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(54) **Title:** OBJECT TRACKING AND CONTENT MONETIZATION

(57) **Abstract:** A system associates objects in a video with metadata; wherein the system contains an unlocking module for unlocking the video by breaking up objects in the video, tracking the objects through the frames, and associating the objects with keywords and metadata. Users including consumers, advertisers, and publishers suggest objects in the video for a tagging module to link to advertisements. A feedback module tracks a user's activities and displays a user interface that includes icons to objects that the tracking module determines would be of interest to the user.

AMENDED CLAIMS
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1. A computer implemented method for associating objects in videos with metadata, comprising the steps of:

   storing a video on a computer-readable medium;

   unlocking said video, said video comprising a plurality of frames, by creating interactive objects within said frames;

   associating said objects with links to metadata;

   presenting said video with said interactive objects to a user;

   tracking said user's reactions in response to viewing said video;

   customizing a user interface with information obtained from tracking said user's reaction; and

   displaying said customized user interface.

2. The method of Claim 1, said metadata comprising any of media, blogs, audio clips, video clips, and websites.

3. The method of Claim 1, further comprising the steps of:

   receiving links to metadata for associations with an object from a user, said user comprising at least a consumer, a publisher, and an advertiser; and

   associating said links to metadata from said user with said objects.

4. The method of Claim 1, further comprising the step of:

   providing content for linking objects to metadata.

5. The method of Claim 1, wherein said

   user interface comprises icons for at least one object from said video.

6. The method of Claim 1, wherein the step of tracking further comprises recording a user's activities by tracking at least one of:

   a number of clicks made by each user;

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a number of displays;

an engagement time post click; and

a number of clicks occurring after said engagement time post initial click.

7. The method of Claim 6, further comprising:

determining a user's potential interest from at least one of said tracking steps, said user's psychographics, and said user's demographics.

8. The method of Claim 7, further comprising:

displaying at least one of banners, interstitials, and other forms of media based on said user's potential interest.

9. The method of Claim 6, the step of tracking the user's activities further comprising the step of:

tracking words typed by each user while interacting with said metadata.

10. The method of Claim 6, further comprising:

identifying objects a user clicks on in videos;

determining a likelihood that said user will click on an object in each video frame; and

displaying representations of objects to said user that have the highest likelihood of being clicked on by said user.

11. A system stored on a computer-readable medium for associating objects in videos with metadata comprising:

a module configured to store video on a computer-readable medium;

a module configured to unlock said video, said video comprising a plurality of frames by creating interactive objects within said frames;

a module configured to associate said objects with links to metadata; and

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a module for tracking a user's reactions in response to viewing said video and for generating a user interface that is customized with information obtained from tracking said user's reaction.

12. The system of Claim 11, said metadata comprising any of media, blogs, audio clips, video clips, and websites.

13. The system of Claim 11, further comprising:

a module for receiving links to metadata for associations with an object from a user, said user comprising at least a consumer, a publisher, and an advertiser; and

a module for associating said links to metadata from said user with said objects.

14. The system of Claim 11, further comprising:

a module for providing content for linking objects to metadata.

15. The system of Claim 11, wherein said

user interface comprises icons for at least one object from said video to a user.

16. The system of Claim 11, wherein said tracking module tracks a user's activities by recording at least one of:

a number of clicks made by each user;

a number of displays;

an engagement time post click; and

a number of clicks occurring after said engagement time post initial click.

17. The system of Claim 16, wherein said tracking module determines a user's potential interest from at least one of said user's tracked activities, said user's psychographics, and said user's demographics.

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18. The system of Claim 17, further comprising:

a module for displaying at least one of banners, interstitials, and other forms of media based on said user's potential interest.

19. The system of Claim 16, wherein said tracking module tracks words typed by each user while interacting with said metadata.

20. The system of Claim 16, further comprising:

a module for identifying objects a user clicks on in videos;

a module for determining a likelihood that said user will click on an object in each video frame; and

a module for displaying icons of objects to said user that have the highest likelihood of being clicked by said user.

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