App for commercial internet use

FanAdClic 2.0 – The App is a downloadable app for mobile (Android, iOS), PC, smart devices or consoles that turns any website or web content into an interactive advertising medium. Now when Users visit a site and view advertising they can interact with it, allowing them to collect Ad tokens just as they do during game play. Standard web advertising that flanks web pages poses a non-trivial risk of spyware and viruses. FanAdClic™ interactive collectable Ads will set a new industry standard for impression engagement and advertising integrity.

This technology can be applied to all first-person shooter (FPS) style games, other games and myriad online media that have interactive objects that can be collected by being destroyed/shot/run over/clicked on/hovered over, etc., as a way of accumulating points in a game or through general use of a computer ecommerce software system, video presentation or static display. This will generate licensing opportunities well beyond the scope of our games and trace app.

As demonstrated in the graphic below, interactive Ad token game object possibilities for characters are endless and many are in the public domain. These few examples are from a new game the Inventor has conceived titled "The hunt for Red - the Ragin Contagion". These types of game characters can be modified for use to educate children in immersive gaming environments while they have fun, and everyone profits.



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Benefits of FanAdClic™

- “FanAdClic™” is a proprietary new form of Clickbait Ad placement which enhances, rather than detracts from, game play and internet surfing in general such as watching movies and perusing innumerable websites for ecommerce and or entertainment
- A proprietary advertising program that delivers scalable real-time sponsored content to any gamer or fan, regardless of geographical location or language, suitable for multitudes of third party licensing agreements
- Enables Fans to hover over, click on, shoot down, run over, smash into, and otherwise interact with sponsors’ Ad links as they subtly and almost imperceptibly appear and disappear randomly during a gaming or any online session
- During a User’s performance, Ads based on a Fan’s/User’s likes and needs, as defined by them during the registration process are complemented by an Artificial Intelligence Machine Learning Component that learns a User’s habits and automatically adjusts targeted Ad content to their devices
- Enables Users to instantly win and/or be assigned prize awards in the form of coupons or credits that can be printed or redeemed online for merchandise and services such as those provided by potential sponsors
- Code is written so that the online gate (*User Fees*) will be proportionally and instantly paid to all parties in the payment chain, reducing paperwork and decreasing year-end expenses
- Registered Users will have the option to establish a personal encrypted online account with FanAdClic™, and will have the option to trade, or sell for cash, bitcoins or credits, the prizes they earn and win, except where prohibited by law
- Ad tokens linked to games and other online media environments directly target interactive Ad content to Users that may also include, but not be limited to, e-maps, local business, restaurant and delivery services, coupons and other pertinent info such as content delivered in preferred languages, written, and/or spoken
- “FanAdClic™” can be integrated into educational content for both children and adults making their experience fun, educational and potentially profitable
- Advertisers can deliver myriad branded content in a variety of ways at a density threshold well above that which would normally be acceptable by consumers
- Provides complementary revenue streams for any game and myriad online content through advertising and sponsor agreements and interactive food, beverage, and merchandise ordering, delivery, and auto payment and debit services, and onsite drop shipping of sponsored products
- Decreases churn while serving to organically grow and exponentially expand the User base
- “FanAdClic™” 2.0 - The App converts ordinary web content and games into engaging profit-generating, interactive Ad content compatible with Android, iOS, PC, and all mobile and smart devices

Additional Comparative Benefits / Advantages

Direct targeted marketing of product placement through online game and website content manipulation benefits both advertisers and consumers. At the end of the game or simulcast presentation, online players and simulcast participants can access a database of local, regional, national and international Advertisers and download coupons and related promotional information to their network enabled computer devices.

To encourage sales these virtual coupons can be made time sensitive and coded for use by manufactures and suppliers to help them in their marketing and product sales tracking efforts.

Simply play a game or watch a movie and interact with the Ad tokens as they appear to download the Ad to your network enabled computer device. At your convenience you may simply then show up at a sponsor's brick and mortar location, or visit their online store where their computers will accept your virtual coupon or related promotional material for redeeming. All electronic interactions - no paper or printers required.

FanAdClic™ software offers consumers globally a reduction of traditional advertising, especially during live events, gaming, and programming situations and while simultaneously offering Advertisers new ways to stay in the game that are advantageous to Advertisers and inconspicuous or otherwise non-obtrusive and non-invasive to consumers.

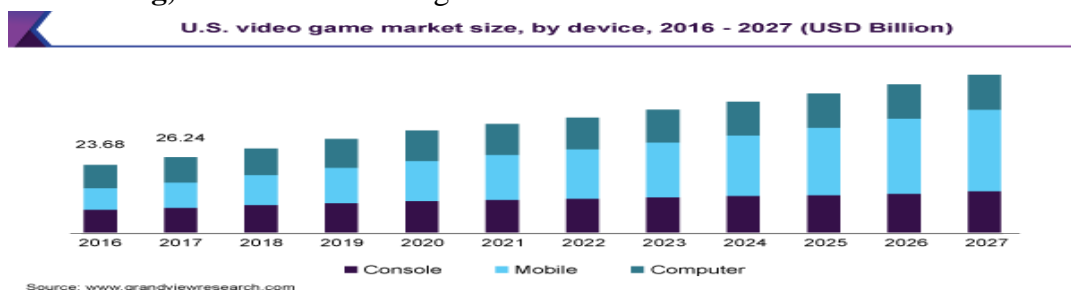
Consumer-friendly, non-obtrusive, educational, profitable, scalable, globally marketable, compatible with myriad online content, innovative, real-time deployment, real-time auto upgrades, suitable for all ages.

