

Patent Application

Name of Invention:

**Wiggle Room Ad Loyalty Network, Management
System and App**

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1 Preamble

At the dawn of social media, industry analysts envisioned sea changes in advertising methodologies as point-to-point global relationships could now be established leveraging huge databases being constantly updated with personally identifiable information. These changes intended to culminate in meaningful patterns, habits and relationships that can be effectively mined for the benefit of the more savvy advertisers. In sharp contrast to the world of “broadcast advertising”, these new methodologies employ targeted approaches that result in more efficient campaigns and higher profit margins. In some cases, real-world efficiencies are significant, allowing new business models to achieve stunning success (Amazon and Alibaba being examples).

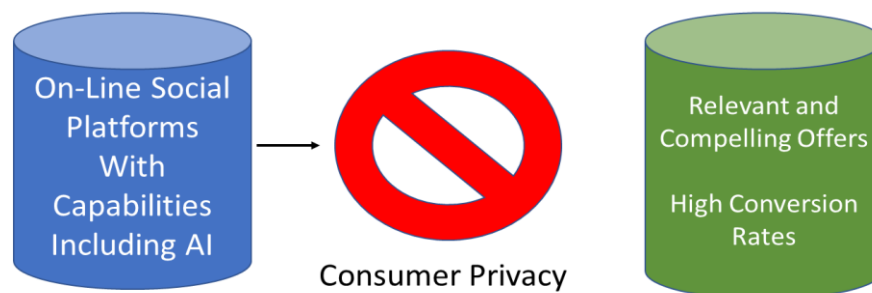
Even though sea changes have taken place in this new age of social media, actual conversion rates (meaning “call-to-action” purchases) remain surprisingly low; around 3% at the time of this writing.

One reason for these low conversion rates is the fear of violating consumer privacy. The major social media platforms place restrictions on the advertiser’s ability to gain access to personally identifiable information (PII), which causes these same advertisers to conduct marketing campaigns as if they are blind to the connected world around them. If advertisers could positively identify users in which they have established on-line relationships, then compelling offers could be presented to these target consumers. In the end, the goal being to achieve much higher conversion rates - between 5% and 10%.

Note: Enormous advances have been made in the field of Artificial Intelligence (AI), however without knowing the identity of discrete on-line users, conversion rates inch higher, but remain below the 5% threshold.

Figure 1.0 (below) describes this dilemma. The capabilities exist with today’s technology, however the threats to consumer’s privacy keep consumer-level data cloistered behind secure firewalls, that result in low conversion rates.

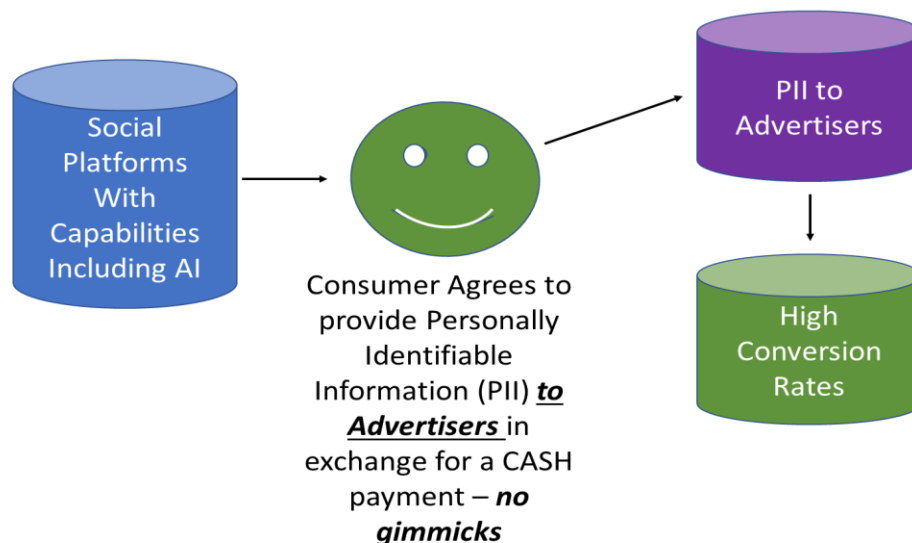
Figure 1.0: Conversion Rates Remain Low



This is why it's necessary to introduce a shift in advertising strategy and tactics in order to overcome these barriers along with the requisite approval of all stakeholders and regulatory authorities. ***Such a shift as presented in this patent application provides for the contracting of discrete consumers to view relevant video ads in their entirety for an agreed sum of cash that is due and payable immediately upon the conclusion of the video (with no gimmicks). Given such a cash payment, the consumer agrees to allow personally identifiable information (PII) to the media platform and to advertisers that make such payments in order to gain the necessary approvals and ultimately overcome these barriers to high conversion rates.***

Figure 1.1 (below) describes how such a contractual relationship and how advertisers can both receive PII and enjoy higher conversion rates simultaneously.

Figure 1.1: High Conversion Rates



1.1 The Loyalty Program Format

When looking for examples of similar programs being offered to consumers today, the ***Loyalty Program*** format provides the best representation (as it offers a fair trade - cash for PII and ancillary benefits). An airline, for example has permission to use a given traveler's personally identifiable information (PII) in exchange for reward miles that are earned by purchasing airline tickets. PII must be provided for the correct account to be credited with travel rewards. Since there is a direct financial benefit to the consumer, all stakeholders and regulators are satisfied with the arrangement. In addition, no gimmicks are required or otherwise expected. Example: Travel from New York City to Los Angeles – receive 3000 reward miles in your account. Such a program is trusted and remains viable as long as it does not stray from its mission.

Note: If such a loyalty program provides the traveler with a chance to spin the wheel (example: for a new car) or other sweepstakes opportunities, it ceases to be a Loyalty Program and would be considered a campaign. Such discrete (one-off) campaigns do not offer long-term benefits to advertisers for many reasons such as:

- Only certain people are interested in sweepstakes
- Consumers have secondary and tertiary email accounts / phone numbers expressly for “gimmicks”
- Sweepstakes “fatigue” can keep participation levels low (as consistent losses are mathematically guaranteed)

Therefore, the disclosure as presented in this patent application are intended to operate within the framework of an Advertising Loyalty Program using the model of an Airline Frequent Flyer Program.

1.2 Wiggle Room

This Advertising Loyalty Program has the name **Wiggle Room** as it is simple and allows for the creation of animated characters that *wiggle* when its ads are presented to consumers on all advertising platforms (on-line, television, Email/Text and other electronic means).

The program can be easily identified by *wiggling* characters as created by advertisers, consumers, friends (by way of sharing), and others as described below.

Wiggle Room - the Advertising Loyalty Program

Wiggle Room is designed to be a (propitious) advertising “**perfect storm**” that will lead to conversion rates in excess of 5%. The most important elements that contribute to high conversion rates are as follows:

1. Consumers must be presented with **video advertisements** and not display ads
2. Consumers must be uniquely targeted or otherwise individually “addressed” as being likely candidates for the advertised products and/or services.
3. Consumers must be encouraged to view the entire ad (from start to finish) with no skipping
4. The video ads must be excellent in production value and provide a significant economic proposition
5. The video ads must be relevant to the targeted consumers
6. A “Call-To-Action” must be presented to the consumer at the end of each ad, allowing for consumers to make a simple one-click “purchase” decision

Furthermore,

7. A cash payment must be offered to the consumer to fully consider the advertised product and/or service
8. The amount paid to the consumer must be significant (from as little as twenty-five cents to as much as \$50 as envisioned at the time of this writing)
9. The consumer must be paid immediately and allowed to confirm the receipt of such payment

When all of these processes have been performed accordingly, then conversion rates will climb significantly.

1.3 Miscellaneous Aspects / Features of Wiggle Room

The list below provides a number of important processes that need to be performed for the Wiggle Room Loyalty Program to be successful:

1. Large-scale promotional campaigns will need to be launched to educate consumers about the Wiggle Room Loyalty Program
2. These promotional campaigns to be designed to compel consumers to download the Wiggle Room App (primarily to smart phones and tablets)
3. A sign-up procedure is required
4. Video ads will appear with *wiggling* characters embedded within these ads; *wiggling* characters to be overlaid within the early frames of the video, however, may be seen throughout the video.
5. Consumers will be able to view these video advertisements by “clicking” on them (social media, TV, “Direct Marketing”, or otherwise); TV “Clicks” to be accomplished by either not skipping (or hopping) over the ads, or alternatively by way of a TV remote-control button press or button press from another consumer electronics device (such as a mobile phone by way of an app).
6. Consumers will be alerted that a Wiggle Room **SESSION** has been initiated, and that a specific amount of money will be paid to them as long as they don’t skip the ad.
7. The ad can be (easily) skipped at any time, however no payment will be made to the consumer; the consumer to be appropriately notified by way of common-day messaging means and methods.
8. If the ad is viewed in its entirety (and not skipped), **a payment will be made** to the consumer’s bank account, PayPal Account, Venmo Account, Wiggle Room Account or otherwise (as presented below).
9. Other rewards, gifts and sweepstakes offerings can be made available **in addition to** cash that is paid to users
10. The consumer will have immediate access to bank account so they can transfer cash, pay bills using the cash, or otherwise use their money, rewards and other gifts as they wish.

1.4 Wiggle Room Economics

Given the **Wiggle Room Loyalty Program** as defined above, conversion rates should routinely achieve a range between 5% and 10% with some campaigns achieving higher rates.

Given these extraordinarily high conversion rates, advertisers will be able to craft accurate cash-flow analyses by way of the selected (addressed) consumers who are targeted to receive Wiggle Room ads and the value proposition being offered to these consumers. When the major variables are well defined, profit margins can then be estimated with a high degree of accuracy. Variables to include (but are not limited to) the following:

- Consumers to be addressed
- Value proposition of the product and/or service
- Quality and influential nature of the video ad
- Other current market influences and factors

1.5 Test Campaigns

It is envisioned that all advertisers will be provided with means and methods for running “Test Campaigns” that allow them to determine the ideal payment amount that balances the cost of the campaign to the potential profits (given higher conversion rates). For some lower-end products and/or services, a **minimum payment** (approximately \$.25) may be the most that can be offered without losing money on the campaign. For mid-range to higher-end products or services, significant payment amounts (\$1 to \$5) may yield satisfactory conversion rates which result in profitable campaigns.

For the purposes of this disclosure, it is envisioned the lower-end threshold for a payment to the consumer for viewing but not skipping the ad is (\$.25) twenty-five cents, however the upper end can be as high as \$50 for a consumer searching for a new car / home / furniture / roof / solar panels / vacation, etc.

1.6 The Wiggle Room Platform

A company (or corporate entity) must brand and manage the Wiggle Room Loyalty Program for all stakeholders to benefit. Such a company will work to maintain a high level of integrity to such a loyalty format, so consumers never feel they are being tricked with empty promises or gimmicks. Such a company has numerous responsibilities including (but not limited to) the following:

- Web Site Development
- Branding / Promotion
- Software Development (Backend systems and Apps)
- Network Development and Management
- Workflow

- Banking (for cash)
- Targeting and “Addressing” consumers
- Managing offers, rewards, redemptions, etc.
- Network Security
- External Resources
- Social Media Platforms
- Television Platforms
- Direct Platforms
- Other mission-critical roles and responsibilities

1.7 **The Wiggling Character**

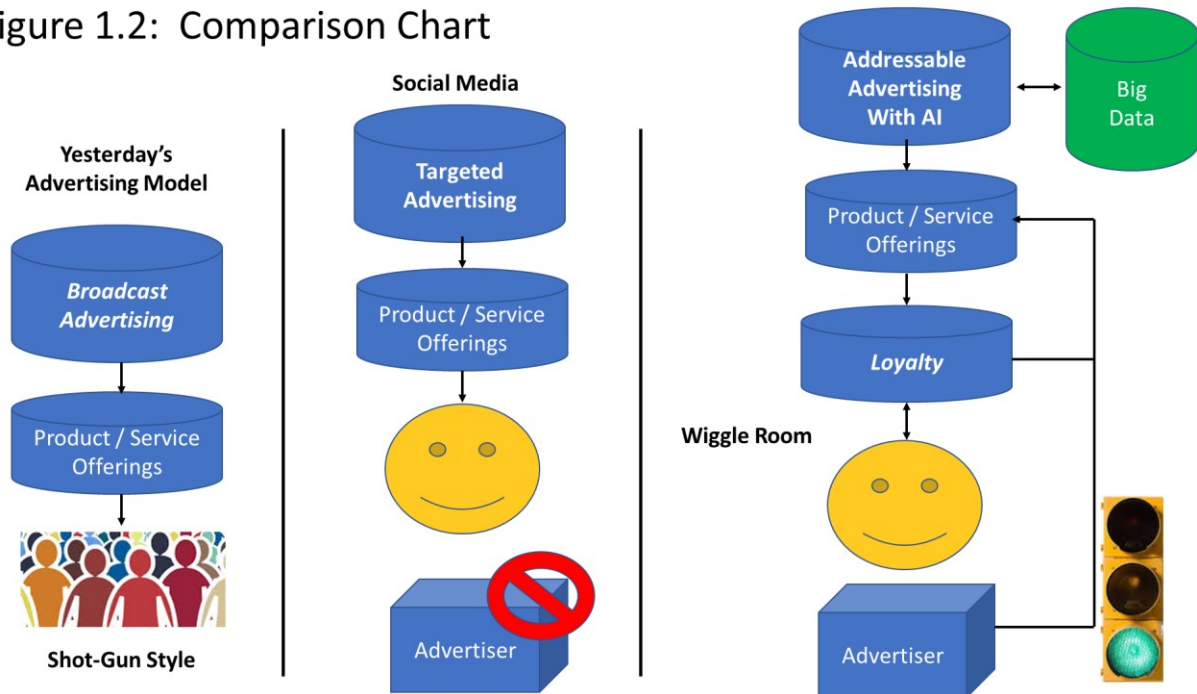
Wiggle Room to always be associated with one or more *wiggling* characters that signal the ad offers a reward to the user as long as the ad is not skipped. In a preferred embodiment, the initial screens that present a Wiggle Room ad will have both a *wiggling character* and the name WIGGLE ROOM prominently displayed on the screen. Also, in a preferred embodiment, the reward will be a cash payment, although other rewards can be offered in addition to such a cash payment.

Both advertisers and users can additionally create their own *wiggling* characters that are overlaid or otherwise inserted into the Wiggle Room video streams. More about the means and methods for creating and inserting *wiggling* characters into Wiggle Room ads is provided later in this patent application.

1.8 The Advertiser's Perspective

Figure 1.2 (below) describes the benefits of Wiggle Room from the advertiser's perspective by comparing legacy models, today's social media models against the Wiggle Room model:

Figure 1.2: Comparison Chart



On the left of Figure 1.2 (above), the more traditional “Shot-Gun” style advertising systems sent messages into the ether with the hopes enough people will respond to make the campaign successful. These types of campaigns proved to be successful for high-profile advertisers, however not all advertisers.

Since the early days of the Internet, ads became more targeted (meaning by region, gender, age group, time of day, etc.), however the fear of invading consumer's privacy blocked the flow of personally identifiable information (PII) from on-line platforms to advertisers. The Social Media approach can increase conversion rates over broadcast (shot-gun) methodologies for all advertisers, however, conversion rates rarely approach 5%.

In contrast, the Wiggle Room approach allows for “addressability” (meaning the identification and delivery of ads to hand-selected consumers) by way of internal and external databases (referred to as Big Data often complimented by AI methods and means). The Wiggle Room approach also allows for the **agreement (or contract)** to pay the consumer as long as the ad is not skipped. **Such an agreement then allows a Connection by Proxy to advertisers, allowing for the flow of PII.**

Note: Throughout this patent application Facebook will be used as the default social media platform, however all social media platforms apply to Wiggle Room including but not limited to: YouTube, Instagram, Messenger, Pinterest and the likes.

1.9 The Look of Wiggle Room from within Facebook

Figure 1.3 (below) provides an example of how a Wiggle Room advertisement might be presented to consumers from within Facebook.

Figure 1.3: Look of Wiggle Room within Facebook

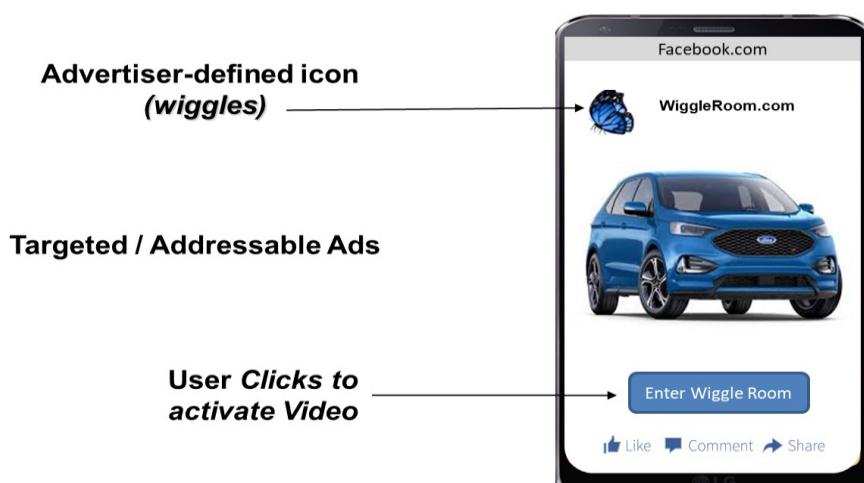


Figure 1.3 (above) shows how a *wiggling* character (such as a butterfly in this example) will provide notification to the user that a Wiggle Room ad is available (and cash and possibly other rewards will be made available to the user as long as the ad is viewed in its entirety).

The Wiggle Room ad may be provided to the user by way of a targeted campaign or by way of a more focused “Addressable” campaign. It is unlikely Wiggle Room will be used in a broadcast mode as the economics may not be favorable to the advertiser, however the advertiser is not in any way precluded from using a broadcast mode.

In the example above, the user must click a button (labeled “Enter Wiggle Room”) to see the Wiggle Room Ad - for cash and rewards to be provided to the user.

Note: Such a user will be notified that the Wiggle Room App must be downloaded on the user’s device before cash and rewards can be properly transferred to his or her account.

