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(54) Title: SYSTEMS AND METHODS FOR DISPLAYING VIDEO CONTENT ON A WEBPAGE

FIG. 1
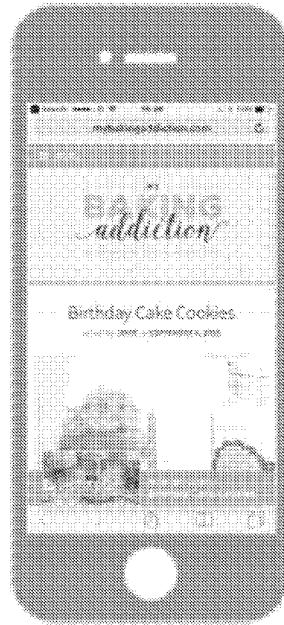
(57) Abstract: A method and associated system for displaying video content on a computing device-accessed webpage including, under control of one or more processors configured with executable instructions, displaying a first video content item in a video adhesion unit on a webpage in response to accessing the webpage by a computing device, playing video content associated with the first video content item in the video adhesion unit on the webpage, locking the video adhesion unit to the webpage such that the video adhesion unit is continuously visible when accessing the webpage, conforming the video adhesion unit with the webpage on a basis of one or more visual attributes of the webpage, and providing user control functions for controlling the playing of the video content associated with the first video content item.

TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

PCT INTERNATIONAL APPLICATION

FOR

5   SYSTEMS AND METHODS FOR DISPLAYING VIDEO CONTENT ON A

WEBPAGE

Cross-Reference to Related Applications

The present application claims priority to U.S.
10   Provisional Patent Application No. 62/593,486, filed
December 1, 2017, the disclosures and teachings of which are
incorporated herein by reference.

Technical Field

15   The present invention relates to a video adhesion unit
for use in websites.

Background of the Invention

Video capabilities for websites often involve opening
20   a desired video on different webpages or in different mobile
applications, or embedding the video at a fixed location on
a webpage. There is a need for an improved mechanism by which
videos may be hosted and integrated into a website.

25 Summary of the Invention

In general, in one aspect, the invention features a
method for displaying video content on a computing device-
accessed webpage including, under control of one or more
processors   configured   with   executable   instructions,
30   displaying a first video content item in a video adhesion
unit on a webpage in response to accessing the webpage by a
computing device, playing video content associated with the
first video content item in the video adhesion unit on the
webpage, locking the video adhesion unit to the webpage such

that the video adhesion unit is continuously visible when
accessing the webpage, conforming the video adhesion unit
with the webpage on a basis of one or more visual attributes
of the webpage, and providing user control functions for
5   controlling the playing of the video content associated with
the first video content item.

Implementations of the invention may include one or
more of the following features. The computing device may be
a smartphone, a tablet, a laptop computer, or a desktop
10 computer. The video adhesion unit may be locked to a webpage
header or a webpage footer. The video adhesion unit may be
configured to move in response to a scrolling of the webpage.
The first video content item may be embedded with one or
more tags or keywords associated with the subject matter of
15 the webpage. The video content may be an advertisement, a
video created by a publisher of the webpage, or a combination
thereof. The one or more visual attributes of the website
may include a webpage font type, a webpage font color, a
webpage background, and a webpage color. The user control
20 functions may be one or more of a pause video function, a
stop video function, a restart video function, a mute video
function, a video volume adjustment function, a maximize
video function, a minimize video function, and a remove video
function. The method may further include displaying a second
25 video content item in a video adhesion unit on a webpage
after playing the video content associated with the first
video content item, and playing video content associated
with the second video content item in the video adhesion
unit on the webpage. The video content of the second video
30 content item may be related to the video content of the first
video content item.

In general, in another aspect, the invention features
a system for displaying video content on a computing device-
accessed webpage including one or more processors, one or

more computer-readable media, and one or more modules maintained on the one or more computer-readable media that, when executed by the one or more processors, cause the one or more processors to perform operations including
5   displaying a first video content item in a video adhesion unit on a webpage in response to accessing the webpage by a computing device, playing video content associated with the first video content item in the video adhesion unit on the webpage, locking the video adhesion unit to the webpage such
10   that the video adhesion unit is continuously visible when accessing the webpage, conforming the video adhesion unit with the webpage on a basis of one or more visual attributes of the webpage, and providing user control functions for controlling the playing of the video content associated with
15   the first video content item.