Micro Ad placement enables smaller local Advertisers to share time and online space with major advertisers. The process reduces the over all costs for combined Ad parties. Depending on who is viewing and where they are viewing from, for a given User a Coke Ad that runs internationally might also be viewed by geo-location to contain an Ad for a local Pizza joint. As one product goes with the other the two companies compliment each other. Micro-Ad placement gives needed exposure to local Advertisers on limited marketing budgets.

Optionally, and mainly for PC Users, FanAdClic™ features an interactive Screen Saver mechanism. Individual Users assist the A.I. to program their accounts to deliver Ads of their liking. When their devices are not in use and their monitors are still on, after a time a scrolling Ad strip will start. This Ad strip auto changes between programmed Ads and each Ad is interactive and User programmable. One might program this function to remind them of the products you need to purchase on any given day. Scrolling Ads would contain coupons and User discounts and clicking them also leads to the collection of redeemable points and tradable FAC crypto.

Markets Addressed

Strong growth in the global video game software market will continue in the coming years, with global revenues growing from \$46.5 billion in 2009 to over \$174.9 billion by the end of 2020, according to the Strategy Analytics report, "[Global Video Game Market Forecast](#)." This report projects increased spending on physical game software (made for console, handheld, and PC), as well as digital downloads, online subscription services, **in-game advertising**, and sales of virtual goods.



Related Background

For education, sports and entertainment, internet simulcast events are gaining in popularity. Evidence suggests that consumers have by and large moved from static viewing environments for organisations like NASCAR, MLS, NHL, NBA, and the NFL, i.e. home-based TVs sets, to mobile and PC viewing experiences through use of advanced 4G and 5G networks, 8K HD display technology, VR/AR/XR, and numerous mobile smart devices.

This presents the opportunity to create a new Ad-based revenue generating market that does away with traditional “break in the action” commercial bombardment advertising techniques, or “picture in picture/side by side” advertising interruptions. Static and/or dynamic in-game and online advertising falls short when it comes to interactivity. This is where FanAdClic™ picks up the ball and takes off running!

Direct targeted marketing in the manner proposed herein also allows the viewer to interact with live online broadcasts during the time they pause and instant replays are shown. In this way live action is never interrupted for commercial advertising. As a player, driver, diver, golfer, surfer, water skier, jet skier, snow skier, snow boarder, batter, pitcher, catcher, fielder, defenseman, quarterback, running back, safety and so on is involved in a replay situation, the online User has the opportunity to hover over the scene to expose targeted pop-up Ads local to them related to the types of goods and services they are interested in. These Ads are embedded into live players and persons, live and virtual scenes and scenery, virtual characters, masking filters, avatars, web content and game characters, and the like.

Ads on the boards in every pro sports arena are usually reserved only for huge corporations often leaving the local small business squeezed out. Dynamic advertising during online play allows small local advertisers to pool resources and compete for expensive Ad space with the big boys. This serves to get their message out to those who live, work and play near those local shops and businesses.

Other potential FanAdClic™ interactive Ad placement locations?

- On the menu of virtual restaurants
- On billboards rolling down the highway in a virtual game
- On the side of the Goodyear Blimp during a virtual football game or live NFL game simulcast
- On the billboards and inside walls that surround NASCAR and other tracks (crash into the wall to activate and collect the Ad behind it)

Pro sports stadiums, race tracks and arena message boards always carry Ads marketed to online and TV broadcast viewers. With FanAdClic™, east coast gamers playing NFL 2021 or NASCAR’s latest live action interactive game would see advertising that is region specific to them. Players participating on the west coast would see regional west coast advertising. This process can work with any online gaming event.

By pooling millions of these of small sponsors and charge them only for Ads that appear in their licensed territories small business can compete to get their message out regionally, and more to the point, they can now compete within small neighbouring boundaries with giants like Coke and Pepsi, McDonalds and Burger King, Starbucks and Office Depot for Ad impressions during a given online event.

Many games employ the use of a commentator or MC-type character. This digitalized character can be manipulated to deliver advertising through specialized speech programming throughout the course of the game, e.g. for NHL Hockey, the online virtual commentator pipes up after your wicked slap shot from the point, “What a sizzling slap shot ladies and gentlemen! It practically blew the Tacks off the goalie!” This commentary triggers the shooter’s skates to light up momentarily. Then another message, “Mmmm, speaking of sizzling, Sizzlers is cooking tonight,” and if the User clicks on the shooter’s skates before they fade, they can access coupons for discounts or free food items at Sizzlers, and so forth, and score Ad points by adding this brand to their bingo card.



