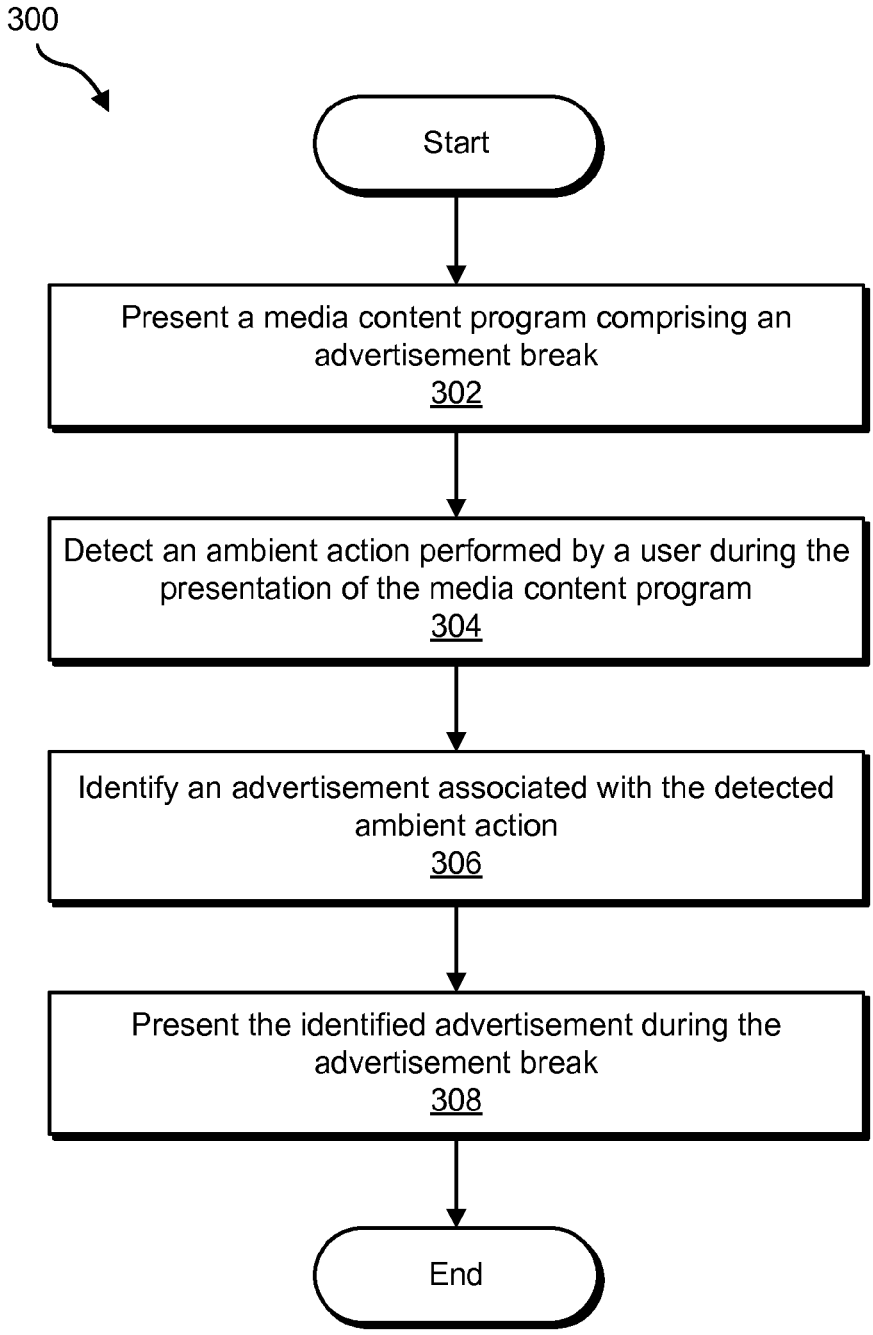
300
Start
Present a media content program comprising an advertisement break
302
Detect an ambient action performed by a user during the presentation of the media content program
304
Identify an advertisement associated with the detected ambient action
306
Present the identified advertisement during the advertisement break
308
End

Fig. 3