2 Prior Art

In the past, the author of this patent application wrote six different patent applications that perform the following functions:

1. **PCT/US16/59240** Allows global mobile carriers to distribute early-release media titles by way of Multicast “Pre-Positioning” whenever possible in order to reduce distribution costs while keeping the resolutions and quality-of-service as high as possible (over often-congested international mobile networks). This disclosure is referred to as “**Direct Mobile**”
2. International Application Number **PCT/US17/47411 (EFS ID 30113691)** shows how a Symbiotic Media Exchange can be used to list, buy, sell or otherwise trade media assets for the benefit of industry insiders and global media traders. This disclosure is referred to as “The Symbiotic Media Exchange”
3. **PCT/US17/47411** Patent Application Filing provides more detailed disclosure regarding a Symbiotic Exchange and how it can be used to list, buy, sell or otherwise trade media assets for the benefit of industry insiders and global media traders. This disclosure is also referred to as “The Symbiotic Media Exchange”
4. Provisional Application Number **62/825,660** provides more disclosure and claims for a Symbiotic Media Exchange. This disclosure is, once again, referred to as “**The Symbiotic Media Exchange**”
5. Provisional Application Number **62/823,490** provides disclosure and claims for an in-home / business **PROXY Television** service that subscribes and cancels television services on a just-in-time basis, allowing consumers the ability to un-tether themselves from popular subscription services (such as Netflix) while still enjoying these services when they are needed; reduces subscription fees during a given year as un-wanted services are automatically cancelled until they are otherwise needed. This disclosure is referred to as “Proxy Subscriptions”
6. Provisional Application Number **62/853,649** provides disclosure and claims for the REVPAC Bond Network, Management System and App and its utility for facilitating numerous financing scenarios (such as global media financing for production, distribution and promotion). This disclosure is referred to as “**REVPAC Bond**”
7. Abandoned Patent Application Number **US20130268335A1** that discloses a digital coupon system for electronically distributing coupons and inducements to viewers over broadcast media.
8. Provisional Application Number **(EFS ID) 38001996 – PCT/US19/65722 – Confirmation Number 3421** titled Multi-Language Media Versioning Network and Process Flow that discloses methodologies for providing shared resources to international producers looking for create local productions with higher production values at lower costs. **This disclosure is referred to as MLV.**

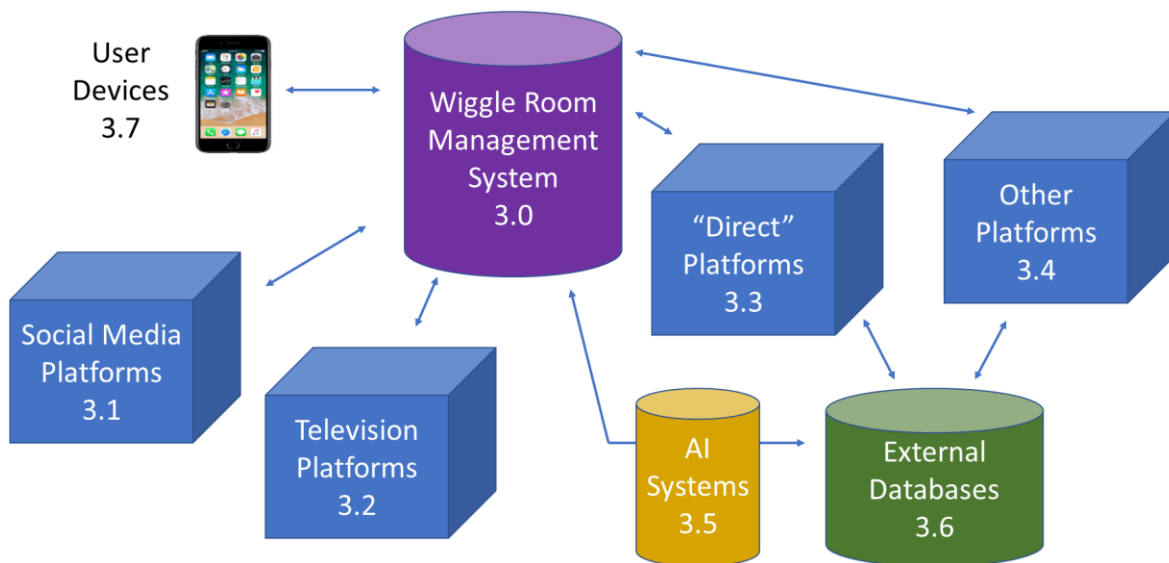
3 Wiggle Room High-Level Network Architecture

The high-level architecture for the Wiggle Room system and network must allow for different communication “modes of operation” depending on the underlying **connection** to the consumer (B2C). For example, a social media platform such as Facebook may work best by providing a downloadable app (as presented later in the application), where a television platform may have a Wiggle Room software library downloaded into a Smart TV or set-top-boxes. Furthermore, “Direct Marketing” platforms (that operates by way of email or text messages) must connect to external data sources as they typically don’t have captive users of their own (in comparison to social media and TV platforms). In addition, these “Direct Marketing” platforms will use Artificial Intelligence (AI) means and methods in an effort to further increase conversion rates.

Finally, this patent application allows for still other B2C (futuristic) platforms for the successful operation of Wiggle Room.

Figure 3.1 (below) describes the high-level architecture for the larger Wiggle Room system and network as it pertains to external platform services:

Figure 3.1: High-Level Connections to Platform Services



In Figure 3.1 (above), the Wiggle Room Management System (3.0) is designed to communicate with a multitude of business-to-consumer (or B2C) platforms and each of these platforms equipped to perform Wiggle Room functions differently (in order to accommodate different network architectures, features and capabilities).

The Wiggle Room Management System (3.0) connects with Social Media Platforms (3.1) by way of systems and technologies (often referred to as “development environments”) made available by these platforms in addition to external downloadable apps that users must download independently (as described later in this application).

The Wiggle Room Management System (3.0) also connects with Television Platforms (3.2) in order to perform all necessary Wiggle Room functions within a TV environment. The preferred embodiment is to supply specific Wiggle Room software code (and code libraries) within the Smart TV and/or set-top-box in order to have a superior Wiggle Room experience.

The Wiggle Room Management System (3.0) additionally connects to an Artificial Intelligence (AI) System (3.5) that requires external database access (3.6) for more “Direct Marketing” modes of communication to consumers such as emails, text messages and the likes. These External Databases (3.6) can be used to effectively “address” or otherwise target consumers for their likelihood to respond to the Wiggle Room ads and purchase advertised products and/or services.

Within this patent application, capability for the Wiggle Room Management System (3.0) to connect with other (futuristic) platforms (3.4) is anticipated as well. It is assumed these Other Platforms (3.4) will need access to Artificial Intelligence means and methods and External Database access (3.6).

Note: These Other (futuristic) Platforms (3.4) using External Databases (3.6) may or may not have their own AI Systems (3.5).

Finally, the Wiggle Room Management System (3.0) is connected to User Devices (3.7) such as mobile phones, tablets, PCs, TVs and other user facilities. In a preferred embodiment, such User Devices (3.7) will provide the Wiggle Room Loyalty Program by way of a downloadable App.

3.1 Artificial Intelligence

One of the most important components of the Wiggle Room network and system is its Artificial Intelligence (AI) functionality that makes it possible for the Wiggle Room system and network to “learn from experience” which includes reacting to AI-generated predictions and responding appropriately to feedback loops. This is all performed to increase conversion rates over time. The AI systems used by the Wiggle Room system and network rely heavily on “deep learning”. By leveraging AI means and methodologies, the Wiggle Room system and network can leverage accurate AI predictions to improve future campaigns.

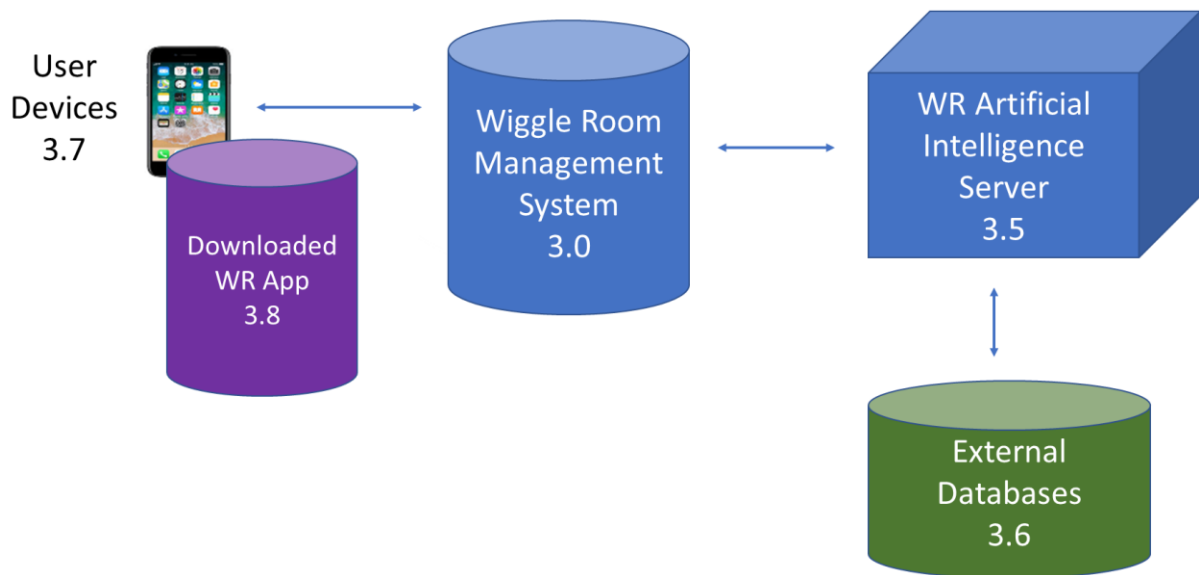
Without AI, ad agencies and brokers must be involved to guide advertisers through a myriad of data sources, parsing methodologies and strategic campaign development initiatives. The associated expenses tend to be high and the benefits are typically marginal. Furthermore, without the Wiggle Room Loyalty approach, PII is either difficult to obtain or expensive (or both), so the prospect of fostering direct relationships with target consumers remains a challenge.

When AI and Loyalty are combined into a single network and management system however, efficiencies can be achieved on a whole new scale where:

1. Costs are reduced
2. Higher levels of effectiveness are achieved
3. Consumers can be addressed (targeted)
4. Longer-term relationships with end consumers are fostered
5. Overall sales performance improves significantly

Figure 3.2 (below) describes the high-level Wiggle Room architecture that includes Artificial Intelligence (AI) means and methods as follows:

Figure 3.2: Artificial Intelligence



In Figure 3.2 (above), the Wiggle Room Artificial Intelligence Server component (3.5) is connected to the Wiggle Room Management System (3.0) and also connected to External Databases (3.6) so it can perform the functions and processes as defined above and provide efficiencies to advertisers that are needed in today's competitive landscape.

3.2 Wiggle Room Apps

It's important to note that the Wiggle Room app (3.8) can be downloaded from one or more of the popular app stores, and it connects to the Wiggle Room Management System (3.0) by way of a wifi connection, mobile connection or otherwise a direct connection to the internet. This downloaded Wiggle Room app (3.8) will then allow users to conveniently view, cash-out or otherwise transfer their rewards (cash, points, rewards or otherwise) at will. Other functions, services and applications will be made available within the Wiggle Room app as well. The name of this app is "**Wiggle Room**" also referred to as **WR** in this patent application.

Wiggle Room apps will be made available for Smart TVs as well and can easily be downloaded from popular app stores and may also be pre-installed by TV set manufacturers who anticipate a critical mass of users.

3.3 Ads Delivered within the Wiggle Room App

As the popularity of Wiggle Room grows, and once the number of Wiggle Room users become statistically significant, Wiggle Room ads can be viewed from within the Wiggle Room app itself (and not necessarily from an external B2C platform – such as social media, TV or "Direct Marketing"). Advertisers will be allowed to send their ads (and associated rewards for not skipping) to discrete users within such a closed Wiggle Room app environment.

Given such a model where Wiggle Room ads are delivered from within the Wiggle Room app, a tab will be made available that allows users to scroll and select ads in which they have been targeted (by the advertiser) as likely candidates for conversion (or sale). Users can "click" on these ads, view these video ads at will, decide whether to skip them or not, and receive cash and other rewards for the ads that were not skipped.

The benefit of delivering ads from within the Wiggle Room App is the higher level of targeting that can be performed. Unlike the popular social media sites, hyper-targeting (or addressability) can be performed using criteria such as

- Address, City, State, Street, Neighborhood, phone number, work phone, Preferences, viewing patterns and other specific criteria

In addition, media content titles (with or without ads) can be provided from within the Wiggle Room App as well.

In a preferred embodiment, users will be able to filter these ads to keep unwanted ads out of their devices (links or actual downloads). For example, a user may indicate that ads for clothing are acceptable but not for motor vehicles, etc. In addition, users can specify a minimum value of the reward offered by the Wiggle Room Ad. For example, a user may specify \$.25 (twenty-five cents) as the minimum value of a

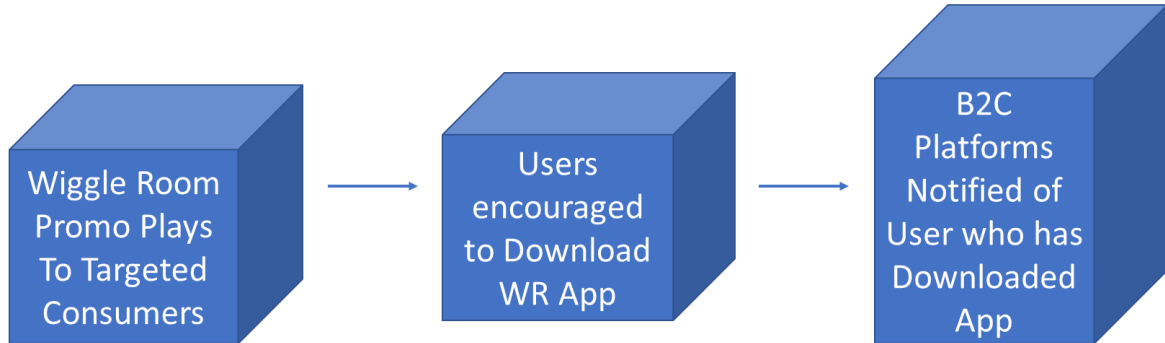
Wiggle Room Ad, but no Wiggle Room Ads with rewards less than \$.25 are to be presented within the Wiggle Room App.

3.4 Basic Workflow (Promos)

Consumers will be notified of the Wiggle Room app and service by way of numerous promotional campaigns primarily on the advertising platforms where Wiggle Room ads will be found (Social Media, TV, Direct Marketing and others). It's always possible that Wiggle Room can be promoted by way of billboards and newspapers / magazines (display ads) as well.

Figure 3.3 (below) describes the flow for Wiggle Room promos as follows:

Figure 3.3: Basic Work-Flow (Promos)

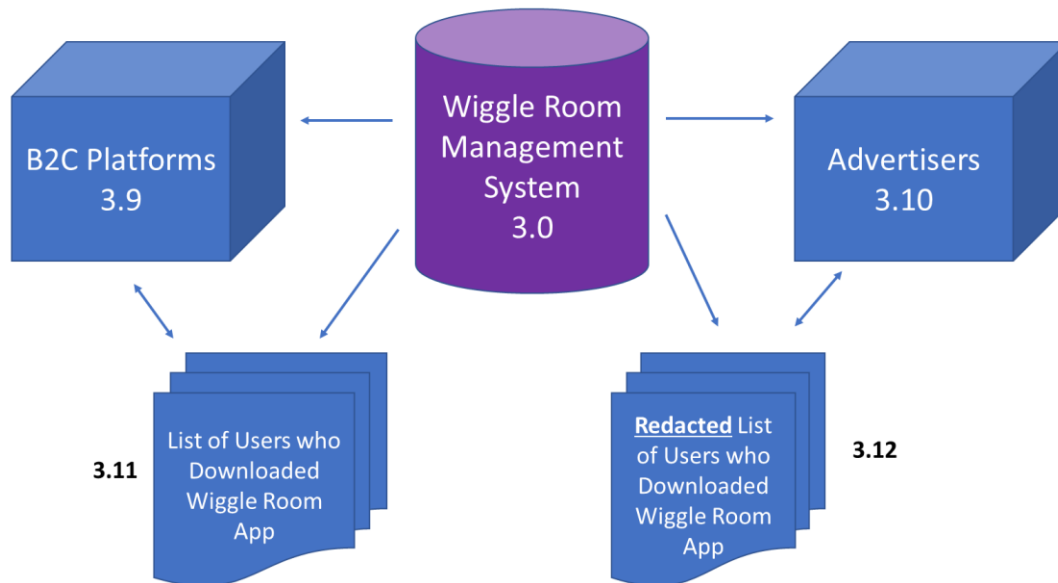


As described in Figure 3.3 (above), Wiggle Room ***promotional videos*** will play to consumers in a “Targeted” fashion (with the term “Targeted” meaning by region, age, time of day, gender, habits, activities, etc.) Wiggle Room will use video ads as its primary means of promoting the Wiggle Room service although alternatively, Wiggle Room could use display-style ads as well.

Such promos will explain that Wiggle Room pays significant money to users who watch Wiggle Room ads without skipping them. The promo will then encourage users to download the Wiggle Room app in order to be prepared for upcoming Wiggle Room campaigns that will soon appear on various platforms or by email/text. Once users download the Wiggle Room app, numerous media and otherwise B2C platforms will be notified of the given user’s (or subscriber’s) availability to view compelling ads over their networks.

Figure 3.4 (below) describes how lists of Wiggle Room users will be made available to both B2C Platforms and how lists of Wiggle Room users will be made available to advertisers as well:

Figure 3.4: Lists of Wiggle Room Users Sent to Platform Services



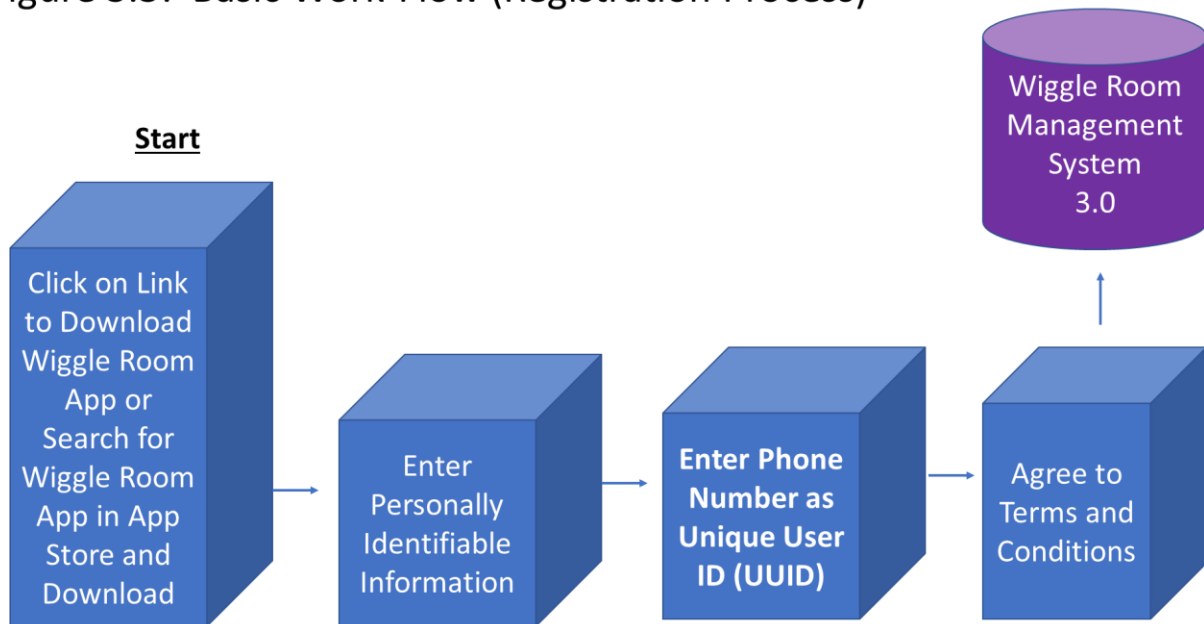
In Figure 3.4 (above), the Wiggle Room Management System (3.0) will provide a List of Users who have Downloaded the Wiggle Room App (3.11) to the various (participating) **B2C Platforms** (3.9). In a preferred embodiment, this list of users contains all PII for such users, however these **B2C Platforms** will be required to keep this information confidential in the same way they keep their own subscriber databases confidential.

Also, in Figure 3.4 (above), Advertisers will have access to a REDACTED List of Users who have Downloaded the Wiggle Room App (3.12). In a preferred embodiment, this list has no PII for circumstances where this may be either desired or required. (More about “no PII” conditions and circumstances provided below.)

3.5 Basic Work-Flow (Registration Process)

As for the Wiggle Room Registration Process, the procedure is described in Figure 3.5 (below):

Figure 3.5: Basic Work-Flow (Registration Process)



In Figure 3.5 (above), the user will either click on a link to download the Wiggle Room app or otherwise search and download the app in one of the popular app stores. The user will then be required to enter personally identifiable information (PII) as the larger Wiggle Room system ***needs to know who is receiving payment and where the payment should be directed.***

In a preferred embodiment the Universally Unique Identifier (UUID) is the user's phone number, however other unique combinations of numbers and characters can be used as well. Such a UUID can be encrypted and stored in both the user device's Cookie and within the data area for the app as well. The UUID will then be securely stored in the Wiggle Room Management System (3.0).