These randomly generated Ads have a corresponding billboard Ad located somewhere else within the game. As in this example, pause or continue playing the game to find the Sizzler Ad on the boards that surround the ice, then hover over the Ad or hit it with a slap shot, and a new pop-up appears. Interact with the pop-up to download a coupon or activate the AI-driven ordering, delivery and payment system. Choose to call up the local outlet to take your online order and voila, dinner is on the way, and you don’t have to leave the game.

Shopping for new runners, t-shirts, ice skates, snowboards, jeans, ball caps, or medical supplies? Simply keep playing or pause the game; hover, click, run over, blow up or shoot down the object of your desire and a series of Ads localized to where you live begin to appear. Need new Nikes or a home team jersey? When they randomly light up gamers interact with Kyle Lowry or LeBron’s shoes or jerseys to score Ad points and to access the pop-up Ads for local merchants with the best prices for runners and jerseys. This information can be emailed or sent directly to your mobile smart device or home-based PC for later access. Literally any virtual interactive Ad placement in any online game or web experience can be scripted to act in similar ways.

Many games can be written using scenes taken from specific recognizable neighbourhoods. Dependent upon a User’s geographical location these background scenes will look different, each tailored to an individual User’s local neighbourhood and other criteria they specify during their sign-up survey, i.e. Where they like to go on vacation, what types of electronics they purchase, what types of games they play, what do they like to eat or read, what movies they like etc.

For example, you’re cruising down the road playing an online racing game, a city scape goes by, and you notice a movie theatre, only this theatre looks just like the one in your home town and its marquee is advertising the actual movie currently playing in town. Pause the game hover over the marquee and get further information, and maybe discounts on tickets, or free popcorn. The FanAdClic™ format can be extended to any number of advertisers and multitudes of online content globally.

The bottom line result? FanAdClic™ exponentially increases Ad revenue streams for advertisers as well as simultaneously enhances consumer interaction and engagement. This organically escalates their participation leading to a higher sales closure rates per Ad impression for purchased products and services presented in this non-obtrusive, inoffensive manner.

Not all game environments support product advertising or product placement due to game play scenarios such as genre and time. i.e.: There was no Starbucks during the time of the Roman empire so to place Starbucks brands and logos throughout these games becomes an unwelcome nuance likely to drive Customers away from a specified brand as opposed to gaining their loyalty.

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The FanAdClic™ process seeks to ensure that Ad tokens and product placement in each instance is relevant to the environment it is placed into. i.e.: There may have been no Starbucks before the middle of the 20th century but there certainly was coffee and beverage dispensers, so a Starbucks Ad token can be disguised as a simple coffee cup, or a coffee pot boiling over an open campfire or on a stove. Click on these items as they are highlighted, and the User will collect them not knowing what they relate to until such a time they access their personal FanAdClic™ profile as previously described herein.

This offers game Designers/Developers to become creative in their efforts to covertly display product branding without impeding Users or taking their focus off the task at hand. (playing a game, perusing web content, watching movies and music videos, using a search engine, but is not limited to such tasks) This method enables modern brands to be seamlessly integrated into games that range in genre from Ancient times to futuristic sci-fi adventures.

The FanAdClic viewing mechanism encourages Users to focus on all aspects of the viewing plane. Traditionally Users/Consumers tend to focus on the middle of the viewing surface, and mainly because that is where the content of the subject matter is placed by Developers, however, such as on news feed or popular Search engine website there is often unrelated content placed in the margins to the right, left, top and bottom of the main content. This holds true also for gaming, movies, and music videos. This content often contains Advertising, and the term “Clickbait” is used for a method Advertisers use to get Users to click on this content in an effort to redirect them from their main content and to more than not, try and sell the User their product(s).

As is the main focus of the subject matter, FanAdClic™ focuses on not redirecting Users from their main content but rather to integrate a simple game into the main content by enabling Users to collect, and profit from advertising content in such a manner that does not detract, but compliments the main content being viewed and, or listened to.

Claims

A method performed by a computing system having a processor and memory, comprising:

- receiving from a remote device an input signal indicating an actual movement of the device by a human person interacting with that device through a graphical user interface (GUI) during an online session in which the human person (user) is participating; and
- to receiving from a local control device a control signal from a user, wherein the control signal indicates input to a computer device executing a set of software commands; and
- indicates input to an advertisement depository; and
- indicates input to a user control panel-style interface to adjust advertising content and real-time, and/or on demand (pre-recorded) push delivery methods; and
- indicates access and input to a secured control panel-style interface, i.e. to adjust repetition timings on the fly; and
- indicates input and output to accept and execute a product or service order from a user through an artificial intelligence machine learning component-driven automated interactive online ordering system; and
- indicates input and output to execute a delivery system function; and
- indicates input and output to an Opt-in/Opt-out of advertising content placement mechanism; and
- indicates input and output to an automated interactive screensaver advertisement delivery mechanism; and
- indicates input and output to an automated rewards system; and
- indicates input and output to an automated payment debit and credit system; then
- comparing the received input and output signals with the user's personalized received control signal

Claim

System actuates the Advertisement token placeholder simulator, or product placement accentuation system based on the received user input signal to strategically and randomly place into the GUI, for both on demand and in real-time, an Advertisement token impressions; and

- or to highlight a section of the view-screen for a specified period of time, a product or brand already visible in the content; then
- to complete and verify these functions and make permanent record thereof