Implementations of the invention may include one or more of the following features. The computing device may be a smartphone, a tablet, a laptop computer, or a desktop computer. The video adhesion unit may be locked to a webpage
20   header or a webpage footer. The video adhesion unit may be configured to move in response to a scrolling of the webpage. The first video content item may be embedded with one or more tags or keywords associated with the subject matter of the webpage. The video content may be an advertisement, a
25   video created by a publisher of the webpage, or a combination thereof. The one or more visual attributes of the website may include a webpage font type, a webpage font color, a webpage background, and a webpage color. The user control functions may be one or more of a pause video function, a
30   stop video function, a restart video function, a mute video function, a video volume adjustment function, a maximize video function, a minimize video function, and a remove video function. The system may further include additional operations including displaying a second video content item

in a video adhesion unit on a webpage after playing the video
content associated with the first video content item, and
playing video content associated with the second video
content item in the video adhesion unit on the webpage. The
5   video content of the second video content item may be related
to the video content of the first video content item.

Brief Description of the Drawings

Fig. 1 illustrates a first embodiment of the video adhesion
10   unit and its use in a webpage.

Detailed Description of the Invention

The present invention is directed to a video adhesion
unit utilized with websites and webpages. The video adhesion
15   unit is configured to reside on a webpage and play one or
more videos. In a preferred embodiment, the video adhesion
unit is provided to a user when the user accesses the unit-
hosting webpage via a mobile device or other computer.

In a preferred embodiment, the video adhesion unit is
20   locked to the webpage view footer. Consequently, as the user
scrolls down the webpage, the video adhesion unit remains in
view, particularly at the bottom of the webpage view. In
another embodiment, the video adhesion unit may be locked to
the webpage view header or another location within the
25   webpage view. In another embodiment, the video adhesion unit
is not locked to a specific location of the webpage view but
may move upon scrolling. In this embodiment, the video
adhesion unit may remain visible to the user.

The video adhesion unit may play one or more videos
30   upon accessing the unit-hosting webpage by a user. In one
embodiment, the webpage publisher selects the one or more
videos to be played. In another embodiment, videos are
embedded with tags and/or keywords such that the one or more
videos to be played are selected based on relevance of these

embedded tags and/or keywords to the subject matter of the unit-hosting webpage.

The one or more videos may include advertisements, content created by the webpage publisher, other video content, and/or a combination of the aforementioned video content. In a preferred embodiment, the one or more videos begins with a pre-roll advertisement and follows with other video content, such as content created by the webpage publisher. If the one or more videos fails to load, the video adhesion unit may be configured to display itself as a traditional banner or a native display advertisement.

In another preferred embodiment, the video adhesion unit selects an advertisement to be played based on use of heading bidding and server-to-server connections and determination of the highest paying advertisement. If no such advertisement is determined and/or available, the video adhesion unit may be configured to display a traditional display advertisement.

The video adhesion unit may include traditional video player functions. These functions may include the ability to pause, stop, restart, mute, adjust the volume, maximize, minimize, and/or remove the video and/or the video adhesion unit. The video adhesion unit may also provide titles and/or information on current and/or upcoming videos. In a preferred embodiment, these titles and/or information are presented outside of the video but within the video adhesion unit, such as in the wrapper of the video adhesion unit. In another embodiment, the video adhesion unit may include a traditional banner and/or companion advertisement(s) alongside the one or more videos, such as in the wrapper of the video adhesion unit.

In another preferred embodiment, the video adhesion unit includes a smart playlist feature whereby, after the one or more videos have been played to completion,

supplemental video content may be played. The supplemental
video content may be relevant and/or related to the one or
more videos. The supplemental video content may also include
additional pre-roll advertisement(s) and/or traditional
5   display advertisement fallback(s).