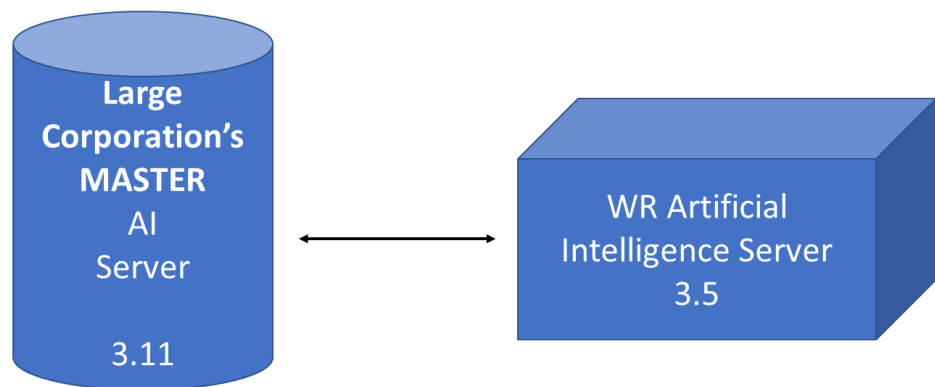
Note: In an alternative embodiment, a UUID will be a large string of characters (and special characters) which is then linked to the user's phone number. Such a UUID will allow users to change their phone numbers without changing the higher-level UUID (which could avoid user-management problems). Additionally, a UUID can be the user's email address.

3.6 More about Wiggle Room Artificial Intelligence

In a preferred embodiment, the Wiggle Room Ad Loyalty Network, System and App (as disclosed in this patent application) may be owned and/or operated by a larger corporate entity that could potentially own numerous networked systems and apps. This corporate entity could be a publicly traded company or a private company. This corporation can also be an international company or a local company. For purposes of this patent application, we will call this corporate entity the “**Large Corporation**”. Also, in a preferred embodiment, this Large Corporation will own and/or operate an expansive AI network. One server on the Large Corporation’s expansive AI network is named the Large Corporation’s MASTER AI Server (3.11).

Figure 3.6 (below) further describes the Artificial Intelligence (AI) System at a high level and how it connects to the WR Artificial Intelligence Server (3.5).

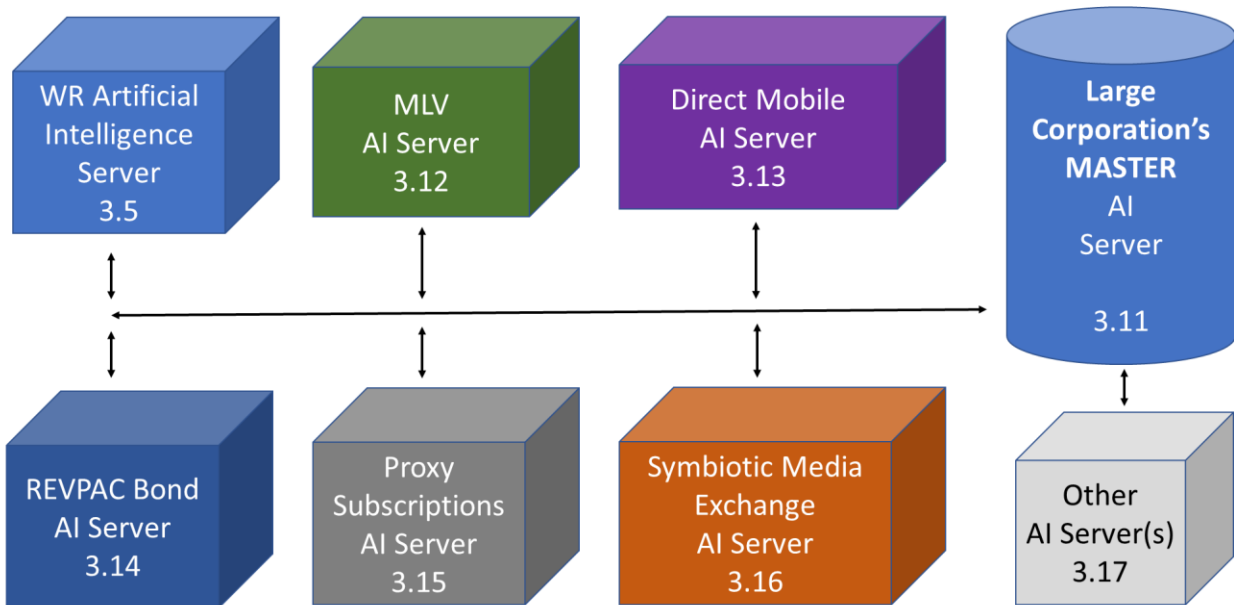
Figure 3.6: High-Level Artificial Intelligence System



In Figure 3.6 (above), The Large Corporation’s MASTER AI Server (3.11) is connected to the Wiggle Room Artificial Intelligence Server (3.5) using standard networking methods and means and using encryption methods and means by way of well-known X.509 Digital Certificates and Certificate Authority Systems (as presented later in this patent application).

Furthermore, in a preferred embodiment, the Large Corporation will be connected to an expansive AI network including (but not limited to) AI modules as described in Figure 3.7 below:

Figure 3.7: Artificial Intelligence Corporate Server Network



In Figure 3.7 (above), the following components are defined in Chapter 2 of this patent application (titled PRIOR ART): MLV, Direct Mobile, REVPAC Bond, Proxy Subscriptions and Symbiotic Media Exchange.

In this Figure 3.7 (above), the Large Corporation will have its MASTER AI Server (3.11) connected to the WR Artificial Intelligence Server (3.5), the MLV AI Server (3.12), Direct Mobile AI Server (3.13), the REVPAC Bond AI Server (3.14), the Proxy Subscriptions AI Server (3.15), the Symbiotic Media Exchange AI Server (3.16) and Other AI Server(s) – 3.17.

These networked AI systems allow for an end-to-end AI superstructure for the larger cinematic industry as defined within the referenced patent disclosures provided in Chapter 2 (Prior Art).

4 The Wiggle Room Competitive Advantage

The Wiggle Room proposition can be stated as follows:

By paying consumers in cash and other valuable incentives within the structure of a consistent and reliable advertising loyalty program, consumers can be encouraged to make their PII, histories and patterns available to advertisers in an attempt to match products and services with potential buyers, resulting in exceptionally high conversion rates.

This approach likewise provides for Wiggle Room's significant competitive advantage over less appealing propositions. Of course the proposition of paying consumers a significant amount of money to consider the advertiser's offering is expensive, however an "addressable" campaign as defined above can help to reduce this cost. If the resulting conversion rates exceed attempts to sell products and/or services using more traditional means, then such costs will be justified as the sales and resulting profits provide measurable proof of the overall Wiggle Room proposition.

In addition, by way of payments made to individual consumers, advertisers will have visibility into consumer-level data (PII) as payments must be made to these consumers and payment and contact information must be known to successfully transfer cash and rewards to the correct consumer account (of course with the consumer's explicit permission).

The prospect of paying consumers to watch ads or otherwise participate with discreet campaigns is not a novel concept (as much prior art exists in that regard), however the programs have all had significant flaws including but not limited to the following:

1. Not consistent (built upon sweepstakes – chance of winning always close to zero)
2. Short term programs - limited to certain actions within discrete time frames
3. Reward values considered low
4. Too much work (surveys)
5. Rewards based on higher retail prices (no significant value to consumers after purchase)
6. Other suspicious offers and/or gimmicks that suggest little or no real value to the consumer

It is only when a fully developed **Advertising Loyalty Program** is launched that pays significant cash (and rewards) for the consumer's time and attention, with **no gimmicks** will an offering truly resonate with consumers.

Although paradigms have shifted greatly since the dawn of social media, and there are more opportunities to deliver ads, there are also massive inefficiencies. There are simply too many opportunities available to advertisers, too many middlemen, and too much consumer fatigue over propositions that sound hollow (or otherwise appear to be too good to be true). At best, marginal profits can be made with competing systems as compared to huge profits that can be made if a more value and a “trusted” program can be made available to targeted consumers on a wide scale.

The purpose of this patent application is to provide a detailed description of such a wide-scale network, management system and app that when fully deployed will foster a much higher degree of “trust” among consumers and likewise, will increase overall sales (or donations) significantly.

Note: Although the focus of this patent application is the sales or marketing of a given product and/or service, Wiggle Room can be used for ***political and philanthropic donations as well***. The video ad being the pitch for a worthy cause and the “call-to-action” being the giving of money or users’ time and resources.

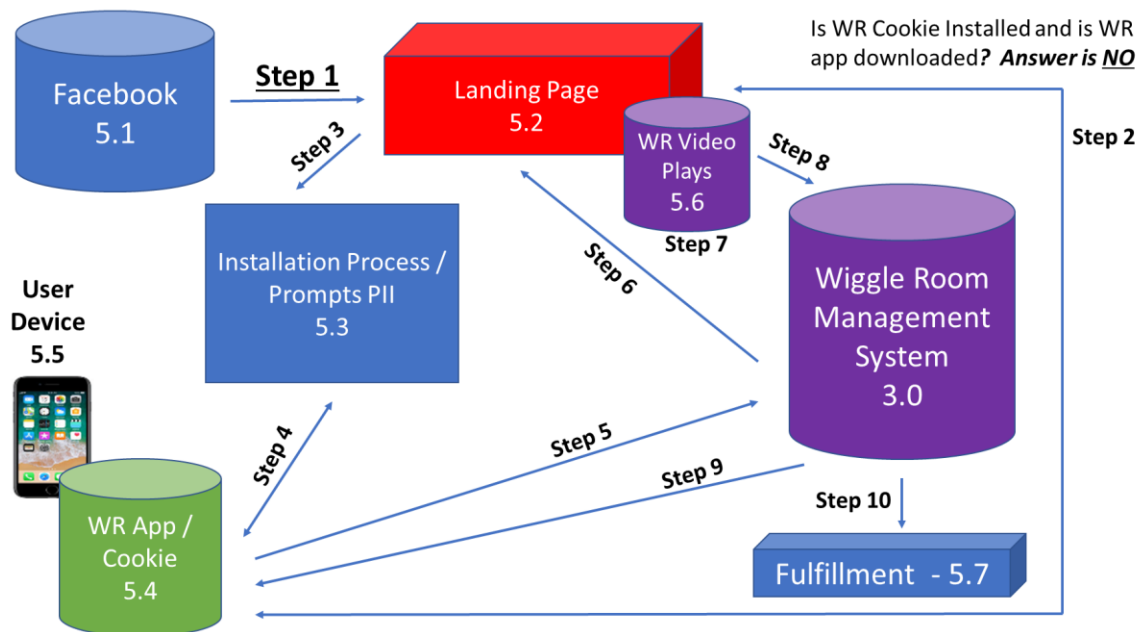
5 Wiggle Room Network Architecture for Social Media

The single biggest challenge in operating the Wiggle Room program by way of social media is the absence of personally identifiable information (PII) regarding the user. It is well known that Facebook and other social media platforms **will not provide PII** unless this information is specifically offered by the user with full disclosure and explicit intent. If explicit intent is provided by the user, such an app (meaning the Wiggle Room app) will store the user's PII so the user is not required to enter PII each time a Wiggle Room ad is presented. Therefore, ***an external app must be downloaded and operated by the user*** to enjoy the benefits of Wiggle Room. The name for this external app is **Wiggle Room** and can be easily located in virtually any app store. This Wiggle Room app will query and otherwise interact with an external database in the cloud (internet) and will use PII such as PHONE NUMBER as the user's key. In addition, the app will place a "Cookie" on the user's device containing the user's primary key (for which the preferred embodiment is PHONE NUMBER).

Note: PII (inside or outside of a "Cookie") is encrypted to avoid hacking. Encryption means and methods provided later in this patent application.

Figure 5.1 (below) describes the High-Level Wiggle Room Architecture for Social Media ***when the user clicks on a Wiggle Room ad for the first time***:

Figure 5.1: Social Media – No Cookie and App **Not** Downloaded



Step 1: The user will see Wiggle Room ads appear from time to time in Facebook (5.1). When the user clicks on a Wiggle Room ad (indicating an interest to view the ad), control will be passed (by way of a link) to a “Landing Page” (5.2).

Step 2: The Landing Page (5.2) will check to see if a “Cookie” has been installed on the user’s device and if the Wiggle Room app has been downloaded on the User’s Device (5.5).

Step 3: If the answer is **NO** (meaning this is a new WR user), then the Landing Page (5.2) will initiate the Installation Process (5.3). As part of this Installation Process (5.3), the user will be prompted for Personally Identifiable Information (PII).

Note: Since Wiggle Room will pay users for watching ads without skipping, the Wiggle Room system must know (1) who the user is and (2) how to pay such a user given the user’s preferences.

Step 4: As part of the Installation Process (5.3), the Wiggle Room app (5.4) will be downloaded (from an app store) and a “Cookie” (5.4) will be installed on the User Device (5.5).

Step 5: After the app has been successfully downloaded and the “Cookie” has been installed (5.4), then personally identifiable information (PII) will be populated in the Wiggle Room Management System’s Database (3.0). The PII will alternatively be stored on the user’s device as well.

Step 6: The Landing Page (5.2) will then be notified of a successful installation.

Step 7: The video will commence with the playout of the Wiggle Room video (5.6).

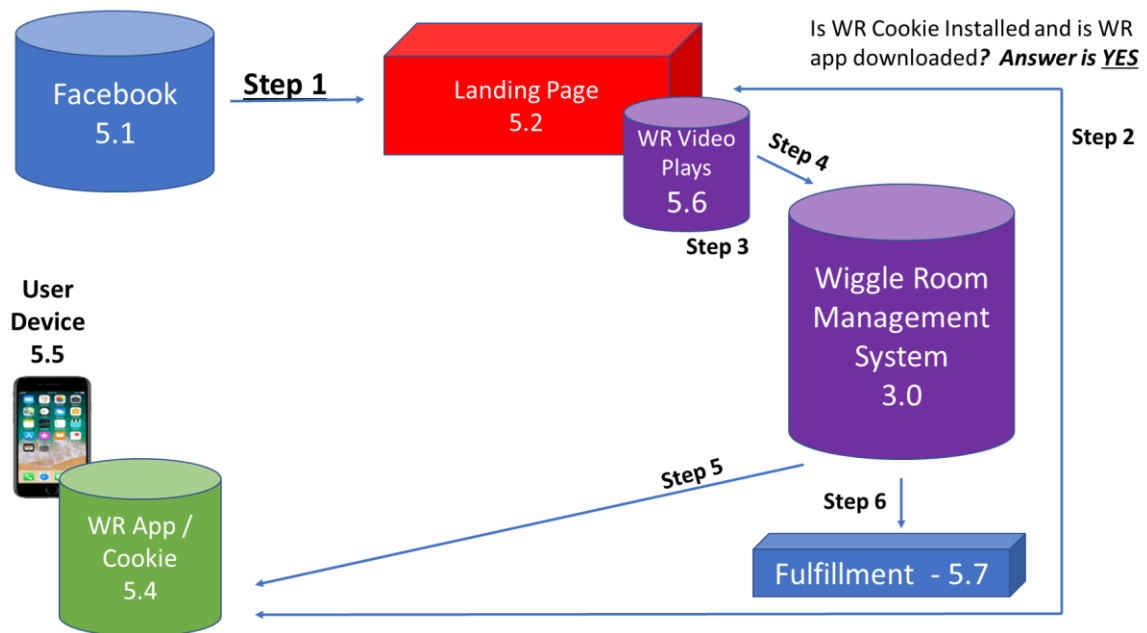
Step 8: After the Wiggle Room video plays (5.6), information regarding whether video frames have been skipped or not skipped will then be transmitted to the Wiggle Room Management System (3.0). ***Payments and/or rewards to be granted based on all video frames being viewed (or not).***

Step 9: The Wiggle Room App (5.4) will then be updated with information about payments and/or rewards that are due and payable (and any other information that might be necessary for Wiggle Room and/or the user).

Step 10: (Fulfillment) The Wiggle Room Management System (3.0) will then make all payments and deliver all rewards as per the Wiggle Room campaign parameters (5.7).

The more common Wiggle Room process flow will be performed after the Wiggle Room app has been successfully downloaded. Figure 5.2 (below) describes the High-Level Wiggle Room Architecture for Social Media when the user clicks on a Wiggle Room ad after the “Cookie” has been installed and the Wiggle Room app has been downloaded. In other words, this is **not** a first-time user.

Figure 5.2: Social Media – Cookie and App Downloaded



Step 1: The user will see Wiggle Room ads appear from time to time in Facebook (5.1). When the user clicks on a Wiggle Room ad (indicating an interest to view the ad), control will be passed (by way of a link) to a “Landing Page” (5.2).

Step 2: The Landing Page (5.2) will check to see if a “Cookie” has been installed on the user’s device and if the Wiggle Room app has been downloaded on the User Device (5.5).

Step 3: If the answer is **YES** (as this is a repeat Wiggle Room user), then the Landing Page (5.2) will be appropriately notified and the Wiggle Room video will play (5.6).

Step 4: The Wiggle Room Management System (3.0) will be updated with information regarding whether video frames have been skipped or not skipped and whether payments or rewards are to be granted.

Step 5: The Wiggle Room App (5.4) will then be updated with information about payments and/or rewards that are due and payable (and any other information that might be necessary for Wiggle Room and/or the user).

Step 6: (Fulfillment) The Wiggle Room Management System (3.0) will then make all payments and deliver all rewards as per the Wiggle Room campaign parameters (5.7).

5.1 Facebook Process Flow

Figure 5.3 (below) provides a flowchart of steps for Wiggle Room from within Facebook as follows:

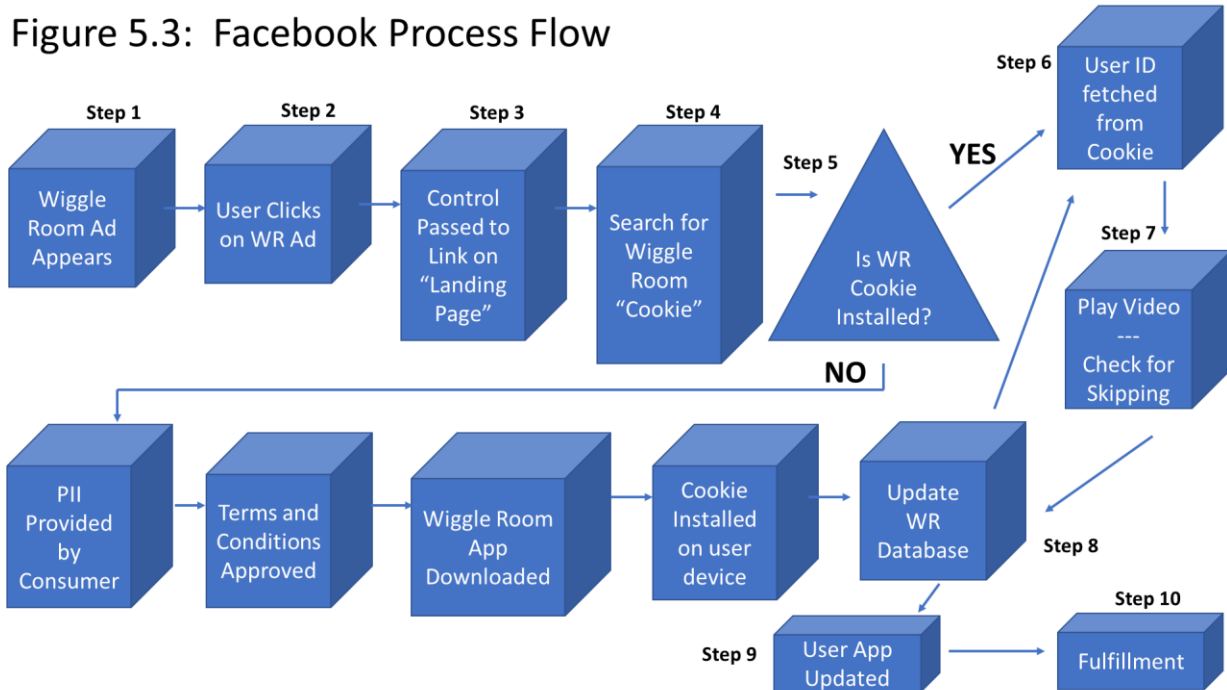


Figure 5.3 (above) describes the following:

Step 1: A Wiggle Room ad appears within a user’s “Feed” (sometimes referred to as the Facebook “News Feed”). The “News Feed” is the information the user can view and scroll through once Facebook is activated inside a browser.