Claim

Computing a score to award to the user for the number of advertisement tokens collected, whether hidden or accentuated; and

Awarding the computed score to the user for advertisement tokens collected during online activity; and

Make these advertisement tokens redeemable for merchandise and/or services after a threshold number has been collected by a registered user, by triggering an auto award system linked to the Vendors' website and to Advertisers' and Sponsors' websites

Claim

To hide inside of, underneath of, or mask over advertising brands, icons and/or logos, and live real-time, and/or on-demand (pre-recorded) advertising content, but not limited for use in ordinary video game objects, music videos, movies, search engines, and myriad other online content; and

- to subtly accentuate existing advertisements, and/or product placement content on a rotating periodic timed basis to draw attention to it for collection by a user; and
- to embed within these objects, brand information, educational information, public awareness messages and the like; and
- to award user(s) for interacting with this interactive content, and award a score to each user for each interactive object they successfully interact with; and
- make this collected interactive content viewable through access to an advertisement depository controlled by the user

Claim

Advertisements in the advertisement depository contain direct active links to Advertisers' online content; and

- or activate internal interactive advertisement content; and
- or produce coupons or discount codes for Advertisers' products and services; and
- or link user(s) to an online store connected to the host's website

Claim

The registered user interface is linked to an artificial intelligence-driven automated ordering, delivery, and payment system; and

- to produce on user command, an interactive menu linked to products and services of system-registered localized and international vendors; and
- the menu is interactive for ordering and also linked to advertisement tokens for collection by users; and
- during game play, movie, music video watching, using search engines, or while performing other non-related interactive online activities, users are provided access through a GUI to the ordering, delivery, and payment system enabling them to either pause or continue their activity while they purchase food, goods, and/or services; and
- the system interacts automatically, or by user direct command with a best chosen local delivery system, and/or international delivery system; and
- to be billed to a previously enabled credit account established by the user during the sign up process; and
- the system calculates and applies discounts/coupons towards the purchase that the user is eligible for based on the number of advertisement tokens collected and stored in the advertisement depository; and
- the system collects ordering data from user(s) to intuitively adjust and streamline future ordering and delivery services

Claim

A user control interface to adjust advertisement content; and

- control the frequency timings of delivered real-time, and/or on-demand (pre-recorded) advertisement content on the fly; and

- enable users to segregate advertisements and Advertisers to suit their personal tastes, wants, and needs; and
- block advertisements and Advertisers at their discretion through a simple GUI, for example, a simple voice command, and/or mouse gesture, and/or keyboard/touch screen click method; and
- to share, swap, trade, sell or give away collected advertisement tokens

Claim

Through use of a user-registered social media style secure sign-in account, users have input and output access to a personalized advertisement depository; and

- the system integrated artificial intelligence machine learning component accesses the user advertisement depository profile to determine placeholders and push advertisements for on-demand and real-time content that contain personalized advertisement tokens; and
- to control push advertisement content to the screensaver; and
- to interact with collected advertisement tokens to determine their score value; and
- to interact with collected advertisement tokens to access full commercial advertising via the Advertisers' website; and
- collect additional redeemable score values for interacting with the Advertisers' website based advertising promotions; and
- redeem these advertisement tokens through secure access to the Advertisers' online website or through interaction with the Content providers' online store

Claim

The system utilizes a sound trigger (cue) system to alert the user(s) that an event is about to take, or is currently taking, place in the GUI, and that the branded sound event immediately triggers or will trigger an advertisement token capture opportunity

Claim

The method of an automated award system for comprising the tallying of the awarded score value to award a user a chosen and/or automatically dispensed prize/prizes for collecting and subsequently interacting with at a future time, interactive advertisement tokens; and

- for receiving an indication signal to provide a view in a specified GUI field transmitting an indication of the specified location; and
- assigning a score value to it for the user; and
- to assign a premium value to it to be charged to Advertisers; and
- to award a prize or prizes to a user based on a scale representing advertisement ad token placement values

Claim

For the purposes of video conferencing in a secure social media environment;

- receiving a video sequence wherein the video sequence is representative of a view in the specified direction in relation to the user(s) so that an interactive avatar can be used within the system; and
- the method further comprising receiving movement signals in three dimensions; and

- the method further comprising receiving control signals in at least two dimensions; and
- the method further comprising sound input and output

Claim

A system, comprising:

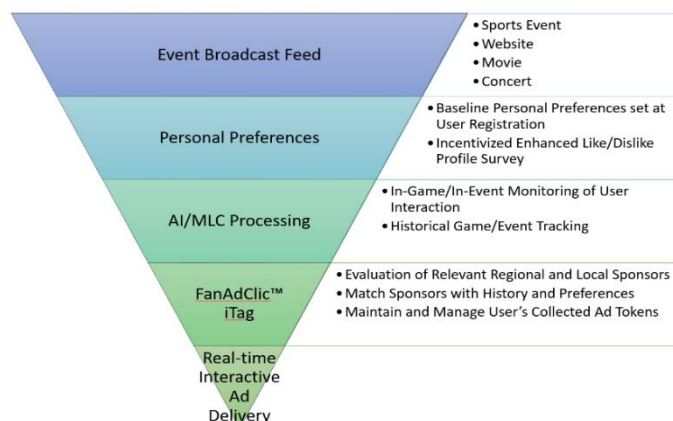
- a remote system, proximate to a user participating in a real or simulated event, configured to observe inputs provided by the user indicative of a desired movement, and/or actual movements of the user-commanded computer interface device; to receive signals from one or more environments; to transmit indications of the observations as placement signals in the user(s)' viewing environment;
- a local system, proximate to a user participating in a simulation (on-demand) or live real-time event, configured to receive inputs from the user(s); compare the inputs received from the user with received advertisement token placement signals; actuate an advertisement depository simulator based on the received placeholder signal; and compute based on a collection threshold number, a score to award to the user(s)
- the system further comprising a component configured to award the computed score to the user
- the system further comprising of, but not limited to, an electronic game, music video, movie, or search engine content
- the system wherein the local system comprises one or more audio sound recording and playback mechanisms

Claim

- comparing the received first movement signal with the received control signal;
- actuating the full motion simulator based on the received first movement signal;
- computing based on the comparison a score to award to the user; and
- awarding the computed score to the user
- the non-transitory computer-readable medium further storing executable instructions which, if executed by a computing component, cause the computing component to perform operations further comprising:
 - receiving an indication to provide a field of view in a specified direction;
 - transmitting an indication of the specified direction; and
 - receiving a video sequence wherein the video sequence is representative of a view in the specified direction in relation to the first and subsequent user(s)
- the non-transitory computer-readable medium further storing executable instructions which, if executed by a computing component, cause the computing component to perform operations further comprising:
 - selecting a subsequent user(s) participating in the real-time and/or on-demand (pre-recorded) event;
 - in accordance with the selecting of the second and subsequent user(s), receiving from the remote device a second and subsequent input signal(s) indicating an actual input of a computer integrated interface device of the second and subsequent user(s) during the real-time and/or on-demand (pre-recorded) event in which the second and subsequent user(s) is participating;
 - in accordance with receiving the second and subsequent movement signal, automatically ceasing actuating the full motion simulator based on the received first movement signal.

Abstract

The “Intuitive Targeted Advertising Game” concept (i-TAG™) – aka FanAdClic™ – involves an innovative AI-driven machine learning advertising concept that targets and delivers in real-time, interactive Ad content from a pool of licensed sponsors to Users and consumers based on their personally chosen advertising preferences and geographic location. Once a User account baseline has been established the AI then complements this information by adjusting the delivery content to present relevant info to Users as their wants and needs change over time.



In the form of interactive game objects, FanAdClic™ provides incentives for Users and fans alike to collect Ad tokens in a proprietary method so that they may win cash and prizes to purchase or redeem for goods and services. All this and more as they enjoy playing their favourite online games, watch their favourite movies, or pro sports team, or concert event, racers race, ride, fly or swim, and myriad other online competitions and activities whether live streaming or as a pre-recorded online simulcast event, or static or dynamic website presentation such as numerous ecommerce, social and media sites.

FanAdClic™ actively engages consumers as it exploits a current niche in the field of online advertising, making way for a more direct-to-consumer marketing and advertising platform that reaches consumers at, near and around where they live, work and play without interrupting their daily lives or their online activities, and for many, a profitable experience.

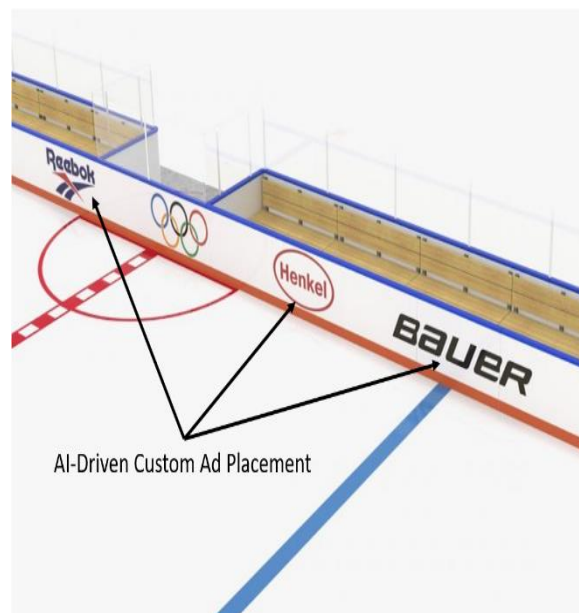
As described throughout, this is simply not currently possible using traditional advertising mediums such as newspapers and television. Reaching individual consumers with personalized advertising messages through internet media remains fragmented. YouTube interrupts movies and music videos. Others sites stop what you're watching without notice or proper cut in editing techniques, spam, spyware and viruses are rampant, and on it goes.

Which Ads do Users receive? To narrow down advertising choices and avoid spam-like situations, when gamers register online for a new game or new Users register for interactive simulcast events, they are encouraged to complete an in-depth incentivised survey.

This survey indicates to the “i-TAG™” algorithm an individual's likes and dislikes, what they regularly buy, do not buy, play, do not play, where they live, where they like to vacation, what they like to eat or wear and other personal information they are willing to share. This information is combined with advertiser info and the A.I. crunches the information. The algorithms indicate which real-time Ads are delivered into the online gaming or web browsing environment on a per-person direct targeted methodology.