In a preferred embodiment, the video adhesion unit is
configured to share attributes with the unit-hosting
webpage, thereby blending into said webpage. This may be
performed by matching fonts, colors, and the like of the
10 video adhesion unit with that of the unit-hosting webpage.

In the embodiment of the video adhesion unit shown in
Fig. 1, the video adhesion unit is disposed at the webpage
view footer. The webpage is accessed via a mobile device.
The video adhesion unit includes matching elements to that
15 of the unit-hosting webpage, such as the white banner/wrapper
font color, the green banner/wrapper background color, and
the banner/wrapper font type. The video element accounts for
a portion of the video adhesion unit while the banner/wrapper
accounts for the remaining portion of the video adhesion
20 unit. Within the video element, the video includes certain
video player functions, such as the ability to play and pause
the video. The video adhesion unit also includes the ability
to remove the entire video adhesion unit, as illustrated by
the "X" box on the upper right-hand corner of the unit.
25 Finally, the subject matter of the video content displayed
in the video adhesion unit is relevant to that of the unit-
hosting webpage.

The embodiments and examples above are illustrative,
and many variations can be introduced to them without
30 departing from the spirit and scope of the disclosure or
from the scope of the invention. For example, elements and/or
features of different illustrative and exemplary embodiments
herein may be combined with each other and/or substituted
with each other within the scope of this disclosure. For a

better understanding of the invention, its operating advantages and the specific objects attained by its uses, reference should be had to the drawings and descriptive matter, in which there is illustrated a preferred embodiment

5   of the invention.

CLAIMS

What is claimed is:

5   1.   A method for displaying video content on a computing
device-accessed webpage, comprising:
         under control of one or more processors configured with
executable instructions,
              displaying a first video content item in a video
10   adhesion unit on a webpage in response to accessing the
webpage by a computing device;
              playing video content associated with the first
video content item in the video adhesion unit on the webpage;
              locking the video adhesion unit to the webpage such
15   that the video adhesion unit is continuously visible when
accessing the webpage;
              conforming the video adhesion unit with the
webpage on a basis of one or more visual attributes of the
webpage; and
20   providing user control functions for controlling
the playing of the video content associated with the first
video content item.

2.   The method of claim 1, wherein the computing device is
25   a smartphone, a tablet, a laptop computer, or a desktop
computer.

3.   The method of claim 1, wherein the video adhesion unit
is locked to a webpage header or a webpage footer.
30
4.   The method of claim 1, wherein the video adhesion unit
is configured to move in response to a scrolling of the
webpage.

5.   The method of claim 1, wherein the first video content
item is embedded with one or more tags or keywords associated
with the subject matter of the webpage.

5   6.   The method of claim 1, wherein the video content is an
advertisement, a video created by a publisher of the webpage,
or a combination thereof.

7.   The method of claim 1, wherein the one or more visual
10   attributes of the website include a webpage font type, a
webpage font color, a webpage background, and a webpage
color.

8.   The method of claim 1, wherein the user control
15   functions are one or more of a pause video function, a stop
video function, a restart video function, a mute video
function, a video volume adjustment function, a maximize
video function, a minimize video function, and a remove video
function.
20
9.   The method of claim 1, further comprising:
       displaying a second video content item in a video
adhesion unit on a webpage after playing the video content
associated with the first video content item; and
25   playing video content associated with the second video
content item in the video adhesion unit on the webpage.

10.   The method of claim 9, wherein the video content of the
second video content item is related to the video content of
30   the first video content item.

11.   A system for displaying video content on a computing
device-accessed webpage, comprising:
       one or more processors;

one or more computer-readable media; and

one or more modules maintained on the one or more computer-readable media that, when executed by the one or more processors, cause the one or more processors to perform

5   operations including:

displaying a first video content item in a video adhesion unit on a webpage in response to accessing the webpage by a computing device;

playing video content associated with the first

10   video content item in the video adhesion unit on the webpage;

locking the video adhesion unit to the webpage such that the video adhesion unit is continuously visible when accessing the webpage;

conforming the video adhesion unit with the

15   webpage on a basis of one or more visual attributes of the webpage; and

providing user control functions for controlling the playing of the video content associated with the first video content item.