Step 2: The user can then click on the Wiggle Room Ad (or decide to keep scrolling).

Step 3: If the user “clicks” on the Wiggle Room ad, then control is immediately passed to a “Landing Page”.

Step 4: A search will then take place to determine if a “Cookie” exists on the user’s device and/or if the Wiggle Room app is installed on the user’s device.

Step 5: If the “Cookie” and/or Wiggle Room app is found to be installed, then control will then be passed to Step 6 (below). Otherwise, if the “Cookie” and/or Wiggle Room app has **NOT** been installed, then the First-Time user processes will be performed as follows:

First-Time User Processes:

- The user is prompted for PII; the user is required to enter at least a minimum amount of PII in order to be properly paid (as described in other parts of this patent application).
- After PII is provided by the user, then the user must then agree to all Terms and Conditions for the Wiggle Room service.
- After Terms and Conditions are agreed by user, the Wiggle Room app will then be downloaded (from an app store) and installed on the user's device.
- After the Wiggle Room app is installed, a Wiggle Room "Cookie" will then be installed on the user's device.
- After the app and "Cookie" have been installed, the Wiggle Room Database will then be appropriately updated (in order for the larger Wiggle Room system and network to recognize this user).

Step 6: The User ID will be "fetched" by way of the "Cookie" from the user's device.

Step 7: The Wiggle Room video will play. During the playout session, the system will verify that all video frames have been viewed and no skipping has occurred.

Step 8: In the end, the Wiggle Room Database will be appropriately updated with information regarding the user's Wiggle Room session.

Step 9: The user's Wiggle Room app will be updated.

Step 10: The (cash and rewards) fulfillment processes and procedures will commence.

5.2 Other Social Media Platforms

Although the primary focus of this disclosure is based on the popular Facebook platform, Wiggle Room is intended to operate on other social media platforms including (but not limited to): YouTube, Messenger, Instagram, Pinterest, WeChat, etc.

In all of these social media platforms, a Link will be provided to a Landing Page that will query the user's device for a "Cookie". A Wiggle Room "Cookie" is either found or not found. If a "Cookie" is not found, the assumption is the user is a first-time Wiggle Room user. The user will then be treated as a "first-time" user and the Wiggle Room installation process will commence (as described above).

If a Wiggle Room "Cookie" is found, then steps will be taken to address the user as returning to Wiggle Room and it will be assumed that information from previous Wiggle Room campaigns can be fetched (and PII can be accessed).

Additionally, if a "Cookie" is found, the Landing Page can launch (initiate) the Wiggle Room App and allow for numerous Wiggle Room functions and processes.

In the case that no “Cookie” exists, however the Wiggle Room app has been downloaded (meaning the user deleted his or her “Cookies” for whatever reason – leaving the app intact), then steps will be taken to create a new “Cookie” on the user’s device, and continue to treat such a user as a returning user (as described in Figure 5.2 above) and not a first-time user.

6 Wiggle Room for Television

Once Wiggle Room is successfully launched, users watching television will periodically see two things appear on their TV screens as follows:

1. Promos (ads) that explain Wiggle Room and how it works – prompting viewers to download the Wiggle Room app
2. Ads with Wiggle Characters embedded within them (meaning these are genuine Wiggle Room ads crafted for specifically TV – and not social media)

6.1 Digital Video Recording on “Fixed-Network” Television

The Wiggle Room Loyalty Program was originally created to solve the problem of users fast-forwarding through ads saved on digital recording devices (DVRs). Since the process of fast-forwarding is designed to be simple, it didn't take long for users to record all their favorite shows and simply skip (or hop) over the ads.

Note: The term “hop” refers to skipping the entire ad “pod” rather than simply skipping individual ads.

The proposition is this: If a user can see something “*wiggling*” on the screen while the video is being “fast-forwarded”, then such a user can go back to the beginning of the Wiggle Room ad, watch the ad in its entirety and receive the associated rewards.

The reason such a strategy is viable for DVR viewing is: ***The user must be present for the DVR functions to take place*** where this cannot be assumed if the TV set is simply turned on.

Note: Although recent DVR usage is adequate proof that a user is present and watching the video, however other means and methods can be used that provide similar proof (of the presence of a user), some of which are as follows:

- (1) Capturing the time of the last DVR command (from the remote control) to determine if a user is most likely present,
- (2) Capturing the time of any command issued by a user to the remote control (such as change of channel, etc.),
- (3) Capturing the time of day, known user viewing patterns and current program to see if the user within the residence or business is viewing something that makes logical sense.
- (4) Historical viewing information about such a user
- (4) Other means and methods

This information (and other information) can be used to determine if a Wiggle Room ad (with associated payment) should be made to the user or not. The concern is as follows: Advertisers are loath to pay cash to people who are simply leaving their TV sets on for the purposes of collecting cash over time. Therefore, DVR activity can be helpful as any key press on a remote control can be a reliable indicator (of the presence of the user). As mentioned below (in the section of preference settings), advertisers can select how and when payments are made. Some advertisers may designate ***no payments on television whatsoever*** (and use social media and direct marketing methodologies exclusively). Other advertisers may designate payments on TV platforms under the control of DVRs only. Still other advertisers may designate payments on all TV modes of viewing (broadcast, DVR and otherwise), however require certain actions in a timely fashion (such as a button press on a remote control, or a button press within the Wiggle Room app, or other button press or other designated activity).

Another problem for both models (broadcast and DVR) is explained as follows:

A given user is present, however the user is unknown to Wiggle Room or otherwise confused among a group of possible users such as members of a family or colleagues at a place of work. The preferred embodiment to resolve such an issue is to allow authorized users (who will receive cash and rewards) to synchronize their television set-top-boxes (or USB memory sticks) by way of a registration process (similar to that of Netflix, Roku, Amazon and other popular services that stream to television sets). Such a registration process would require the creation of a user account with access by way of a username and password. Such username and password to then be stored locally (USB, Smart TV and/or other electronics device) to provide a user-friendly experience.

Alternative embodiments (to resolve the issue of who might be watching television at the time of a Wiggle Room ad) are as follows:

1. Anyone associated with such a television (by way of Smart TV or set-top-box) can be provided with associated payments and/or rewards
2. The user who is billed by the television platform will be provided with associated payments and/or rewards
3. Associated payments and/or rewards are placed in a secure on-line database allowing users to access their payments and rewards by providing private information such as username and password (or otherwise)
4. User must watch the ad again, however this time from the Wiggle Room app (in order to receive the cash and other rewards)

The preferred embodiment for Wiggle Room over television is:

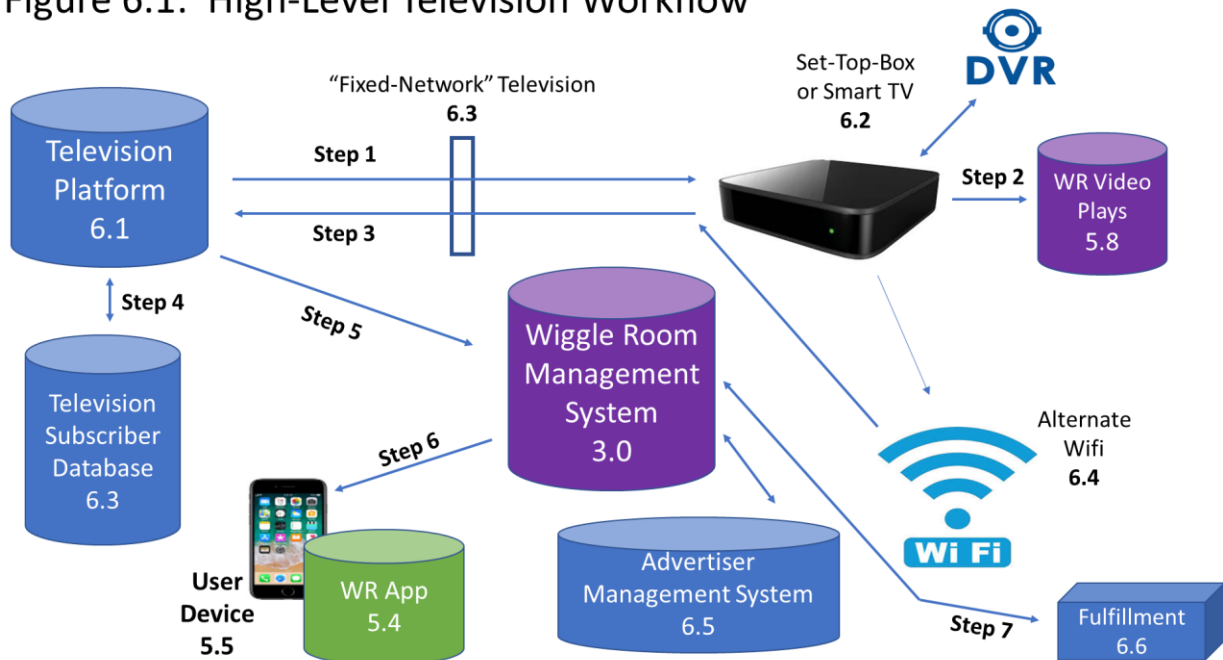
Wiggle Room is for DVR sessions only. As DVR is prevalent especially in North America, the advertiser knows the user is present, and the identity of the user is also known, at least within a given family or workplace environment. The risk with such a method is the wrong person gets the reward(s), however it will still be within a given family or workplace environment (and not to a total stranger).

Note 1: The term “**Fixed-Network**” Television as provided in the title of this section is Cable TV, Satellite TV, IPTV and even Digital Terrestrial TV (although there are no physical connections). This term does **not** refer television sourced from the Internet or other on-line systems.

Note 2: USB dongles that plug into standard HDMI ports can be used in place of set-top-boxes. Smart TVs can be used as well.

Figure 6.1 (below) describes the High-Level Wiggle Room workflow for a “**Fixed-Network**” television platform as follows:

Figure 6.1: High-Level Television Workflow



Step 1: The Television Platform (6.1) sends the video content over its “fixed” or otherwise closed network (and not the internet or other streaming facility).

Step 2: The video content including the Wiggle Room ad plays (5.8) on the user’s television equipment by way of a Set-Top-Box or Smart TV (6.2). Information regarding if the video was skipped is captured by the Set-Top-Box or Smart TV (6.2).

Step 3: When a Wiggle Room ad has played (by way of broadcast television or DVR), the Set-Top-Box or Smart TV (6.2) sends an electronic message back to the Television Platform (6.1). This electronic message sent from the Set-Top-Box or Smart TV (6.2) to the Television Platform (6.1) includes information regarding the ad being skipped or ***NOT*** skipped and whether payments or rewards are now due and payable. Other information regarding the Wiggle Room payout session can be provided at this time as well.

Note: On one-way networks such as satellite (where no back-channel is available), alternative Wifi is used (6.4).

Step 4: The appropriate checks will then take place between the Television Platform (6.1) and its own Subscriber Database (6.3) in order to authenticate the user and determine if such user is in good standing with the platform operator (meaning terms and conditions kept and bills paid).

Step 5: Once the user is appropriately validated, then the Wiggle Room Management System (3.0) is appropriately updated.

Step 6: The Wiggle Room Management System (3.0) updates the User's Device (5.5) by way of the Wiggle Room app (5.4).

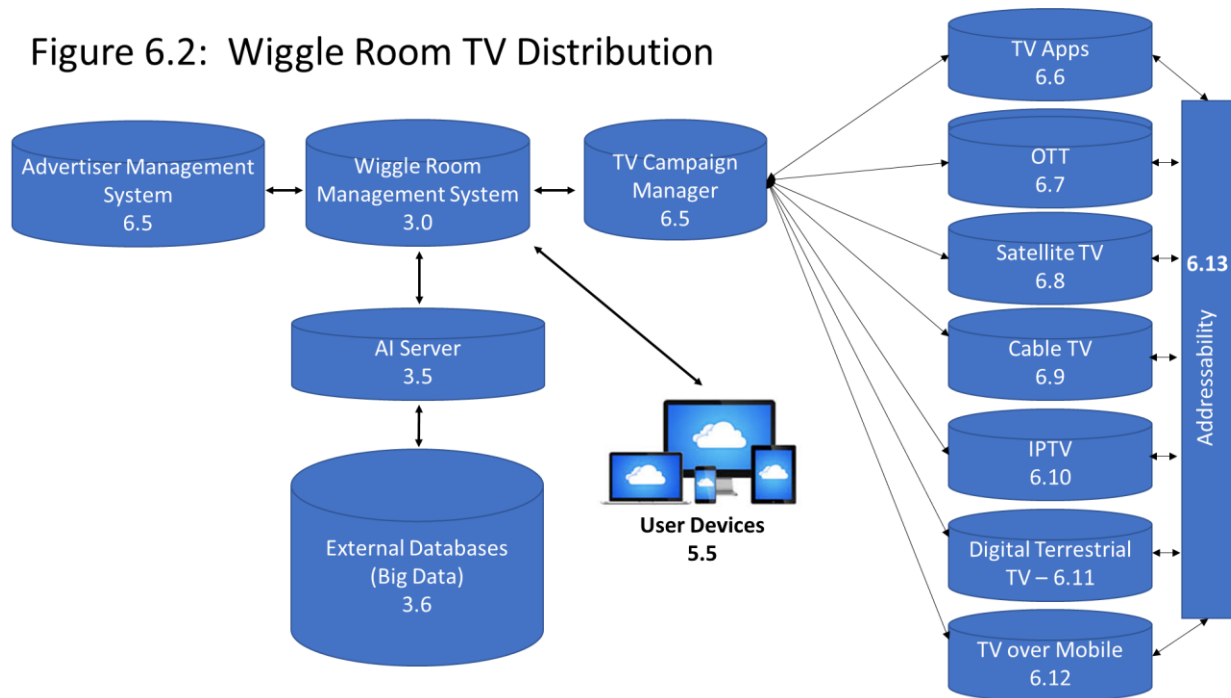
Step 7: Finally, the Wiggle Room Management System (3.0) sends signals to the Wiggle Room Fulfillment process (6.6) so cash and rewards are properly apportioned to those who have earned them (by watching the Wiggle Room without skipping).

Note 1: The Advertiser Management System (6.5) presented in Figure 6.1 (above) allows advertisers to craft their own Wiggle Room campaigns within a friendly user interface (and dashboard) in order to view currently active Wiggle Room campaigns as well as future campaigns waiting in a designated campaign queue.

Note 2: In a preferred embodiment, the Fulfillment process (6.6) will have it's own database and server systems.

Figure 6.2 (below) further describes the Wiggle Room environment as it operates within a television environment:

Figure 6.2: Wiggle Room TV Distribution



As presented in Figure 6.2 (above), the Wiggle Room Management System (3.0) is connected to an Advertiser Management System (6.5) that allows Advertisers to craft and manage their own Wiggle Room campaigns.

Note: More about the Advertiser Management System (6.5) is provided later in this patent application.

In addition, the Wiggle Room Management System (3.0) is connected to an AI Server (3.5) and to external databases (referred to as “Big Data” – 3.6) to further mine consumer-level and other empirical data.

The Wiggle Room Management System (3.0) is also connected to numerous user devices around the world (5.5).

The Wiggle Room Management System (3.0) is also connected to a server named the “TV Campaign Manager” (6.5). This server is designed to coordinate efforts between numerous discrete television platforms and services. The “TV Campaign Manager” (6.5) is connected to virtually all television services and platforms including (but not limited to):

- TV Apps (6.6)
- Over-the-Top (OTT – 6.7)
- Satellite TV (6.8)
- Cable TV (6.9)
- IPTV (6.10)
- Digital Terrestrial TV (6.11)
- TV over Mobile (6.12)

Finally, “Addressability” Systems (6.13) are used to identify discrete users who are likely candidates for a given advertiser’s products and/or services and signal whether Wiggle Room *wiggling* characters should be presented within given Wiggle Room ads to specific users, along with associated payments and/or rewards provided to these discrete users.

Note: If “addressability” is not available on a given television network, then less specific “targeting” systems will be used when available. In some cases, broadcast ads will be used if there is no targeting capability whatsoever.

7 Wiggle Room for Direct Marketing

Wiggle Room for Direct Marketing is the most powerful model as there are no platform operators (TV or social media) to enforce “privacy barriers”. As mentioned above, platform operators are compelled to protect their subscribers from annoyance and harm, so PII tends to be withheld from third party organizations.

Note: In some cases, PII is withheld by platform operators by way of regulatory requirement (federal, state and/or local). In other cases, PII is made available, however under very careful terms and conditions.

The result for Wiggle Room, however, is less visibility regarding the identity of the user, and identities must be known for the correct users to be appropriately paid for their time and consideration of the video advertisements (according to the Wiggle Room business proposition).

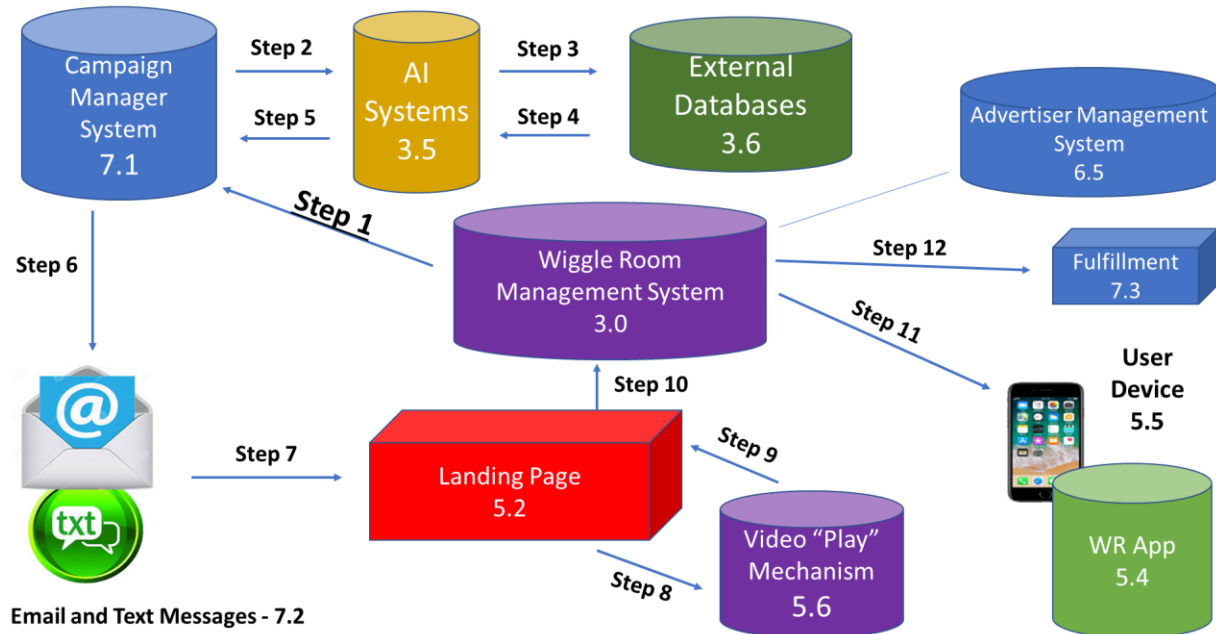
It is within a “Direct Marketing” model that no such barriers to identity (or Personally Identifiable Information - PII) exist as such PII is readily accessible outside of the domain of platform operators.

Note: The term “Direct Marketing” in this patent application refers to messages sent by way of email and/or text (rather than the legacy meaning of postal services and/or telephone).