FanAdClic™ incorporates instant rewards and messaging in a shared advertising environment that pools together an international database of regional and local advertisers whose collective buying power enables them to compete regionally on our network with larger well established corporations. An international-based advertiser database compiled of local merchants offers central server control for the delivering of direct-to-consumer individualized, targeted advertising messages and promotions. Regional or locally based advertisers pay only for those Ads of theirs as they appear. Local or regional based Ads only appear when persons within the boundaries of the advertisers' specified targeted marketing zones and/or delivery areas are online and accessing the FanAdClic™ network.

Unlike traditional pooled advertising methods, FanAdClic™ delivers interactive direct targeted marketing messages to individuals across the globe simultaneously. I.e. in Japan an individual in a small little northern town competes on line in NHL 2021. Along with fellow regional players, the fans in the stands and boards around the ice appear to them all as being dressed appropriately for that global region. Fans, message boards, background scenes and the like all carry messages from local Japanese advertisers who own shops and offer services in that region or locale, including their contact info. In North America the same characters and surroundings simultaneously appear dressed in appropriate North American garb bearing messages of local based stores, pubs, markets, shopping malls etc. Same game, different overlay of Ad messages and background scenery targeted to specific individuals based on their current geo-location. The same premise holds true for in-game Ad token objects. For MMOG style games, and other internet content, Ads a gamer/User sees in North America will differ from Ads displayed in Asia, Europe, Africa or Australia.



How else can FanAdClic™ innocuous Ads be delivered? Even when game play or activity is halted, paused, timed out, etc., Users can still interact with Ads to reveal hidden surprises, and interact with the AI-driven ordering, delivery, and payment systems. While halted, paused, or timed out, small pop-ups continue to appear that contain further localized product information and at the advertisers' discretion, coupons or flyers for the product, service or company may be downloaded to be redeemed later as either a virtual coupon or flyer to be electronically exchanged or printed out and handed in at the respective vendors for an exchange of products, services, or predetermined discounts.

Geographical-based Ads are updated to appear current during each online session. For example, while playing a version of the [SIMs](#) you are seeing a giant TV screen in a home environment you've just created. Because you had previously filled out your online survey to indicate the you like "American Idol" then as you play the Sims it's in-game television screen would display a static or dynamic commercial message reminding you your favourite show is coming on at nine tonight – your local time.

As you play on the Ads change ever few moments to deliver other dynamic content provided by your local server in conjunction with the games originating servers and true to the consumer/viewer/User's first input survey. Other Advertisers and Sponsors info might include the current special at the local market, pub or restaurant, then as nine o'clock approaches the Ad changes back to remind you that "American Idol" is on in twenty-minutes, just enough time for Jolly-Tune popcorn, whose newest Ad also just appeared in the viewport.

Overlaying or injecting advertising messages with adjustable imagery into existing multi-media content like professional sports and others to deliver regional and neighbourhood specific Ads can be done in many forms. I.e. with FanAdClic™ t-shirts and ball caps of simulated and real-time live characters and Fans sitting in the stands behind home plate during the World Series can be changed to deliver any number of millions of potential direct targeted Ad messages. Gamers using an avatar that runs through a game environment might see their Nike's periodically light up. Click on them while lit and score points. During Tiger Woods golf, or a live simulcast broadcast of a pro golf match the logo on a Titleist, or Callaway golf ball might light up. Click on the glowing logo before it disappears to score additional points. The potential number for product placement possibilities is literally endless!

MMOG games and simulcast events generally stream from central servers to local servers (Internet providers through satellite, cable, Wi-Fi, ADSL or cellular) then are delivered to Users in smaller geolocations through these local ISP's. In this invention, where gamers, live or simulcast event and web content viewers would normally see static or dynamic Ad messages in the original stream from the global server, this stream is intercepted by local ISP's and integrated with local Ad content from the FanAdClic™ server. In current online game versions, areas of the game or event reserved for messaging that would normally carry Ad messages from the main server are replaced by local brands, i.e. brand logos on t-shirts, ball caps, message boards, hockey rink boards, walls and cars at race tracks, billboards, scoreboards, avatars, celebrities (live or caricatured), food and beverage menus, etc.

Initially, the original game, movie or website content from its global server streams the event out as a template. As the original stream enters the local ISP from the originating server it is split into the number of active Users or viewer accounts on the FanAdClic™ network. In the case of this invention these streams are intercepted at the local ISP level, and at this level each registered account is assigned a personalized advertising package. These pre-tailored Ad packs are then passed on to local Users and other interactive viewers in the form of interactive Ad content injected into their viewable and playable content, i.e. games, blogs, movies, social media sites, music services, and much more.

As mentioned, when the FanAdClic™ infused stream is identified at the local ISP level, direct targeted localized Ads are overlaid/injected for placement into the stream template to be served to Users and viewers based on their exact geolocation. The advantage is that a local stream going out to millions of local Users can contain countless millions of unique personalized advertising messages, each combined with other predetermined Ads for broadcast to each unique User or viewer currently on the FanAdClic™ network.

