

(21) Application No: **1715773.6**  
 (22) Date of Filing: **04.05.2016**  
 Date Lodged: **29.09.2017**  
 (30) Priority Data:  
 (31) **14703577** (32) **04.05.2015** (33) **US**  
 (86) International Application Data:  
**PCT/US2016/030805 En 04.05.2016**  
 (87) International Publication Data:  
**WO2016/179295 En 10.11.2016**

(51) INT CL:  
**G06Q 30/02 (2012.01) H04N 21/234 (2011.01)**  
**H04N 21/81 (2011.01)**  
 (56) Documents Cited:  
**US 20140244367 A1**  
 (58) Field of Search:  
 INT CL **G06Q, H04N**  
 Other: **EPO-Internal, WPI Data**

(71) Applicant(s):  
**Google Inc.**  
**1600 Amphitheatre Parkway, Mountain View,**  
**California 94043, United States of America**  
 (72) Inventor(s):  
**Adam Ruxton**  
**Sean Ivester**  
 (74) Agent and/or Address for Service:  
**Marks & Clerk LLP**  
**Fletcher House (2nd Floor), Heatley Road,**  
**The Oxford Science Park, OXFORD, OX4 4GE,**  
**United Kingdom**

(54) Title of the Invention: **Methods, systems and media for generating an advertisement from a video stream**  
 Abstract Title: **Methods, systems and media for generating an advertisement from a video stream**

(57) Methods, systems, and media for generating an advertisement from a video stream are provided. In accordance with some embodiments, the method comprises: receiving, from a first user device, advertisement parameters associated with an advertisement campaign for placing an advertisement based on the advertisement parameters, wherein the advertisement parameters include one or more keywords; associating the advertisement parameters with an identifier of the first user device; receiving, from the first user device, a live video stream; receiving, from a second user device, a request to present an advertisement; identifying the live video stream based at least in part on the one or more keywords; generating the advertisement using the live video stream and the advertisement parameters; and causing the advertisement to be presented on the second user device as the advertisement.

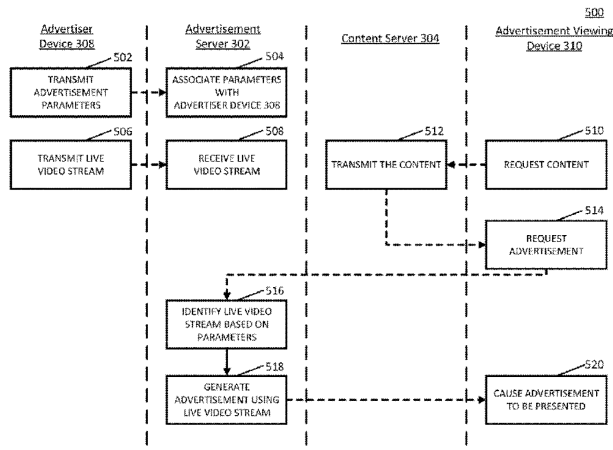


FIG. 5