Ontario Tech UNIVERSITY
TECHNOLOGY OVERVIEW

Video-Passwords: Advertising While Authenticating

Background

Online video advertising is growing faster than most other advertising formats and mediums. It is expected to continue to grow at 19.5% until 2016 reaching over $5 billion. As the market grows, advertisers are becoming more result oriented. Thus, most are looking for platforms that provide more engagement and prefer to cost-per-click or cost-per-completion arrangements. Furthermore, several marketers are moving towards cost-per-action pricing as they look to ensure some level of audience participation or avenue that certifies that their ad will receive attention from their target audience.

Technology Overview

The research group led by Dr. Julie Thorpe has developed a novel class of user authentication schemes that require a user to watch and remember parts of a system-provided video. The group has developed five (5) different video password schemes where the user's attention must be on the full video at least once to select their password and on parts of the video in all subsequent logins. The use of video interaction during authentication provides a captive and engaged audience – with exciting opportunities for marketing to users.

Business Opportunity

Ontario Tech University looks to work with companies in a way that helps develop a relationship that is tailored to their interests. Thus, are happy to explore collaborations, licenses, options, assignments, etc. It is the belief that only through enabling the company to utilize its business model will Ontario Tech University technology be able to make an impact within the marketplace.

Inventors:

Julie Thorpe, Robert Burden, and Amirali Salehi-Abari

Publication:

US Patent: 8,966,614
Canadian Patent: 2,819,738 & 2,817,477
Video-Passwords: Advertising While Authenticating

About Ontario Tech University

Ontario Tech University conducts high-quality, rigorous research designed to meet the research and development needs of business and industry and benefit society. Whether the focus is on developing hydrogen-from-nuclear or fuel-cell technologies, improving network security, or understanding youth crime, we are committed to interdisciplinary research and development that addresses social, environmental, health, and economic challenges.