In addition, within the Wiggle Room “Direct Marketing” model, Artificial Intelligence (AI) systems can be used to a much greater extent and with significant conversions for advertisers. Therefore, with more data without barriers, the more successful the campaigns tend to be, however challenges continue regarding the frequency in which users respond to emails and text messages and the ease in which these types of messages are re-directed to spam filters (and other message-blocking facilities).

Figure 7.1 (below) describes the high-level workflow for the Wiggle Room “Direct Marketing” model as follows:

Figure 7.1: Wiggle Room Workflow for Direct Marketing



Step 1: The Wiggle Room Management System (3.0) sends a message to the Campaign Manager System (7.1) requesting a given Wiggle Room campaign be launched along with the campaign parameters as provided by the advertiser (and approved by the **Wiggle Room Compliance Team**).

Note: More about advertisers creating campaigns and receiving approval from the Wiggle Room Compliance Team provided later in this patent application.

Step 2: The Campaign Manager System (7.1) then sends a message to the AI Systems (3.5) with all of the requisite campaign parameters as provided by the advertiser, however with additional instructions such as the ID number of such a campaign (as generated by the Campaign Manager System - 7.1) and any other information necessary for the AI Systems (3.5) to perform its functions.

Step 3: The AI Systems (3.5) will then begin searching External Databases (3.6) sometimes referred to as “Big Data” for numerous data points that are required to manage a successful Wiggle Room campaign. For the most part, the AI Systems (3.5) are primarily searching for likely candidates to purchase the advertiser’s products and/or services, however other data may be queried such as purchasing patterns, weather, current political climate, economic climate, religion, culture, popular consumer trends, etc.

Step 4: Once the External Databases (3.6) have completed their searching, the results are passed back to the AI Systems (3.5) for further evaluation.

Step 5: The results are properly organized and packaged by the AI Systems (3.5) and sent back to the Campaign Manager System (7.1).

Step 6: The Campaign Manager System (7.1) will then commence with the campaign by sending messages (7.2) to users who were selected by way of the AI Systems (3.5) and External Databases (3.6). At the time of this writing, the primary methods for launching “Direct Marketing” campaigns are by way of emails and text messages, however other types of messaging can be sent to users as well (as long as a video advertisement can be played via links to Landing Pages (5.2), and “Call-to-Action” processes can be facilitated (also by Landing Pages - 5.2).

Note: Mobile platforms such as WeChat, Line, WhatsApp and others can be used in a Wiggle Room “Direct Marketing” campaign as well as these platforms typically identify users by way of their phone numbers.

Step 7: When the user notices the message (email, text or otherwise), there will be obvious signs that it’s a Wiggle Room ad (that pays the user for watching without skipping). One obvious sign is the *wiggling* of a character or icon (as described above). If the user clicks on one or more links as provided within the message, then a Landing Page (5.2) will be launched.

Step 8: The Landing Page (5.2) will then play the designated Wiggle Room video and check to determine if skipping has taken place. The video will “play” by way of the Video “Play” Mechanism (5.6).

Step 9: The Video Play Mechanism (5.6) will then report back to the Landing Page (5.2) whether the ad was watched in its entirety or if the ad had in any way been skipped or otherwise aborted. In addition, any “Call-To-Action” activity will be reported back to the Landing Page (5.2) as well.

Step 10: The Landing Page (5.2) will then report back to the Wiggle Room Management System (3.0) with all of the information as reported by both the Video Play Mechanism (5.6) and the Landing Page (5.2).

Step 11: The Wiggle Room Management System (3.0) will send a message to the User Device (5.5) by way of the Wiggle Room app (5.4) with the results of the video session. A message will then be sent to both the User Device (5.5) and the Wiggle Room app (5.4) appropriately updating the app with information regarding the user’s Wiggle Room play-out session.

Step 12: In the final step, the fulfillment processes are initiated – cash and rewards transferred to users as per the Wiggle Room terms and conditions

Note: The Advertiser Management System (6.5) is connected to the Wiggle Room Management System (3.0) allowing advertisers a friendly user interface and a dashboard to craft and otherwise manage their Wiggle Room campaigns.

7.1 Direct Marketing “Funnel”

It is common for the term “Funnel” to be used in reference to “Direct Marketing” by way of social media. The term “Funnel” refers to the user’s experience from the initial introduction to the product and/or service until the time of purchase (or abandonment). A description one such “Direct Marketing”, Social Media “Funnel” for Wiggle Room is as follows:

1. Wiggle Room “Promos” to be sent to millions of consumers introducing them to the Wiggle Room proposition which is as follows: get paid (cash and rewards) for watching ads
2. Wiggle Room ads will then appear to select users
3. Consumers will be encouraged to download the Wiggle Room app
4. Consumers will begin watching ads in their entirety to receive cash payments and other rewards
5. From time to time, consumers will respond to the “Calls-to-Action” and purchase the advertised products and/or services
6. In some cases, consumers will purchase products and/or services by way of a “check-out” facility and appropriately paying for selected products and/or services using familiar on-line means (cards, PayPal, Apple Pay and others)
7. Consumers to then be paid for watching Wiggle Room ads with no skipping (cash and rewards)
8. Consumers can then engage in sharing their cash, gifts and other rewards with friends and family members using on-line means.

8 Security and Encryption

As the Wiggle Room system and network provides cash payments to users over the internet, a high degree of on-line security is required to prohibit hackers from stealing money with relative ease. Although several encryption (cryptographic) means and methods can be employed over the Wiggle Room system and network, the preferred embodiment is to use Digitally Signed Envelopes within an X.509 Certificate Authority framework as further described below.

8.1 Wiggle Room Certificate Authority

Figure 8.1 (below) describes a Certificate Authority System (8.1) that performs all functions relating to the creation, issuance and deletion of X.509 Digital Certificates used as a preferred embodiment for securing the Wiggle Room network and its transactions over the network.

Figure 8.1: Wiggle Room Certificate Authority

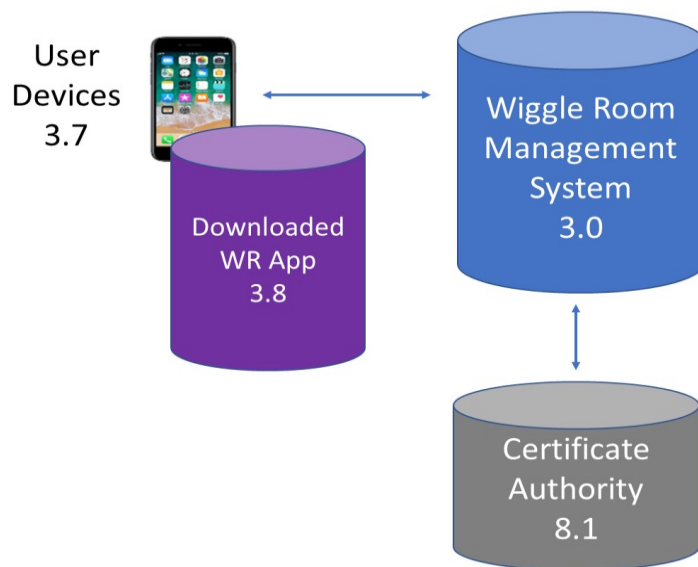


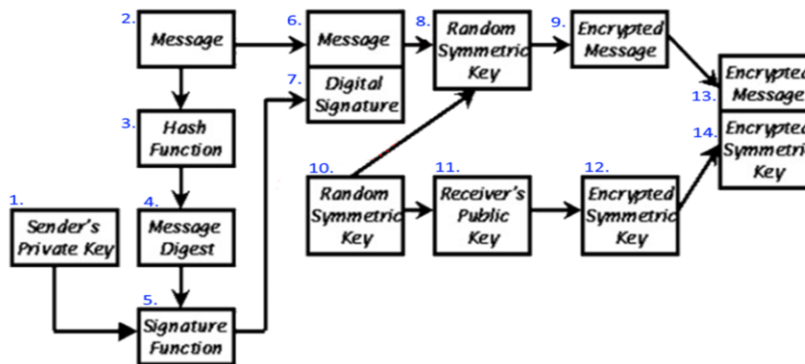
Figure 8.1 (above) describes how the Certificate Authority System (8.1) is connected to the Wiggle Room Management System (3.0) and creates, manages and deletes X.509 Digital Certificates.

8.2 Digitally Signed Envelopes (DSEs) – Encryption

All communications between the various components of the Wiggle Room system and network will use what are known in cryptography as **Digitally Signed Envelopes** (referred to hereafter as the abbreviation **DSEs**) which provide a cryptographically secure method to exchange and validate messages between each entity connected to the network.

Figure 8.2 (below) describes both the creation and the secure delivery path for DSEs over the Wiggle Room system and network as follows:

Figure 8.2
Digitally Signed Envelopes (DSEs) – Creation and Secure Delivery Path



To create a DSE, the sender first creates a digital signature using the private key (1.) from the X.509 certificate issued by way of the Certificate Authority (8.1). The Message (2.) to be sent is passed through a hashing algorithm (3.) to create a Message Digest (4.). This Message Digest (4.) is then encrypted in the Signature Function (5.) using the “message sender’s” Private Key (1.) resulting in the Digital Signature (7.).

To encrypt the Message (2.), a Random Symmetric Key (8.) is created and used to encrypt the Message (6.) and Digital Signature (7.) resulting in the Encrypted Message (13.). The Random Symmetric Key (10.) from step 8. is then encrypted using the Receiver’s Public Key (11.) resulting in an Encrypted Symmetric Key (12.). The Encrypted Message (13.) and the Encrypted Symmetric Key (14.) can now be sent to the recipient securely with non-repudiation as the sender has signed the message using his/her private key and encrypted the contents of the message using a key only the recipient’s private key can decrypt.

The following process describes the decryption methodology where the reverse logic is used.

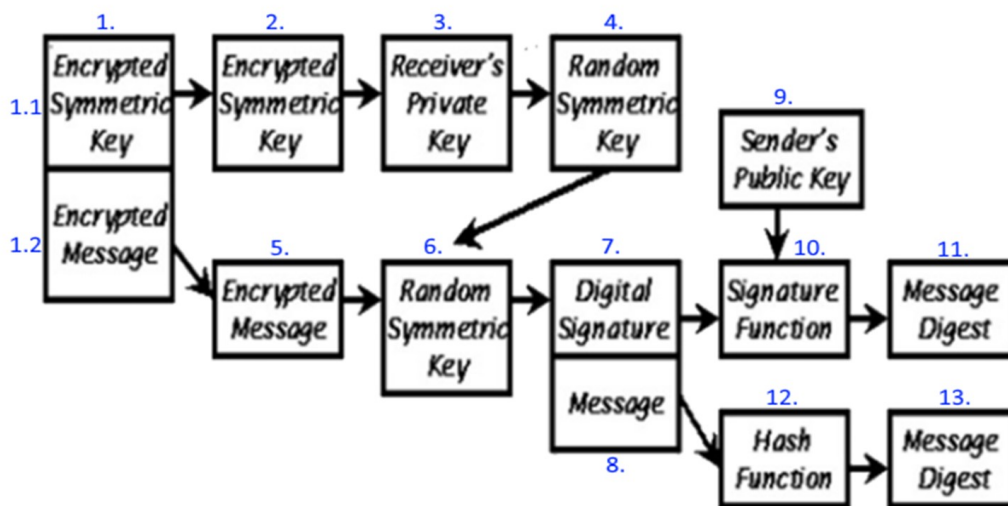
Note: The reverse logic meaning the decryption and verification of the signature of the DSE is performed using the private key from the X.509 digital certificate that was previously issued by way of the Certificate Authority (8.1), and the public key of the sender's X.509 digital certificate (also issued by the Certificate Authority (8.1) as described in the following process:

8.3 Digitally Signed Envelopes (DSEs) – Decryption

Figure 8.3 (below) describes the companion decryption process for DSEs as defined in the preceding encryption process (above):

Figure 8.3

Digitally Signed Envelopes (DSEs) – The Decryption Process



The DSE (1.) consisting of the Encrypted Symmetric Key (1.1) and the Encrypted Message (1.2) is received by the respondent. The Receiver's Private Key (3.) is used to decrypt the Encrypted Symmetric Key (2.) resulting in the Random Symmetric Key (4.) that was used by the sender to encrypt the message.

The Encrypted Message (5.) is then decrypted using the Random Symmetric Key (6.) from step 4 resulting in the original unencrypted message consisting of the sender's Digital Signature (7.) and the Message (8.). The Digital Signature (7.) is validated using the sender's Public Key (9.) and the Signature Function (10.) resulting in the Message Digest (11.). The Message (8.) is also hashed using the Hash Function (12.) used by the sender resulting in a Message Digest (13.). The Message Digest (11.) must match the Message Digest (13.) to validate the integrity of the message.

8.4 Encrypted Data within Cookie

As described earlier in this patent application, the Landing Page can detect the presence of an authorized Wiggle Room “Cookie”. If a “Cookie” does not exist, it is assumed this is a new Wiggle Room user. Otherwise, it will be assumed the user is returning to Wiggle Room (and has already registered and downloaded the Wiggle Room app).

Within the Wiggle Room “Cookie”, an ID Number will be present that the Landing Page can use to check the user’s status and preference settings (described below) and additional information as needed.

In a preferred embodiment, this user ID Number may simply be the user’s phone number, however other unique identification information (UUID) can be inserted into the “Cookie” as well.

Also, in a preferred embodiment, all information within the “Cookie” will be encrypted using public and private keys as defined within the X.509 infrastructure (and presented above). In an alternative embodiment, other means and methods of encrypting information can be inserted (or otherwise embedded) within the “Cookie”.

It’s important to note that any information left as “clear text” or otherwise “clear” or otherwise not encrypted can easily be exploited by hackers wishing to steal money from Wiggle Room advertisers.

8.5 Blocking or Denying Service

Given the nature of the Wiggle Room Ad Loyalty program, hackers may want to search for Wiggle Room Ads (in every way possible) to receive cash and rewards with no intention of buying the advertised products and/or services. In fact, hackers may go to great lengths to locate Wiggle Room ads and exploit the Wiggle Room network improperly.

Note: Hackers may even create automated “bots” to search for Wiggle Room ads and exploit them.

In a preferred embodiment, the Wiggle Room company (like credit card companies) will use artificial intelligence methodologies to search for occurrences of exploitation and block and/or deny Wiggle Room services to users who are suspected of such exploitation.

The specific methodologies used to block access to the Wiggle Room System and Network will be similar to methodologies that are commonly found within state-of-the-art secure networks (and are ubiquitous).

Any and all information regarding the reasons for such blockage or denial of service will be provided to the user.

9 Preference Settings

One of the most important aspects of Wiggle Room are the **Preference Settings** for both advertisers and users. Since “addressability” is being used to the largest extent possible (as described above), this is an effort to customize the Wiggle Room experience (for both sides) to ultimately lower costs while increasing conversion rates by offering attractive incentives to consumers in a highly efficient and friendly manner.

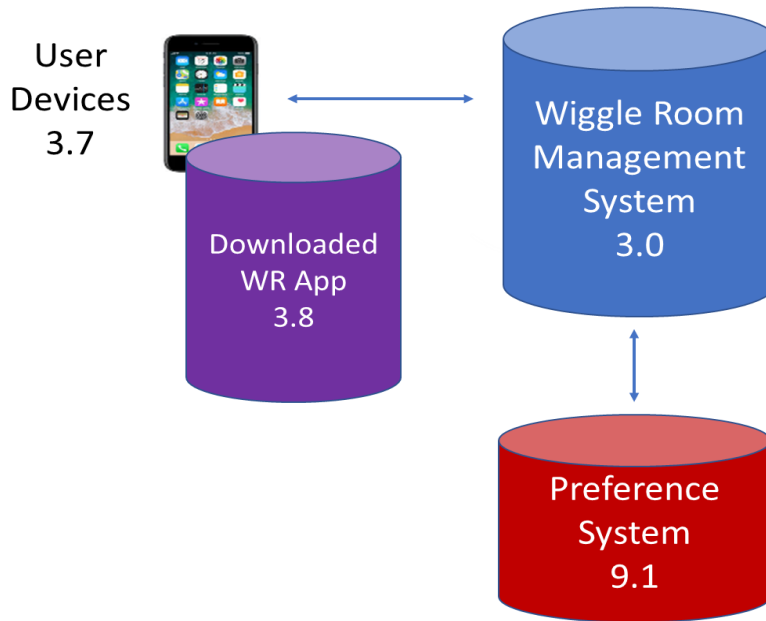
This means advertisers can customize payments and rewards to groups of users or to specific (individually addressed) users. The *wiggling* characters (as described above) can also be customized for groups of users or specific (individually addressed) users. Advertisers can customize *wiggling* characters and users can likewise customize *wiggling* characters as well.

The list of items that can be customized within the Wiggle Room system and network are as follows:

- Cash amounts (Advertisers only)
- Gifts (Advertisers only)
- Rewards (Advertisers only)
- Videos (Advertisers only)
- Display text and images (Advertisers only)
- *Wiggling* Characters (Advertisers and Users)
- Friends (Users)
- Partners, Groups and Sharing (Users)
- Other Advertiser Parameters (Advertisers only)
- Others User Parameters (Users only)
- Other Advertiser and User Parameters (Advertisers and Users)

Figure 9.1 (below) presents an additional component within the larger Wiggle Room system and network named the “Preference System” (9.1) as described below:

Figure 9.1: Wiggle Room Preference System



In Figure 9.1 (above), the Preference System (9.1) connected to the Wiggle Room Management System (3.0). This Preference System (9.1) manages all preference settings as established by both advertisers and users.

An example of Wiggle Room preference settings is provided below, however additional preference settings are envisioned as well.

9.1 Preference Settings for Users

The examples of preference settings as provided below are divided into two sections. The first section provides preference settings for **Wiggle Room users**. The second section provides preference settings for **Advertisers**.

Examples of preference settings for **Wiggle Room Users** are as follows:

View ALL Wiggle Room Ads	YES/NO
View NO Wiggle Room Ads	YES/NO
View SELECT Wiggle Room Ads	
o Products	YES/NO
o Services	YES/NO
o Political Donations	YES/NO
o Other Donations	YES/NO
Payment Level:	
o View no matter the payment	YES/NO
o View payments greater than \$ ____.	(Amount)
Other Criteria:	(To be determined/developed over time)

Examples of preference settings for **Advertisers** are as follows:

o Campaign "Flight" Dates:	(Date Range)
o Campaign Budget:	(Dollar Amount)
o Max Payments before conclusion of Campaign:	(Dollar Amount or Unlimited)
o Send Wiggle Room Ad to EVERYONE	YES/NO
Send Ad to Selected Social Media Platforms:	
o Facebook	YES/NO
o Instagram	YES/NO
o Messenger	YES/NO
o YouTube	YES/NO
o WhatsApp	YES/NO
o Other Social Media Platforms	YES/NO
o Allow for Wiggle Room Video SHARING	YES/NO
o Provide INCENTIVES for Sharing	YES/NO
If YES,	
o What is incentive?	(Specify)
o Send Ad to Selected TV Platforms:	
o All TV Platforms	YES/NO
Or,	
o Comcast	YES/NO
o Cox Cable	YES/NO
o DirecTV	YES/NO
o Time / Warner Cable	YES/NO
o Other TV Platforms	YES/NO

o Broadcast	YES/NO
o Require Remote Control Key Press	YES/NO
o DVR	YES/NO
o Video-On-Demand (VOD)	YES/NO
o Network Exclusions	YES/NO
o Posting Requirements (Nielsen)	YES/NO
o Send Ad to "Direct Marketing" Platforms:	
o Email	YES/NO
o Text Messages	YES/NO
o Send Wiggle Room Ad to:	
o Prepared List from Database (and AI)	YES/NO
Or,	
o Prepare from Internal List	YES/NO
o Age Range:	(Specify)
o Region:	(Specify)
o Gender:	(Specify)
o Time of Day:	(Specify)
o Start Date:	(Specify)
o End Date:	(Specify)
o Others	(Specify)
Ad Criteria:	
Amount to Pay (with no skipping): \$ _____.	(Amount)
Or,	
o Only pay user ONCE	YES/NO
o Pay until Purchase	YES/NO
o Stop Showing after Purchase	YES/NO
o Continue Showing after Purchase	YES/NO
o Continue Showing and Paying after Purchase	YES/NO
Rewards:	
o Gift(s)	(Specify)
o Sweepstakes	(Specify)
Discounts:	
o Discount Always	YES/NO
Or,	
Discount upon Condition	
o Discount Start Date	(Specify)
o Discount End Date	(Specify)
o Discount Amount or Discount Percent	(Specify)
Notifications:	
o Notify when cash/rewards successfully transferred	YES/NO
o Notify by Text	YES/NO
o Notify by Email	YES/NO
o Notify by Phone Call	YES/NO
o Notify by alternate means	YES/NO

9.2 Other Criteria

The default settings for all Wiggle Room users (after they have downloaded the Wiggle Room app) is as follows:

Users view all Wiggle Room ads that are presented to them ***all of the time***.