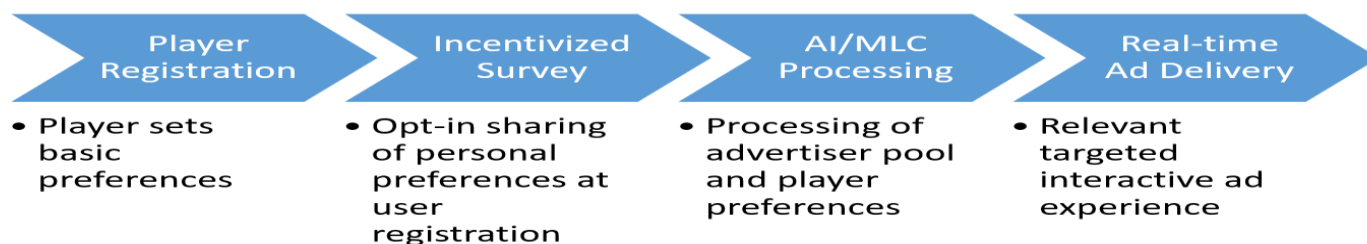
The FanAdClic™ system is initially centred on our two new games and a new social media platform integrated into our scalable gaming platform that is being created to educate, entertain and profit Users.

Our initial endeavour to deploy FanAdClic™ globally accompanies a COVID-19 contact tracing app linked to a new forum on chronic disease control and sensible truthful advice.

Throughout game play hidden objects randomly appear and disappear. The object is for the gamer to interact with these randomly generated Ad tokens as they appear. To meet IAB (International Advertising Bureau) standards, Users have one or more seconds to interact with and collect an Ad token before it then disappears. Once collected, Ad tokens are stored in a player's depository for later User interaction and sponsor promotion.

Drawn from a pool of contracted advertisers, in-game Ads are added and randomly changed in real-time and in accordance with a User's specified needs and wants as determined by their preferences – voluntarily provided at registration - and then by our AI component.

Interactive Ad display will be augmented by an AIMLC (Artificial Intelligence Machine Learning Component) and woven seamlessly into the experience as gamers play. These brief messages appear in the form of interactive game objects, icons, Avatars, masking filters, animated GIFs, etc., with their visual presence based on brands and characters of licensed advertisers and sponsors, and are meant to enhance a gamer's performance and experience – not detract from it.



The system delivers scripted sponsored advertising in real-time, and changes Ads on the fly according to recommendations made by the AIMLC, based on User-provided data and their online activities. These Ads are dynamic and/or static presentations of a sponsor's brand, logo, or game object character, and literally any interactive item constructed and displayed on a computing system.

Hidden objects will feature, but not be limited to featuring, 3D shapes based on a given sponsor's brand, logo, or character-based licenses. This design enables multiple advertising brands to be seen simultaneously. Over time, and as Ads change due to AI influence, the system will learn which Ads are best presented to a given User.

To optimize Ad impressions well beyond standard thresholds for consumer acceptance, as Users interact with primary Ad token game objects, Ad-related satellite objects are released from within these primary objects. In gaming players shoot vaccine weaponry at coronaviruses to blow them up. In this scenario perhaps 10 or 20 of the virus's 120+ spikes will contain varied Ad tokens that shoot out rapidly in all directions as the virus is destroyed. The more Ad tokens the player collects, the more swag and bling they qualify to win. In essence, Ad tokens are dressed up as game characters.

Non-hidden Ad token objects also randomly appear or become superimposed/lit up momentarily during game play and the object for players is to collect as many of these objects as possible for redeemable points, i.e. an athlete's shoes, hat, or jersey will randomly lite up during game play, live or virtual. Additional audio cues are included to trigger players to pay attention to a pending Ad token event.

To collect and track these hidden and non-hidden game objects, registered Users/gamers who have established a personal social media account on our system, or a related gaming system, are issued what appears to resemble a bingo play card. Instead of collecting bingo numbers for this card, Users/gamers collect the Ad tokens that they have interacted with during game play.

Collected Ad tokens from network sponsors are stored in the User's account and displayed for future interaction on their bingo card. Although the object of FanAdClic™ is to find and collect as many Ad tokens as possible, like any good game, some collectable interactive objects will be rarer than others, thus harder to find and harder to capture.

Attempting to fill and finally completing an Ad Token redeemable for prizes is what will keep them coming back to play, thus resulting in reduced churn and higher User/gamer retention.

A full FanAdClic™ Ad Token prompts the system to automatically issue swag and sponsored bling, i.e.: t-shirts, hats, coupons, clothing, trips, mugs, coupons, etc., from a related sponsor. On our network these items and Ad tokens will become valuable as they can also then be traded between Users. As added incentive, Users who access these cached Ad files on their Ad Token after a gaming performance will find that if they further click on a sponsor's brand that they often contain secret surprises, as well as further discounts on merchandise, coupons, credits, etc., serving to extend brand exposure and converting impressions to sales.

How does an Ad Token Bank become full? As direct targeted Ad tokens are engaged with during game play they are stored and displayed in the User's FanAdClic™ User account Ad Depository. As Users interact with multitudes of a sponsor's brands as they progress through the game, at first these brand impressions on their Ad Token bank will appear as translucent (see through).