20

12.   The system of claim 11, wherein the computing device is a smartphone, a tablet, a laptop computer, or a desktop computer.

25   13.   The system of claim 11, wherein the video adhesion unit is locked to a webpage header or a webpage footer.

14.   The system of claim 11, wherein the video adhesion unit is configured to move in response to a scrolling of the

30   webpage.

15.   The system of claim 11, wherein the first video content item is embedded with one or more tags or keywords associated with the subject matter of the webpage.

16.   The system of claim 11, wherein the video content is an advertisement, a video created by a publisher of the webpage, or a combination thereof.

5

17.   The system of claim 11, wherein the one or more visual attributes of the website include a webpage font type, a webpage font color, a webpage background, and a webpage color.

10

18.   The system of claim 11, wherein the user control functions are one or more of a pause video function, a stop video function, a restart video function, a mute video function, a video volume adjustment function, a maximize

15   video function, a minimize video function, and a remove video function.

19.   The system of claim 11, further comprising additional operations including:

20   displaying a second video content item in a video adhesion unit on a webpage after playing the video content associated with the first video content item; and

       playing video content associated with the second video content item in the video adhesion unit on the webpage.

25

20.   The system of claim 19, wherein the video content of the second video content item is related to the video content of the first video content item.

FIG. 1
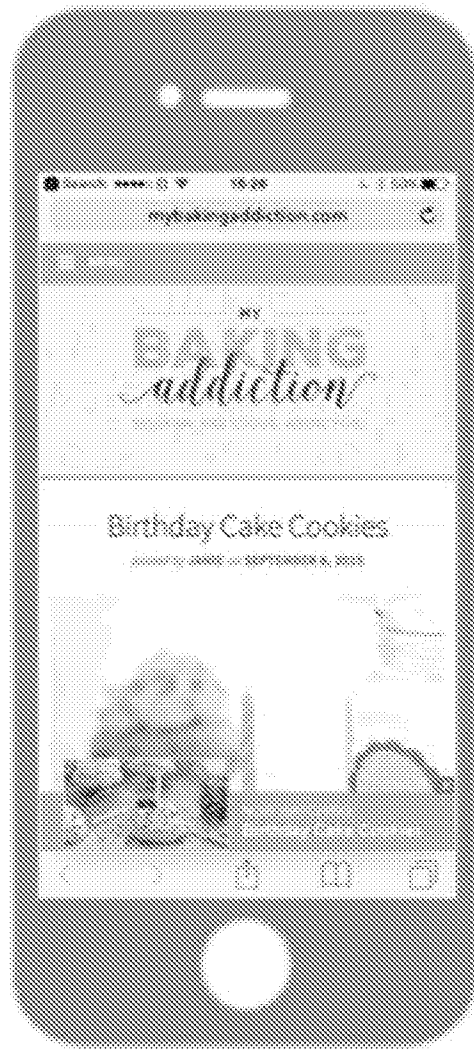
INTERNATIONAL SEARCH REPORT

	International application No.
	PCT/US 18/63589

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06F 3/00 (2019.01)
CPC - H04N 21/4622, G11B 27/34, H04N 5/44543, G11B 27/034, H04N 5/4401

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

See Search History Document

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

See Search History Document

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

See Search History Document

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2017/0289642 A1 (MEDIABONG) 05 October 2017 (05.10.2017), entire document, especially abstract.	1-20
Y	US 2011/0321003 A1 (DOIG et al.) 29 December 2011 (29.12.2011), entire document, especially abstract.	1-20

☐ Further documents are listed in the continuation of Box C.   ☐ See patent family annex.

*	Special categories of cited documents:	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A"	document defining the general state of the art which is not considered to be of particular relevance		
"E"	earlier application or patent but published on or after the international filing date	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O"	document referring to an oral disclosure, use, exhibition or other means		
"P"	document published prior to the international filing date but later than the priority date claimed	"&"	document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
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Name and mailing address of the ISA/US	Authorized officer:
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