Users have the ability to limit the number of Wiggle Room ads by adjusting preference settings accordingly (examples: only show user-approved Products, Services, Political Donations and/or Other Donations, etc.) Users can also specify a minimum payment amount or Wiggle Room ads will not be presented or otherwise displayed.

The result is the user can “filter” Wiggle Room ads in such a way that only desired ads will be presented.

Note 1: In some cases, the various platforms may not be able to control the delivery of Wiggle Room ads based on user preference settings. For example, a user may not want to be presented a Wiggle Room ad requesting a political donation, however the platform may not have the ability to determine a political donation from a philanthropic donation. The important thing to note is the various Wiggle Room systems in coordination with the various platforms will attempt to “filter” unwanted Wiggle Room ads and likewise, provide Wiggle Room ads when desired.

Note 2: In some cases, a user may indicate NO WIGGLE ROOM ads are ever to be presented. Such a preference setting will be honored in every way possible given the limitations of the Wiggle Room system and network in coordination with the various platform services.

10 Wiggle Room and Advertisers

Figure 10.1 (below) provides a high-level description of the Wiggle Room system and network connected to an Advertiser Management System (6.5) as follows:

Figure 10.1: Advertiser Management System

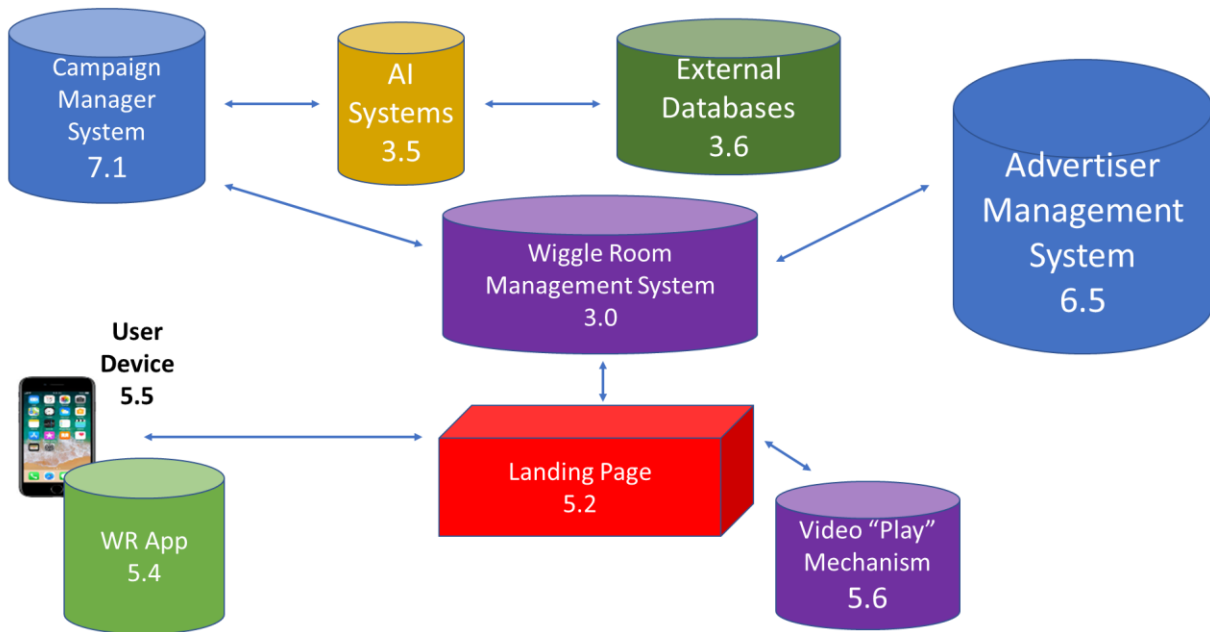


Figure 10.1 (above) describes the larger Wiggle Room system and network connected to an Advertiser Management System (6.5). This Advertiser Management System (6.5) allows advertisers the following functions:

- Create a Wiggle Room Campaign
- Edit a Wiggle Room Campaign
- Halt an on-going Wiggle Room Campaign
- Upload (or replace) Campaign Video
- Indicate User Profile and/or Addressability Criteria
- Indicate Cash Payments to Users (who do not skip the ad)
- Update (or replace) Campaign Criteria
- Indicate other Gifts and/or Rewards
- Create the “Call-To-Action” screens, logic, inputs and displays
- Indicate where user payments are to be transferred
- Others

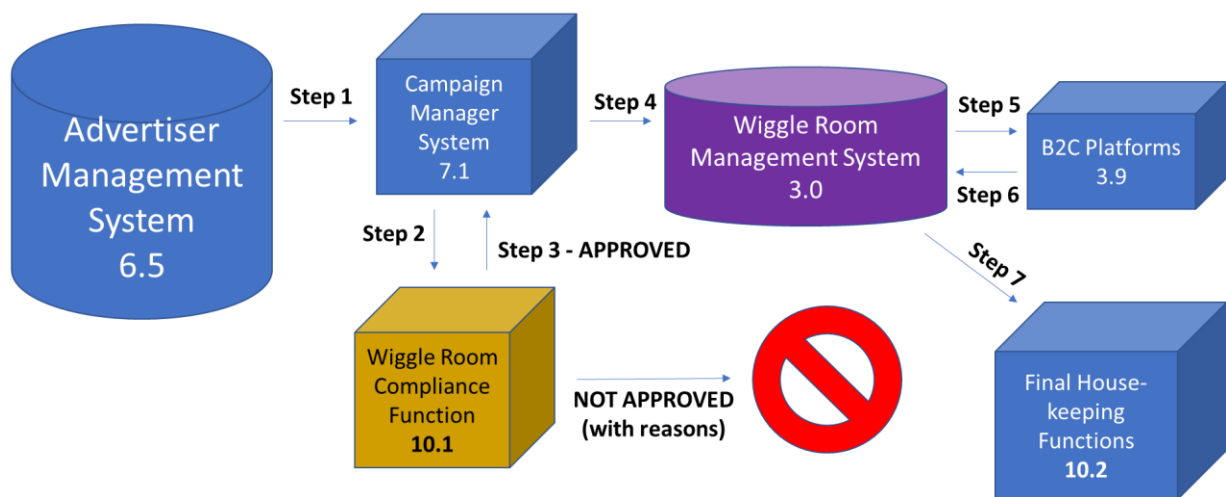
10.1 Wiggle Room Corporate Approval (Compliance) for Campaigns

To maintain a high level of system integrity (and to protect the Wiggle Room “brand”), all campaigns created by advertisers must be approved by the appropriate Wiggle Room (**compliance**) personnel.

The concerns over these ads range from the content itself (violence, sex, age-appropriateness, religion, censorship) to the amount of money provided for watching a given Wiggle Room ad. Given the nature and intent for Wiggle Room, it can be easily misused by nefarious individuals (posing as advertisers), therefore each Wiggle Room campaign must be approved before it can be launched on any of the platforms (as described above).

Figure 10.2 (below) provides a simple flow diagram of the approval process for a Wiggle Room campaign:

Figure 10.2: Advertiser Management System



As presented in Figure 10.2 (above), the following steps take place:

Step 1: A given advertiser creates a Wiggle Room Campaign within the Advertiser Management System (6.5) which is then passed to the Campaign Manager System (7.1).

Step 2: The Campaign Manager System (7.1) then passes the campaign information, details and criteria to the Wiggle Room Compliance Function (10.1) for either approval or denial.

Note 1: If the campaign is denied for any reason, then the campaign is halted and will be unable to launch from that point forward. This means a new Wiggle Room campaign must be re-created and re-submitted by the advertiser and the approval process must start over again.

Note 2: If the Wiggle Room Campaign is not approved, all reasons will be provided to the advertiser, so the same thing won't happen in the future.

Step 3: Once the campaign has received approval from the Wiggle Room Compliance Function (10.1), then the Campaign Manager System (7.1) is appropriately notified.

Step 4: Once the Campaign Manager System (7.1) has received the appropriate approval from the Wiggle Room Compliance Function (10.1), then the Wiggle Room Management System (3.0) will perform all necessary functions and processes to prepare to launch the new Wiggle Room campaign.

Step 5: The new Wiggle Room Campaign will then be launched as the Wiggle Room Management System (3.0) sends the new Wiggle Room Campaign along with campaign information, details and criteria to the B2C Platforms (3.9).

Step 6: The B2C Platforms (3.9) will then notify the Wiggle Room Management System (3.0) regarding the success (or failure) of the campaign including all mission-critical data points not to mention requisite payments and rewards that need to be fulfilled.

Step 7: At the end of the process, the Wiggle Room Management System (3.0) will perform all final "housekeeping" functions (10.2) and process including fulfillment of cash and rewards, updating the user's app (example: reward information) and otherwise any and all final processes including but not limited to the updating of campaign statistics.

Note: The term B2C in Figure 10.2 (above) means "Business to Consumer" and refers to platform services that perform video distribution to discrete users.

Figure 10.3 (below) provides an example of a user-friendly Dashboard that allows advertisers to create, edit and manage Wiggle Room campaigns (as defined in this patent application) in a user-friendly manner:

Figure 10.3: Advertiser Dashboard (Example)

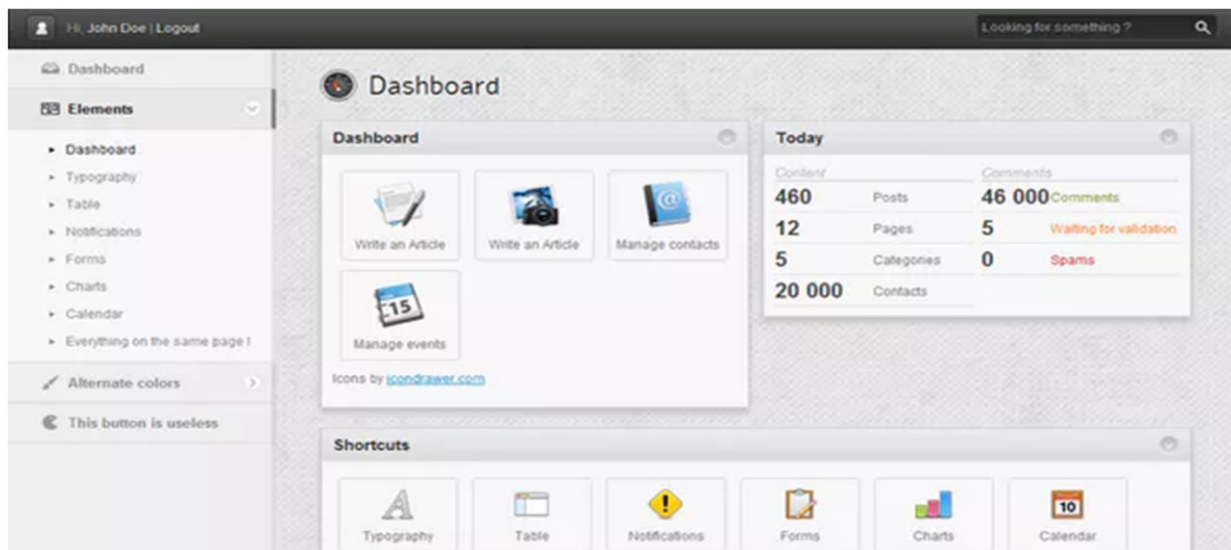


Figure 10.3 (above) shows an example of a modern-day user interface (referred to as a Dashboard) that advertisers can use either in an on-line mode or an alternative off-line mode in order to create, edit or otherwise manage their Wiggle Room campaigns.

10.2 Databases Availability

The premise for Wiggle Room is the advertiser pays the user a predetermined amount of money to view a video ad without skipping. By making such a payment, it is reasonable to expect personally identifiable information (PII) to be provided by such a user.

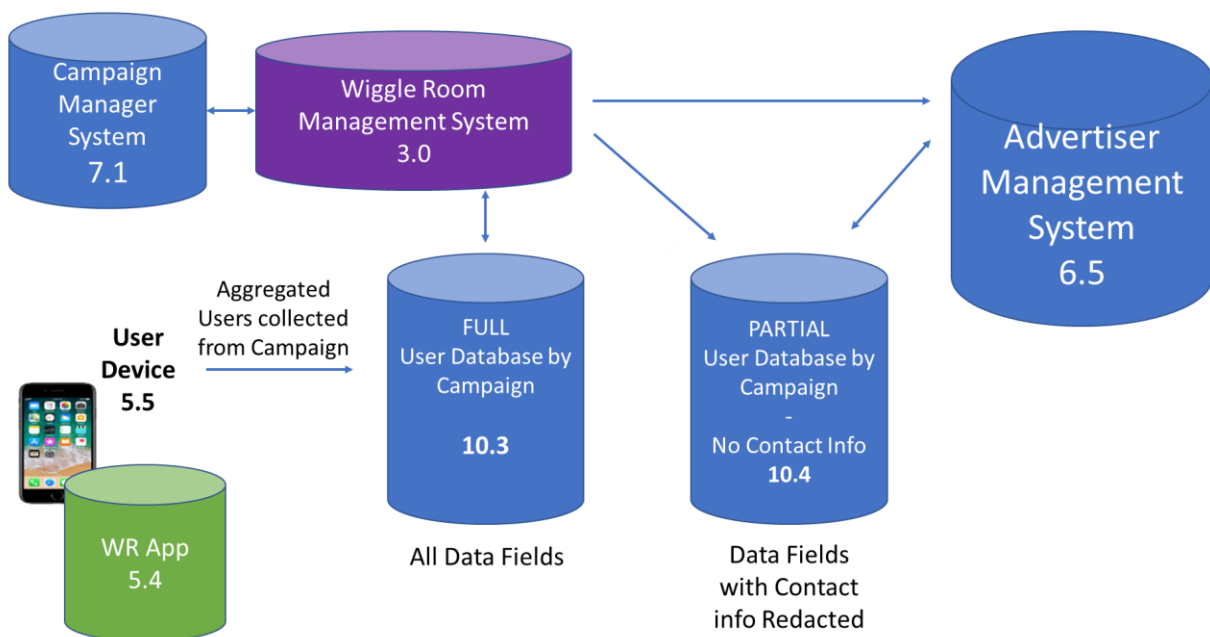
Since the advertiser has made such a payment (as promised) it is also reasonable to assume that such an advertiser can then, in theory, communicate with the user from that point on without the need for the Wiggle Room Loyalty Program.

In a preferred embodiment, the advertiser will be provided with a great deal of information about each user who has received payment from the advertiser, however PII will not be made directly available to the advertiser. In such a preferred embodiment, the Wiggle Room network and system will be required to act as a Proxy between advertisers and consumers. This means two separate databases are required as follows:

1. Database with PII Managed by Wiggle Room
2. Database without PII Managed by Advertisers

Figure 10.4 (below) describes the preferred embodiment and how two separate databases will be managed by the Wiggle Room Management System (3.0) acting as a Proxy between advertisers and consumers. The Wiggle Room system and network will have access to all data elements (including PII), however the Advertiser's database will contain all data elements, however no PII (or user contact information):

Figure 10.4: Partial User Database by Campaign



In Figure 10.4 (above), the User Database (10.3) managed by the Wiggle Room Management System (3.0) has all information gathered from each user by way of the various Wiggle Room campaigns (including PII). The advertiser for has only partial information gathered from Wiggle Room campaigns as PII has been redacted (or otherwise removed).

The Wiggle Room Management System (3.0) is connected to the Advertiser Management System (6.5), however, to act as a Proxy between consumers and the advertisers.

The concern from the Wiggle Room point of view is that such PII may then be misused by the advertiser in ways that reflect negatively on Wiggle Room and/or that advertiser, other advertisers, all advertisers or everyone involved with Wiggle Room in one way or another. For example, after a successful Wiggle Room campaign, a nefarious advertiser may decide to flood each user with text messages with various “calls-to-action” messages in a way that is inappropriate.

One solution to such a concern is to require advertisers to pay users for all communications moving forward, however this can only be accomplished (and guaranteed) if Wiggle Room keeps the user PII private behind its own firewall (and acts as a Proxy).

Note: Federal, state and local laws may require Wiggle Room to keep PII secure and not make it available to advertisers.

In an ***alternate embodiment***, the advertiser will be provided with all user information (including PII) from Wiggle Room campaigns with the rationale being: the advertiser has paid for the information, so such an advertiser is entitled to the PII.

11 Other Wiggle Room Features and Functions

The following features and processes assist with the successful operation of Wiggle Room over various network architectures and platform services as described above (meaning social media, television and “Direct Marketing” and others).

11.1 Users Notified of Payment and Payment Amounts

In a preferred embodiment, users will be notified by way of a “visual” regarding the amount of money they will receive for watching a given Wiggle Room ad (without skipping), prior to a Wiggle Room ad playing. For example, a user will see a message presented as an “image overlay” that reads something as follows:

“You will receive \$1 for watching this Wiggle Room Ad without skipping.”

If users watch the Wiggle Room ad without skipping, then a message will appear (at the end of the video) congratulating the user and letting him/her know that money (and rewards) are now available in their designated Wiggle Room account (that can be queried by way of their downloaded Wiggle Room app).

Note: A message may appear letting users know the Wiggle Room app must be downloaded on their device(s) for money and rewards to be made available to them. Additionally, users will be informed how to gain access to their account (where money and rewards are stored) once they start using the app.

If users skip or otherwise abort the Wiggle Room video, then a message will appear with verbiage as follows (or similar):

“Sorry you did not watch the Wiggle Room ad in its entirety. No cash or rewards will be provided to you.”

11.2 Sharing Wiggle Room Ads

Wiggle Room Ads may be shared among users, however both the user who is sharing and the user receiving must have the Wiggle Room app downloaded on their devices.

In a preferred embodiment, a given user who receives a Wiggle Room ad by way of a sharing facility (within Facebook, other social media facility, or otherwise) will be given information about the ad being shared. Such information will inform the user who sent the ad, how much money the advertiser is willing to pay and that the Wiggle Room app must be downloaded for a payment (or rewards) to be received.

Note: In a preferred embodiment, ads received by way of sharing must be watched within a defined time frame (such as within 24 hours).

In an alternate embodiment, verification processes will be used to determine if the user who receives the Wiggle Room ad (from the user who shared it) is a likely candidate for the advertised product and/or service. It may be assumed that users will share with others who are both like-minded and considered within the same consumer-level categories such as: 60s male, lives in California, has kids, owns home, 2 cars, etc.)

In a preferred embodiment, the user sharing a given Wiggle Room ad ***is assumed to have some reasonable connection*** with the user receiving the shared ad. For example, the user receiving the shared ad could be a friend, family member, a member of a shared affinity group or other reasonable connection.