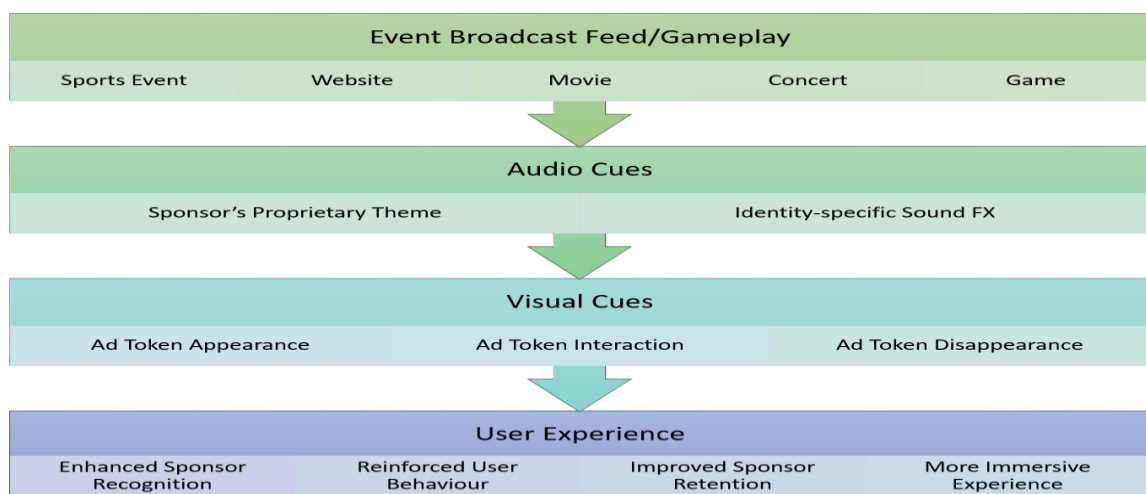
Each time a User captures a corresponding Ad token the translucent item on their card begins to fill in. It might take as many as 100 or more captures on a single brand over many days of game play before an Ad Token brand space turns from translucent (see-through) to opaque (solid). This info is also stored as analytics for future review by sponsors. Ad impressions are calculated each time a sponsor's brand Ad token is captured. Further impressions are calculated when and if gamers/Users access their Ad Token Bank and begin to interact with the Ad token game object items that they have collected over time. Sponsors will set thresholds and establish rewards schedules based on points scored by Users – the number of Ad tokens collected over a specified time period.

If Users neglect to collect an active displayed Ad token as it appears, and before it disappears, it might just be that one last item needed for them to cash in. As a result, Users may have to wait a considerable amount of time before their badly needed Ad token randomly appears again.

This interaction does not take Users away from the focus of their game, instead it causes Users to stay focused on their displays as alternative Ad game objects are presented in the manner described. This method serves to train Users to always focus on the viewport, and if they don't, Ad tokens will appear and disappear and Users will miss the opportunity to collect them.

Line of Sight (LOS) tracking methods can be leveraged by this system such that it can be used to entice, then influence a User's focus to shift from one point in the viewable area to any other point that they might not have otherwise focused on during normal gameplay. Used in conjunction with ray tracing technologies, this method of causing Users to look where they might not otherwise look will track impression time, increasing Ad impressions even in low threshold screen sections that can then be billed back to advertisers and sponsors. Impression after multiple impression FanAdClic™ better utilizes all the available viewing space to make advertising more profitable and less obtrusive.

Audio cues are also leveraged to maximize impressions and player focus. Network broadcast sporting events demonstrate audio cues better than most productions: at the end of a series of plays, when the broadcast focuses on the announcers, a musical melody often begins to play subtly in the background. For the mass viewing audience this has become an effective trigger for them to get ready to run to the fridge, or order on the phone to buy and use the sponsors products being presented, all before play resumes.



PROVISIONAL PATENT APPLICATION SPECIFICATIONS - FANADCLIC™

At the request of the Advertiser FanAdClic™ assigns a specified/proprietary sound to a sponsor's Ad token within a game environment, and other online media services, and Users will learn to associate these sounds with potential reward-offering Ad tokens that are about to appear and/or disappear while they play games or interact with other online content.

When activated at the Users discretion, each time a User shoots down, runs over, clicks on, hovers over or blows up an active Ad token game object, an assigned sponsor's sound is activated. This sound activation is designed to reinforce the visual cues and serves to bring a User's focus back to their display screens should they find themselves looking elsewhere/off screen.

These audio cues serve to extend a given sponsor's Ad impressions. If a User hears a sound that directs their attention to a certain object or point on a screen—and that point is incentivized—Users will learn to stand at attention to hear these sound cues that give them an opportunity to collect further Ad tokens and cash in.

Future applications – Smart TV systems can use this technology to enhance broadcast TV in the same way as it does for streamlined internet broadcasts. As many network programs, such as CNN news broadcasting or pro sports events, depict message boards, this tech turns those message boards in to interactive menus full of choices and opportunities to get more programming info and game stats, and also to collect sponsor Ad tokens while consumers watch a live and/or recorded program or game event.

This technique will stand out especially well for those using 3D sound surround technology speaker or headphone systems.