

**[0016]** To illustrate, an exemplary ambient action may include the user eating, exercising, laughing, reading, sleeping, talking, singing, humming, cleaning, playing a musical instrument, performing any other suitable action, and/or engaging in any other physical activity during the presentation of the media content. In certain examples, the ambient action may include an interaction by the user with another user (e.g., another user physically located in the same room as the user). To illustrate, the ambient action may include the user talking to, cuddling with, fighting with, wrestling with, playing a game with, competing with, and/or otherwise interacting with the other user. In further examples, the ambient action may include the user interacting with a separate media content access device (e.g., a media content access device separate from the media content access device presenting the media content). For example, the ambient action may include the user interacting with a mobile device (e.g., a mobile phone device, a tablet computer, a laptop computer, etc.) during the presentation of a media content program by a set-top box (“STB”) device.

**[0017]** Detection facility 104 may be configured to detect the ambient action in any suitable manner. In certain examples, detection facility 104 may utilize, implement, and/or be implemented by a detection device configured to detect one or more attributes of an ambient action, a user, and/or a user’s surroundings. An exemplary detection device may include one or more sensor devices, such as an image sensor device (e.g., a camera device, such as a red green blue (“RGB”) camera or any other suitable camera device), a depth sensor device (e.g., an infrared laser projector combined with a complementary metal-oxide semiconductor (“CMOS”) sensor or any other suitable depth sensor and/or 3D imaging device), an audio sensor device (e.g., a microphone device such as a multi-array microphone or any other suitable microphone device), a thermal sensor device (e.g., a thermographic camera device or any other suitable thermal sensor device), and/or any other suitable sensor device or combination of sensor devices, as may serve a particular implementation. In certain examples, a detection device may be associated with a detection zone. As used herein, the term “detection zone” may refer to any suitable physical space, area, and/or range associated with a detection device, and within which the detection device may detect an ambient action, a user, and/or a user’s surroundings.

**[0018]** In certain examples, detection facility 104 may be configured to obtain data (e.g., image data, audio data, 3D spatial data, thermal image data, etc.) by way of a detection device. For example, detection facility 104 may be configured to utilize a detection device to receive an RGB video stream, a monochrome depth sensing video stream, and/or a multi-array audio stream representative of persons, objects, movements, gestures, and/or sounds from a detection zone associated with the detection device.

**[0019]** Detection facility 104 may be additionally or alternatively configured to analyze data received by way of a detection device in order to obtain information associated with a user, an ambient action of the user, a user’s surroundings, and/or any other information obtainable by way of the data. For example, detection facility 104 may analyze the received data utilizing one or more motion capture technologies, motion analysis technologies, gesture recognition technologies, facial recognition technologies, voice recognition technologies, acoustic source localization technologies, and/or any other suitable technologies to detect one or more actions (e.g., movements, motions, gestures, mannerisms, etc.) of the user, a location of the user, a proximity of the user to another user, one or more physical attributes (e.g., size,

build, skin color, hair length, facial features, and/or any other suitable physical attributes) of the user, one or more voice attributes (e.g., tone, pitch, inflection, language, accent, amplification, and/or any other suitable voice attributes) associated with the user’s voice, one or more physical surroundings of the user (e.g., one or more physical objects proximate to and/or held by the user), and/or any other suitable information associated with the user.

**[0020]** Detection facility 104 may be further configured to utilize the detected data to determine an ambient action of the user (e.g., based on the actions, motions, and/or gestures of the user), determine whether the user is an adult or a child (e.g., based on the physical attributes of the user), determine an identity of the user (e.g., based on the physical and/or voice attributes of the user and/or a user profile associated with the user), determine a user’s mood (e.g., based on the user’s tone of voice, mannerisms, demeanor, etc.), and/or make any other suitable determination associated with the user, the user’s identity, the user’s actions, and/or the user’s surroundings. If multiple users are present, detection facility 104 may analyze the received data to obtain information associated with each user individually and/or the group of users as a whole.

**[0021]** To illustrate, detection facility 104 may detect that a user is singing or humming a song. Using any suitable signal processing heuristic, detection facility 104 may identify a name, genre, and/or type of the song. Based on this information, detection facility 104 may determine that the user is in a particular mood. For example, the user may be singing or humming a generally “happy” song. In response, detection facility 104 may determine that the user is in a cheerful mood. Accordingly, one or more advertisements may be selected for presentation to the user that are configured to target happy people. It will be recognized that additional or alternative ambient actions performed by a user (e.g., eating, exercising, laughing, reading, cleaning, playing a musical instrument, etc.) may be used to determine a mood of the user and thereby select an appropriate advertisement for presentation to the user.

**[0022]** In some examples, detection facility 104 may determine, based on data received by way of a detection device, that a user is holding and/or interacting with a mobile device. For example, detection facility 104 may determine that the user is sitting on a couch and interacting with a tablet computer during the presentation of a television program being presented by a STB device. In some examples, detection facility 104 may be configured to communicate with the mobile device in order to receive data indicating what the user is doing with the mobile device (e.g., data indicating that the user is utilizing the mobile device to browse the web, draft an email, review a document, read an e-book, etc.) and/or representative of content that the user is interacting with (e.g., representative of one or more web pages browsed by the user, an email drafted by the user, a document reviewed by the user, an e-book read by the user, etc.).

**[0023]** Additionally or alternatively, detection facility 104 may be configured to detect and/or identify any other suitable animate and/or inanimate objects. For example, detection facility 104 may be configured to detect and/or identify an animal (e.g., a dog, cat, bird, etc.), a retail product (e.g., a soft drink can, a bag of chips, etc.), furniture (e.g., a couch, a chair, etc.), a decoration (e.g., a painting, a photograph, etc.), and/or any other suitable animate and/or inanimate objects.

**[0024]** Advertising facility 106 may be configured to select an advertisement based on information obtained by detection facility 104. For example, advertising facility 106 may be