As mentioned above (in the chapter describing the various Preference Settings), advertisers will be able to craft plans for rewarding users who engage in sharing Wiggle Room ads. These Preference Settings are flexible as they allow advertisers significant latitude to define meaningful incentive programs for users who share Wiggle Room ads with new potential customers for the advertiser's products and/or services. An example is as follows: The advertiser pays \$1 for a user to watch without skipping and the same advertiser pays \$.25 (twenty-five cents) if this same user shares the Wiggle Room ad (with a friend or family member), and that friend or family member also views the ad without skipping.

Note: These sharing policies must be carefully crafted as a great deal of sharing could lead to enormous financial commitments for advertisers who are not realizing significant conversions. Therefore, preference settings such as "***can only be shared once by the original "addressed" user***" will need to be set in order to control downstream financial commitments (where ROIs could potentially be too small).

11.3 Methods for Embedding *Wiggling* Characters in Videos

The preferred embodiment allows for Animated GIF formatted images to be used within MPEG videos by way of an overlay. Such an overlay process of an Animated GIF is a common function performed by virtually any video editing program and/or facility.

11.4 Users Create and Share *Wiggling* Characters

Users can create their own *wiggling* characters to be placed in their own Wiggle Room ads or in ads that are shared with others. These personalized *wiggling* characters will be placed in the Wiggle Room video (MPEG) by way of Animated GIF formatted images embedded by way of standard video editing programs and tools.

In a preferred embodiment, users will be able to take pictures or create videos and use them as their Wiggle Room Character / Icon or Avatar. Such pictures and/or videos can be created using modern-day smart phones and tools/applications offered to users of these smart phones or found on today's laptop or desktop computers.

11.5 Avatars

Animated GIF formatted images can be Avatars used to provide further personal expression to the user over the larger Wiggle Room network.

11.6 Check if Wiggle Room Ad was Previously Viewed

As mentioned in Preference Settings (above), the advertiser can make decisions regarding a user viewing a Wiggle Room ad multiple times. The advertiser may choose to pay the user for every view (without skipping). Alternatively, the advertiser may only pay one time - the first view without skipping. The advertiser may pay the user until the product and/or service is purchased and then payments to cease from then on.

No matter the decision of the advertiser, the user will be notified of a payment for watching the ad (without skipping) and the amount of such payment before the video ad plays. In addition, the user will be notified if no more payments are to be made (as such a user has been previously paid for the same Wiggle Room ad). If no payment is to be made, the user will be likewise notified by way of obvious (visible) messaging.

It's important to note that Wiggle Room will provide as much information to users as possible in order to become a "trusted" facility that people regard as having no "gimmicks". Likewise, a great deal of information will be provided to advertisers as well.

11.7 Checks for Ad Skipping

In a preferred embodiment for laptop or tower configuration computers, Wiggle Room videos are designed to play on a video (software) “player” that is designed specifically for Wiggle Room videos and accommodate their visual, audio and other technical requirements.

In a preferred embodiment, such a Wiggle Room video “player” (displaying the Wiggle Room ad) will send messages to a Wiggle Room video server after a defined time interval (such as 2 seconds) and provide the current location within the video - until the video ends. The server will then aggregate these messages to make sure there was no skipping between these timed intervals.

Note: If skipping occurs, however such skipping is **not** caught by this method of aggregating time intervals, then the user has only skipped one second of the video at most (or possibly one second of the video at multiple locations within the video). Since such careful timing must be performed by the user (in order to receive the cash payment while skipping for only one second), it is assumed:

1. The effort is not worth it for the user
2. This would be a rare occurrence (if ever)
3. This will most likely never result in a successful payment

As for native video players used for social media apps on devices such as smart phones, the Wiggle Room app will use all means, methodologies, systems, tools and utilities to verify no skipping has occurred before awarding cash and prizes (or rewards) to users.

11.8 User Bank Accounts

In a preferred embodiment, Wiggle Room will establish a **Wiggle Room-provided bank account** for each user and allow for features and functions of such a bank account to be similar to PayPal (if not the same); allowing for numerous options to send money, pay bills, cash out or other similar functions.

In an alternate embodiment, users can provide their PayPal account information to Wiggle Room and all Wiggle Room payments will be made to that designated PayPal account. Additionally, users will be able to choose whether they want to use the Wiggle Room-provided bank account or PayPal.

In another embodiment, users can indicate whether Wiggle Room can create a PayPal Account for the given user (as such as user prefers to use PayPal, however has no PayPal Account established at that time and desires assistance in creating a new PayPal account).

Note: The popular banking app named “Venmo” can also be used as an alternative to PayPal.

Note: Other bank accounts that offer functions and features similar to PayPal can be used as well (such as Alibaba-sponsored bank accounts (or WeChat-sponsored bank accounts) offered to users in China and other similar banking facilities used in other countries.

11.9 Wiggle Room takes all payments (similar to Amazon) and pays the advertisers accordingly

In a preferred embodiment, the Wiggle Room system and network controls the flow of all money and rewards. For example, if a user is to be paid, Wiggle Room facilitates the payment made to the user's bank account (as described above) and Wiggle Room will then bill the Advertiser.

Wiggle Room must control all payments, money and financial transactions over the greater Wiggle Room system and network for the same reason that Amazon follows the same policy. The Wiggle Room system and network must be **trusted** by users whether advertisers perform as promised or they default on promised payments and/or rewards.

11.10 More about the Wiggle Room App

The Wiggle Room app will be divided into two sections. One section is the program section where executable software code operates. The other section is the data section (referred to as storage) that contains the data necessary to operate the app.

In a preferred embodiment, some of the information in the data section will be encrypted using encryption means and methods as described above. Other encryption means and methods can be used as well.

11.11 Users can optionally signal using WR app during Broadcast TV

In an alternate (optional) embodiment, users can press a button provided by way of the Wiggle Room app when a Wiggle Room video ad appears on broadcast television. The proposition to the user being to receive payment once the advertiser can verify that the user has watched the ad in its entirety. The verification process involves capturing a button press within the Wiggle Room app and checking against the time the ad is playing on broadcast television (and then adjusting for location and time zone).

Note 1: It is not possible to skip during a broadcast, so the user is indicating the ad has been noticed or otherwise viewed.

Note 2: By way of advertiser preference settings (as provided above), the advertiser can decide to offer a payment by way of this "press-a-button-from-app" feature or only offer payment using video-on-demand methodologies (that allow for the start and stop of the video – verifying a user is present).

Note 3: Such a button press feature during a broadcast (if allowed by the advertiser) can be facilitated by a button press on the TV's remote control or other designated electronic button from an electronics device.

Note 4: Lastly, the Wiggle Room system and network to verify the Wiggle Room ads play at the exact time that such a button is pressed by a given user (no matter what button is pressed and allowed by advertiser).

11.12 Markers within MPEG Video Files (Watermarks)

In a preferred embodiment, all Wiggle Room Video (MPEG) files will have markers embedded in them with at least an Identification (ID) Number of the Wiggle Room ad. By extracting this ID Number, a database record can be queried that contains most if not all information pertaining to the discrete Wiggle Room Video, the ad content, and the associated ad campaign.

Such an ID Number will be placed within the video (MPEG) file by way of traditional watermarking methods and/or means. This means MPEG DTC coefficients can be effectively altered (with “survivability” under numerous attacks), or small dots can be added to selected frames in order to produce a bitmap image of such an ID Number embedded within the video. Other “survivable” watermarking methods can be used as well.

One well-known watermarking technique (using small dots) is the trademarked “VideoMark” provided by the well-known company, Verimatrix.

In an alternate embodiment, **audio** watermarking methods can be used. Likewise, a combination of video and audio watermarking methods can be used.

In a preferred embodiment, all ID Numbers will be encrypted to thwart potential hackers. Routine efforts will be made to check ID Numbers against discrete database records (that contain information about the various Wiggle Room video files, ads, ad content and campaigns) to ensure hacking is not taking place (with unknown or otherwise unverified Wiggle Room videos or campaigns.)

11.13 Wiggle Room Character / Icon / Avatar Management System

Figure 11.1 (below) describes the Wiggle Room Character / Icon / Avatar Management System as follows:

Figure 11.1: Wiggle Room Character / Icon / Avatar Management System

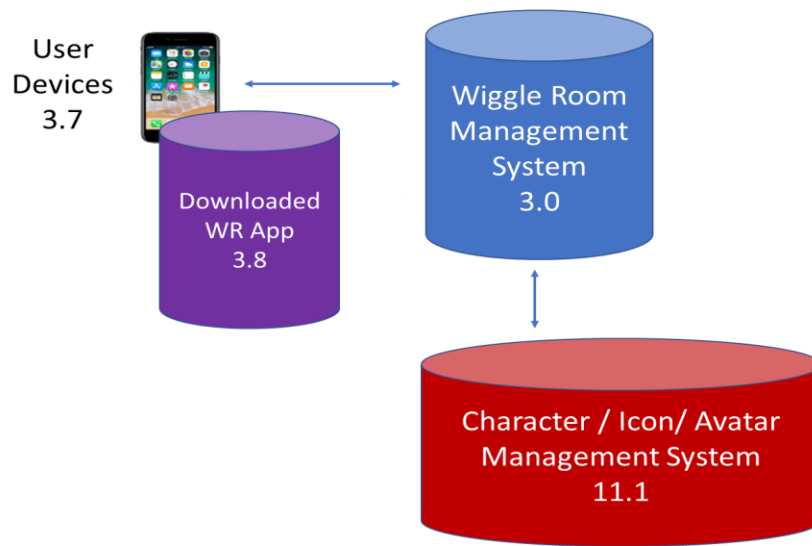


Figure 11.1 (above) describes an independent system that manages Characters / Icons / Avatars and others named the “Character/Icon/Avatar Management System” (11.1). This Character/Icon/Avatar Management System (11.) is connected to the Wiggle Room Management System (3.0) which is then connected to User Devices (3.7) and the Downloaded Wiggle Room app (3.8).

11.14 Wiggle Room “Authenticated” Messages

In a preferred embodiment, users will be allowed to create and store their own Wiggle Room characters within the larger Wiggle Room Management System (3.0) for further engagement and personalization, as this capability provides AUTHENTICATION against potential hackers who attempt to replicate a false or otherwise non-authenticated user or non-authorized ad. Such a user’s unique Wiggle Room character/icon/avatar will be stored in an encrypted fashion so hackers will have **no access to it** (without engaging in difficult and risky hacking efforts). Therefore, if a user views a Wiggle Room Ad and his or her unique Wiggle Room character/icon/avatar is activated, then the user knows the Wiggle Room video is authentic and can be trusted. If the user’s unique Wiggle Room character/icon/avatar does not appear, or does not appear to be genuine, then there could be a chance that a hacker is attempting to provide a false (unauthenticated) ad, even though such a chance may be low.

In a preferred embodiment, the Wiggle Room company will actively seek hackers and prosecute them accordingly.

11.15 Wiggle Room Cookies

“Cookies” specific to Wiggle Room will be placed on virtually all user devices, allowing for landing pages and other facilities to query these “Cookies” for previous Wiggle Room activity.

In a preferred embodiment, the data within these “Cookies” will indicate whether the Wiggle Room app has been downloaded or not.

Note: It is understood that a given user can clear “Cookies” at any time and the Wiggle Room app can be removed at any time. Such information within a Cookie to then be used as a ***probability*** that the Wiggle Room app is downloaded which would require further checks for the existence of the Wiggle Room app in the future.

If the app is downloaded but the “Cookie” is missing, then the user device’s browser will re-create the Wiggle Room “Cookie” on the user’s device.

11.16 Certificate Authority (CA) and X.509 Digital Certificates

The Wiggle Room system and network will use a Certificate Authority System and well-known X.509 Digital Certificates to authenticate network components and encrypt data channels as well as data elements.

11.17 Wiggle Room Promos

At the initial launch of the Wiggle Room Program, a number of promos will need to be produced and distributed to large numbers of users (by way of numerous video distribution networks and platforms) indicating the proposition being made between advertisers and users (meaning advertisers pay users a meaningful amount of money to watch their video ads without skipping).

The intent is for millions of Wiggle Room app downloads to take within a short period of time allowing advertisers to receive a larger number of advertising “views” than would be the case otherwise. If these ads are well-produced and adequately compelling (as the advertiser has access to highly qualified consultants for such purposes), then the ad coupled with the Wiggle Room proposition should increase conversion rates significantly.

11.18 “Like” Messages

In a preferred embodiment, users will be enabled to press a “thumbs-up” icon in order to indicate he or she “likes” the Wiggle Room video that was received (and hopefully viewed), and would therefore, indicate a recommend to others.

11.19 Security and Industry Compliance

Other forms of security and greater industry compliance methodologies will be followed by the Wiggle Room organization (company) including (but not limited to) the following:

- Adherence to industry guidelines
- Adherence to regulatory guidelines
- Adherence to all local, state and federal laws
- Provide educational and operational support
- Provide guidelines and policies regarding Information Security
- Maintain secure physical locations
- Maintain network security provisions
- Maintain disaster-proof Redundant data centers
- Require mandatory employee training (including on-boarding) and on-going education
- Other guidelines, provisions, support and precautions
- Taxation and licensing guidelines

11.20 Wiggle Room Information within Electronic Program Guides (EPGs)

Upcoming Wiggle Room ads can appear on familiar Electronic Program Guides provided by television platforms as presented below:

Figure 11.2: Wiggle Room – TV EPGs

Wiggle Room video ads to appear on this channel soon



Figure 11.2 (above) – presents how upcoming Wiggle Room ads (offering cash and rewards) are scheduled to be played on designated BROADCAST channels. For example, a Wiggle Room ad offering cash will be presented on Channel 3 during the displayed program (that starts at 14:00 and ends at 15:00).

When a user watches this program, the designated Wiggle Room ad will be displayed within that time frame and the associated offer will be made available to the user (assuming the user has downloaded the Wiggle Room app and acts according to the Wiggle Room guidelines as described above).

If the advertiser requires “Addressability” (meaning the users watching such broadcast channels are likely candidates for the advertised products and/or services), then the Wiggle Room character on the Electronic Program Guide will only appear for such selected users. Otherwise, all users will be able to receive associated cash and rewards for watching the upcoming Wiggle Room ad.

Note: Such a display on a TV Electronic Program Guide (EPG) assumes the advertiser established preference settings allowing for payments and rewards to be provided over broadcast television systems and networks.

As mentioned above, an alternate embodiment requires the user to press a button within the Wiggle Room app (or on the TV's remote control, Smart Phone by way of app, or otherwise) when a broadcast ad is playing. Such a button press to validate at least one user is watching the ad.

Digital Video Recording (DVR) works in a similar fashion. Wiggle Room characters appear within the **DVR (electronic) guide** and users will see the Wiggle Room ad(s) embedded within the video. Users will then be able to receive cash and rewards if the ads are viewed but not skipped. With DVR systems, the set-top-box will transmit information back to the Wiggle Room network (by way of the TV platform operator) in order to prove the Wiggle Room ad was not skipped. The set-top-box will check time intervals (such as 2 seconds) and then aggregate and check these aggregated intervals in order to determine that no skipping has taken place.

11.21 Rewards, Gifts and Sweepstakes

In a preferred embodiment, Wiggle Room users will be offered numerous opportunities to engage in higher-risk activities with the hopes of winning one or more significant prizes (examples: cars, boats, travel, homes, jewelry, etc.). However, such high-risk opportunities will need to be provided as “additional opportunities” after the cash has been awarded and not offered in exchange of cash.

For example, a given user receive \$1 to view a Wiggle Room ad without skipping and is additionally offered an opportunity to “Spin the Wheel” to see if he or she can win the grand prize.

Note: Although such gimmicks can be offered from time to time, this cannot be the major attraction to the Wiggle Room service as this would disqualify it from being a “Loyalty Program”. Once again, a “Loyalty Program” such as hotel points or airline miles must be consistent with known values that do not change radically over short periods of time. The probability of winning a sweepstakes is an almost mathematical impossibility, which means the “Loyalty” aspect could be questioned by large numbers of users. However, many people enjoy “throwing the dice” or “spinning the wheel”, **so sweepstakes in addition to cash payments** will be offered by way of the greater Wiggle Room system and network.

11.22 International Wiggle Room Roll-Outs

The Wiggle Room Network, Management System and app to be made available to all populated countries on earth.

11.23 Wiggle Room Compliance Functions

As mentioned above, each discrete Wiggle Room campaign must be approved based on numerous criteria to ensure the integrity (and longevity) of the Wiggle Room Loyalty Program. A misguided Wiggle Room Campaign could find its way into the news (and social media) with terrible consequences to all stakeholders. Therefore, a dedicated Compliance Department is required that will evaluate and then either approve or deny the launch of each discrete Wiggle Room campaign.

Figure 11.3 (below) describes such a Compliance function as follows:

Figure 11.3: Wiggle Room Compliance

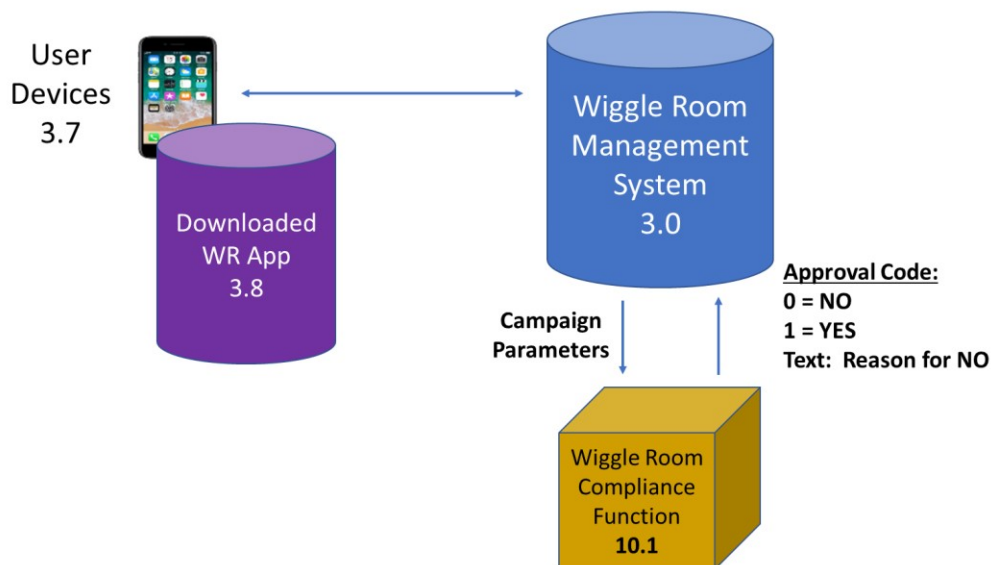


Figure 11.3 (above) describes how the Wiggle Room Compliance Function (10.1) is connected to the Wiggle Room Management System (3.0). The Wiggle Room Management System (3.0) sends the campaign parameters to the Wiggle Room Compliance Function (10.1) and the Wiggle Room Compliance Function (10.1) returns a code “1” for YES (or approved) or a code “0” for NO (or not approved). If the Wiggle Room campaign is not approved for any reason, the Wiggle Room Compliance Function (10.1) will return the reason(s) for not gaining approval by way of a text message with obvious key words that explain the reason for the denial to the greatest degree possible (example: “potentially offensive language”).

Note: The reason the Wiggle Room Compliance (10.1) is referred to as a “function” rather than a system is because humans will most likely be involved as part of the process (as sometimes computer systems cannot recognize subtleties, innuendo, insinuation, suggestion, aspersion, bias, etc.) Such a Compliance function to be performed within the domain of the larger Wiggle Room company.

11.24 Campaign ID Number

Each discrete Wiggle Room campaign will be assigned a unique Campaign Number that can be used as an identification code for that discrete Wiggle Room Campaign. An example of a Campaign Number is as follows:

FORD-123456789-HOUSE

The designation for this Campaign Number (provided below) being:

- The first four letters designating: Advertiser Name (or partial name)
- The second 9 numbers: Campaign number for this advertiser
- Last 5 letters: Short explanation of campaign

Note: The Campaign Manager System (7.1) is the network component that generates the unique Campaign Number for each discrete campaign.

