

departing from the scope of the invention as set forth in the claims that follow. For example, certain features of one embodiment described herein may be combined with or substituted for features of another embodiment described herein. The description and drawings are accordingly to be regarded in an illustrative rather than a restrictive sense.

What is claimed is:

1. A method comprising:
 - presenting, by a media content presentation system, a media content program comprising an advertisement break;
 - detecting, by the media content presentation system, an ambient action performed by a user during the presentation of the media content program and within a detection zone associated with the media content presentation system;
 - selecting, by the media content presentation system, an advertisement associated with the detected ambient action; and
 - presenting, by the media content presentation system, the selected advertisement during the advertisement break.
2. The method of claim 1, wherein the ambient action comprises at least one of eating, exercising, laughing, reading, sleeping, talking, singing, humming, cleaning, and playing a musical instrument.
3. The method of claim 1, wherein the ambient action comprises an interaction between the user and another user.
4. The method of claim 3, wherein the interaction between the user and the another user comprises at least one of cuddling, fighting, participating in a game or sporting event, and talking.
5. The method of claim 1, wherein the ambient action comprises an interaction by the user with a separate mobile device.
6. The method of claim 5, wherein the presenting of the selected advertisement comprises directing the separate mobile device to present the selected advertisement.
7. The method of claim 5, wherein
 - the detecting of the ambient action comprises communicating with the separate mobile device to obtain information associated with the user's interaction with the separate mobile device; and
 - the selecting comprises utilizing the information obtained from the separate mobile device to select the advertisement.
8. The method of claim 1, wherein the detecting comprises utilizing at least one of a gesture recognition technology, a profile recognition technology, a facial recognition technology, and a voice recognition technology.
9. The method of claim 1, further comprising:
 - identifying, by the media content presentation system, the user;
 wherein the selecting of the advertisement is based at least partially on a user profile associated with the identified user.
10. The method of claim 1, further comprising:
 - determining, by the media content presentation system, a mood of the user in accordance with the detected ambient action;

wherein the selecting of the advertisement comprises selecting the advertisement based on the determined mood of the user.

11. The method of claim 1, further comprising identifying, by the media content presentation system, one or more physical attributes associated with the user.
12. The method of claim 11, wherein the selecting of the advertisement is at least partially based on the identified one or more physical attributes associated with the user.
13. The method of claim 11, further comprising selectively activating, by the media content presentation system, one or more parental control features in response to the identifying of the one or more physical attributes associated with the user.
14. The method of claim 1, wherein:
 - the detecting of the ambient action comprises detecting at least one word spoken by the user; and
 - the selected advertisement is associated with the at least one word spoken by the user.
15. The method of claim 1, further comprising detecting, by the media content presentation system, a presence of a physical object within the detection zone, wherein the advertisement is further associated with the detected physical object.
16. The method of claim 1, embodied as computer-executable instructions on at least one non-transitory computer-readable medium.
17. A method comprising:
 - presenting, by a media content presentation system, a media content program comprising an advertisement break;
 - detecting, by the media content presentation system by way of a detection device, an interaction between a plurality of users during the presentation of the media content program and within a detection zone associated with the media content presentation system;
 - selecting, by the media content presentation system, an advertisement associated with the detected interaction; and
 - presenting, by the media content presentation system, the selected advertisement during the advertisement break.
18. The method of claim 17, embodied as computer-executable instructions on at least one non-transitory computer-readable medium.
19. A system comprising:
 - a presentation facility configured to present a media program comprising an advertisement break;
 - a detection facility communicatively coupled to the presentation facility and configured to detect an ambient action performed by a user during the presentation of the media content program and within a detection zone; and
 - a targeted advertising facility communicatively coupled to the detection facility and configured to
 - select an advertisement associated with the detected ambient action, and
 - direct the presentation facility to present the selected advertisement during the advertisement break.
20. The system of claim 19, wherein the detection facility is implemented by a detection device comprising at least one of a depth sensor, an image sensor, an audio sensor, and a thermal sensor.

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