11.25 Other Mobile Data Apps

Wiggle Room will operate over popular mobile “texting” apps such as WeChat, Line, WhatsApp and the likes. The mode of operation will be more of a “Direct Marketing” approach (given most users can be contacted by way of their phone number), however a social media approach (such as the Facebook methodology as described above) can be used by Facebook and its competitors.

11.26 Purchasing “Check-Out” Facility

After a “Call-to-Action” after each Wiggle Room ad, a user can make a purchase of the advertised products and/or services by way of identifying the desired products and/or services and clicking on a button that allows for a **“Check-Out” function** which would then capture payment information and finalize the purchase. The advertiser will fulfill all orders in a timely fashion.

11.27 Accumulating Rewards Points

Wiggle Room “Points” or other accumulator can be used to provide additional rewards to frequent users. For an example, 1000 points can be provided to a user for each purchase made by way of a Wiggle Room “Call-to-Action”. Once 10,000 points are earned by a user, then such a user can receive a gift such as a free Starbucks coffee (for example).

Such points to be called: ***Wiggle Room Points***.

11.28 Notifying Users of Cash and Rewards

In a preferred embodiment, users will receive text messages (on Smart Phones/Devices) as soon as Wiggle Room payments and/or rewards are made. Users can alternatively adjust their preference settings to direct such messages elsewhere. One such preference setting is to turn OFF any such messages.

In a preferred embodiment, a text messages will appear on the user's phone when Wiggle Room payments are made.

11.29 Major Wiggle Room Network Components

Figure 11.4 (below) provides a high-level view of all major network components connected to the Wiggle Room System and Network:

Figure 11.4: Major Wiggle Room Network Components

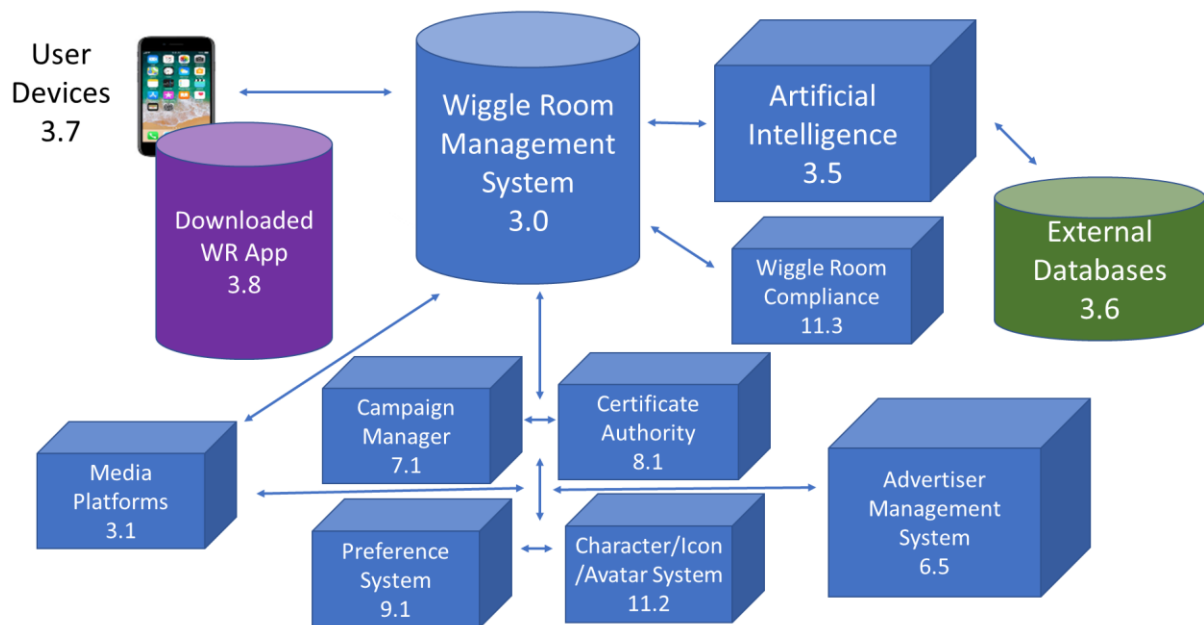


Figure 11.4 (above) presents the major components connected to the greater Wiggle Room System and Network as follows:

- Wiggle Room Management System (3.0)
- Media Platforms (3.1)
- Artificial Intelligence (AI) System (3.5)
- External Databases used by the AI System (3.6)
- User Devices (3.7)

- Downloaded Wiggle Room App (3.8)
- Advertiser Management System (6.5)
- Campaign Manager (7.1)
- Certificate Authority (8.1)
- Preference System (9.1)
- Character / Icon / Avatar System (11.2)
- Wiggle Room Compliance (11.3)

11.30 Wiggle Room Surveys

In an alternative embodiment, the Wiggle Room Network, Management System and App can pay people to take surveys. Instead of people agreeing to watch ads without skipping, they can complete a survey and get paid for their efforts.

There are two models for payment for surveys as follows:

1. Pay consumers as they complete portions of the survey
2. Pay consumers only after the survey is complete
3. Other ways to pay consumers for their participation in a survey initiative

The network, management system and app would leverage virtually all of the components as disclosed in this patent application.

11.31 The Wiggle Room Web Site

The Wiggle Room Network, Management System and App will be made available to all users of the internet by way of the web site URL: www.wiggleroom.com

11.32 Watch Ads but no App

If a user watches a Wiggle Room Ad without skipping, however does not have the Wiggle Room App and refuses to download the Wiggle Room App, then the following prompt will be provided to the user:

Do you want to donate your money/rewards to a charity: YES/NO?

Do you want to transfer your money/rewards to an authorized Wiggle Room user: YES/NO?

If the user indicates the money should be transferred elsewhere, the Wiggle Room Network and Management System will transfer the money (and/or rewards) as designated by the user (who is unwilling to download the Wiggle Room App).

11.33 Always Transfer Money/Rewards

An authorized Wiggle Room user can designate another authorized Wiggle Room user (or organization/charity) to receive the money and/or rewards (for watching Wiggle Room ads without skipping). Such designations can be established by the user within the Wiggle Room App or within the Wiggle Room Web Site and can be re-directed to the user at any time.

11.34 User-Authentication Infrastructure

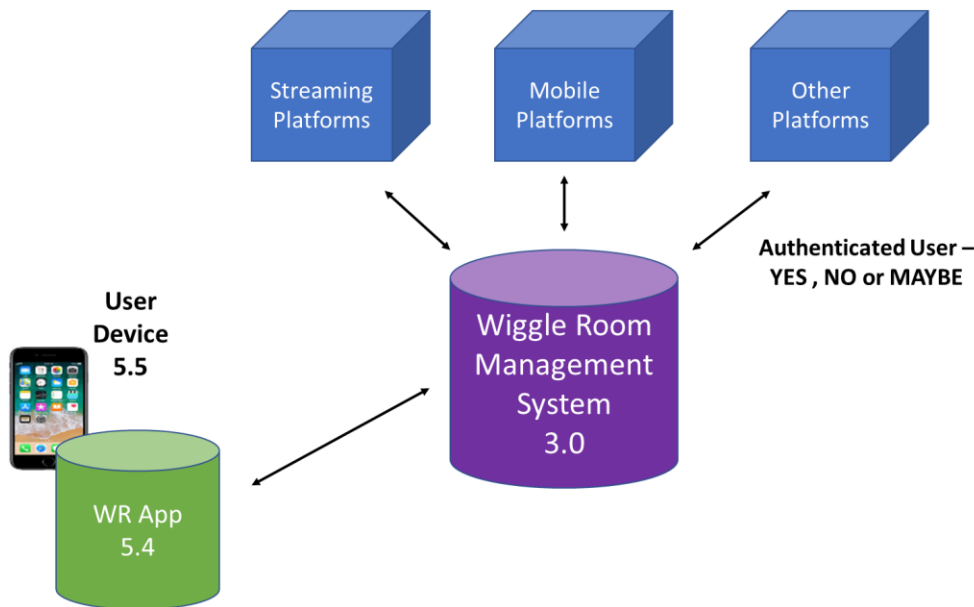
One of the biggest problems with ads delivered on-line is the presence of automated systems (referred to as “bots”) that appear to be consumers but are not. The purpose of these “bots” is to fraudulently increase the number of advertising “impressions” that are delivered by advertisers so they pay larger amounts of money than they would otherwise. At the time of this writing, it’s estimated the amount of on-line advertising fraud that takes place is in the multiple billions of dollars and could increase significantly over the coming years.

Note 1: Legacy Cable and Satellite networks do not have these problems as their subscriber management systems (and security systems) perform high levels of authentication where on-line services use lower levels of authentication.

The Wiggle Room infrastructure (as defined within this patent application) can be used to authenticate consumers and then provide a probability of whether the ad will be delivered to a human or a “bot” ***without providing any rewards.***

Figure 11.5 (below) shows such an authentication infrastructure (with no rewards) as follows:

Figure 11.5: Authentication Infrastructure



In Figure 11.5 (above), the various platforms (streaming, mobile and others) can send a short message to the Wiggle Room Management System (3.0) to inquire if a given user is a human (and not a “bot”). Such a message can be a character string such as “AUTH-001”. The Wiggle Room Management System (3.0) will then send a similar (short) message to the user’s device (5.5) that will then relay the same message to the Wiggle Room App (5.4).

Over time, the Wiggle Room App will be able to collect empirical data that will allow the App to compute one of three probabilities as follows:

1. Authenticated Human (YES)
2. Not Authenticated (NO),
3. Not sure (MAYBE)

This probability will then be transmitted back to the Wiggle Room Management System (3.0) in the form of a character string such as “AUTH-YES”, “AUTH-NO” or “AUTH-MAYBE”. The Wiggle Room Management System (3.0) will then transfer this same character string back to the on-line platform that initiated the request.

The platforms will then be able to deliver ad impressions based on positive information received from the Wiggle Room Management System (3.0), or decline to send an ad to that device.

Note 2: Such an infrastructure assumes the Wiggle Room Loyalty Program will have wide appeal and can be used for authentication purposes only.

12 Wiggle Room – User-Generated Ads

In an alternative embodiment, individual users can create their own ads with their own media content and then distribute these ads by way of the larger Wiggle Room network (as described in this patent application). It is always possible for such users to pay for people to watch their ads, as all advertisers are allowed to use the Wiggle Room network, system and app, however it is unlikely individuals will pay for Wiggle Room ads as they may be considered cost-prohibitive.

However, it is certainly possible for users to make their ads available to potential sponsors in such a way that sponsors may consider using these user-generated ads to be used within their own Wiggle Room campaigns.

Figure 12.1 (below) presents a potential user generated ad with family members enjoying playful activities. Such a user generated ad can be sponsored by a large corporation as depicted below:

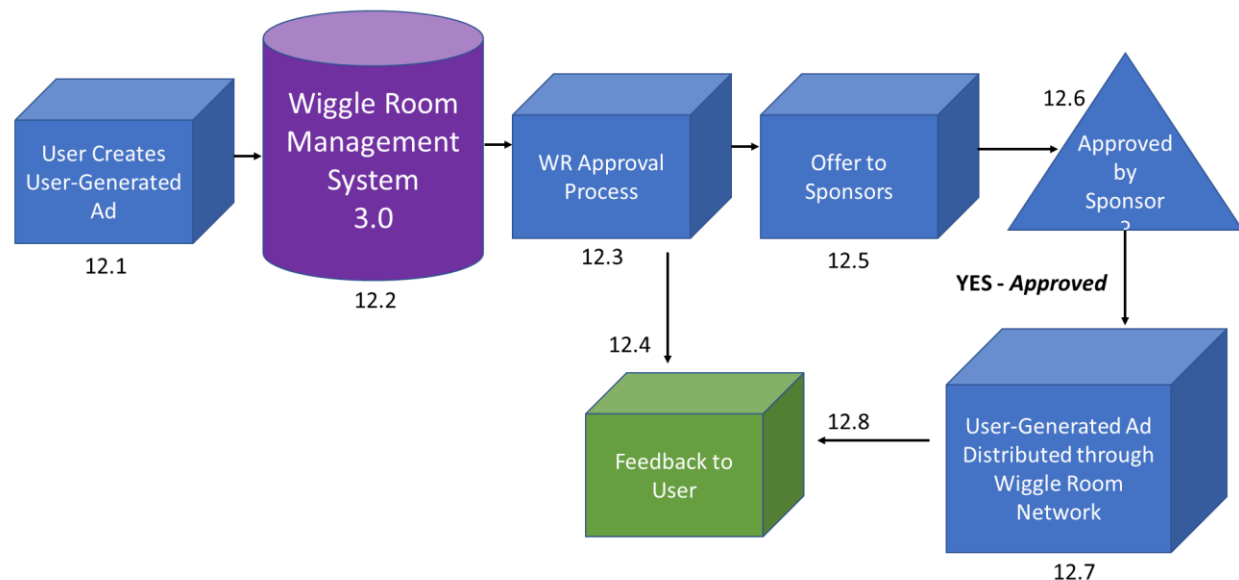
Figure 12.1: User Generated Ads



In Figure 12.1 (above) a given user will create an enjoyable video ad and have such a user-generated ad approved and sponsored by a Large Corporation for their own Wiggle Room Campaign.

Figure 12.2 (below) further describes the process from the creation of the user-generated ad to the point where the user-generated ad is distributed through the greater Wiggle Room network by way of a sponsorship (most likely provided by a large corporation).

Figure 12.2: User Generated Ad Infrastructure for Wiggle Room



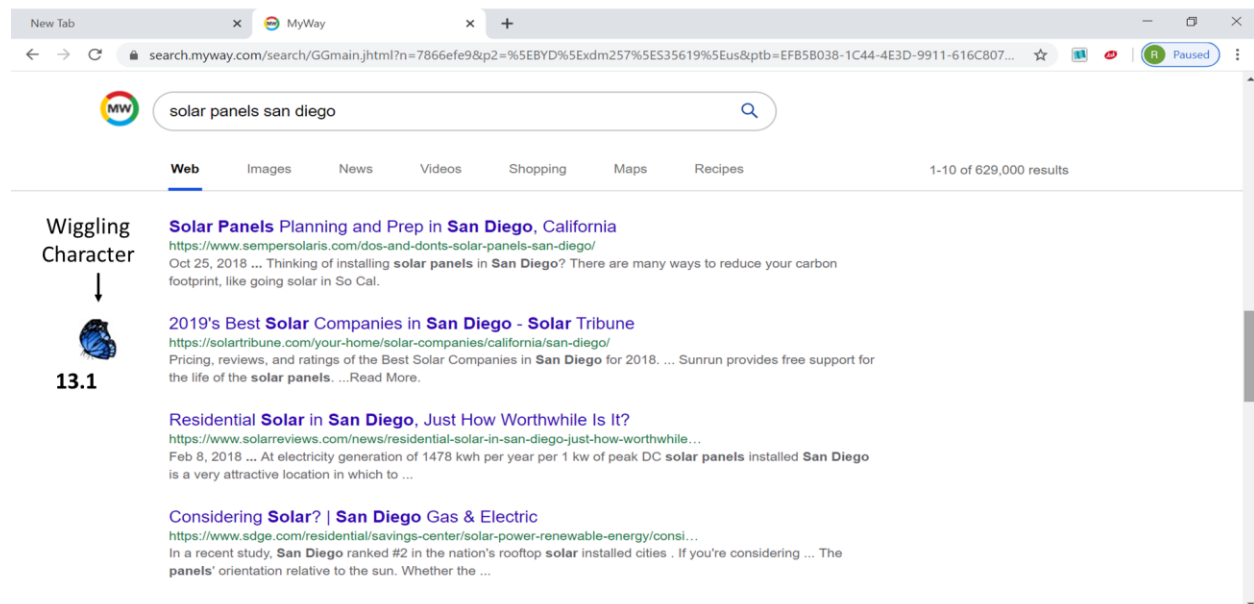
In Figure 12.2 (above), the user will create the User-Generated Ad (Step 12.1). The User will then transfer the User-Generated Ad and all associated information and materials to the Wiggle Room Management System (3.0 – Step 12.2) most likely by way of a web portal. Personnel working within the Wiggle Room corporate structure will then review the User-Generated Ad and either approve the ad or deny the ad for appropriateness (and political correctness or otherwise – Step 12.3). Whether the User-Generated Ad is approved or denied, the user will be duly notified (Step 12.4). If the User-Generated Ad is approved, then it is offered to a plethora of advertisers most likely by way of on-line means (Step 12.5). If such a User-Generated Ad is then approved by one or more sponsors (Step 12.6), then such an ad could then be distributed through the greater Wiggle Room system, network and app (12.7) as described in this patent application. As such a User-Generated ad is being distributed to various individuals, the user will be notified (by way of feedback – 12.8) of the ad's popularity (or lack of thereof).

13 Wiggle Room for Search Engines

Although Facebook and television platforms are used to describe the functionality of Wiggle Room throughout this patent application, search engines (such as Google) can be used as well. In a preferred embodiment, a *wiggling* character will alert the user to the existence of a Wiggle Room Ad. If the user clicks on the associated link, the Wiggle Room ad will be made known to the user (once the web page displays), and the user can receive cash and rewards by watching the ad without skipping.

Figure 13 (below) describes Wiggle Room operating within a search engine platform as follows:

Figure 13: Wiggle Room for Search Engines



In Figure 13 (above), describes how a *wiggling* character will alert the user to the presence of a Wiggle Room Ad, once the user clicks on the link provided by the search engine. It is up to the company (or person) hosting the associated web page to display the Wiggle Room ad in a way similar to the Facebook example (provided above) or the television example (also provided above). In the end, the user must watch the ad in its entirety (with no skipping) for cash and rewards to be properly transferred to his or her account.

Note: The user will be properly notified that the Wiggle Room App must be downloaded on the user's device before cash and prizes can be rewarded.

13.1 Targeting and Addressability within a Search Engine Environment

In order to thwart users looking to improperly exploit Wiggle Room Ads (to receive cash with no intention of buying the associated products and/or services), targeting functionality and “addressability” will be used to select qualified users - who will then be presented with Wiggle Room ads.

In a preferred embodiment, the Wiggle Room company will work with search engine companies to target and/or “address” users by way of the tools provided by these same search engine companies. In an alternative embodiment, tools provided by outside developers can be used as well.

In a preferred embodiment, the *wiggling* character will only be displayed to qualified users, however this, once again, depends on the tools that are made available by the search engine companies.

When a user clicks on a link and arrives at a web site with a Wiggle Room ad, such a user may be checked yet again for the likelihood of conversion. If the likelihood is too low for the advertiser, then such a user may see a Wiggle Room ad with a value that is either small or of no practical value whatsoever.

Note: In a preferred embodiment, if a user is provided with a Wiggle Room ad but the likelihood of a conversion is very low, the user may be entered into a sweepstakes after watching the ad with no skipping. Although such a user may win the grand prize, the likelihood is also very small.

14 What is Claimed:

The claims for this patent application are as follows:

Claim 1: A Network, Management System and app specifically designed as an Advertising Loyalty Program that rewards users for watching ads without ad-skipping (or ad-hopping).

Given Claim 1: A companion (downloadable app) provides user-specific information about Wiggle Room-related features, benefits and functions.

Given Claim 1: Wiggle Room ads have at least one *wiggling* character that serves to notify the user that the advertiser is willing to pay cash and possibly gifts and/or rewards.

Given Claim 1: A fulfillment process that facilitates the payment of cash, rewards, points and other valuable items to Wiggle Room users.

Given Claim 1: A companion downloadable app (as mentioned above) specifically designed for Smart TVs.

Given Claim 1: A companion app (as mentioned above) that is pre-installed by the television manufacturer.

Given Claim 1: Wiggle Room ads can be viewed from within the Wiggle Room app; the user will have the ability to skip or otherwise abort the ad if they so desire; however, will receive no cash or other type of reward.

Given Claim 1: The Wiggle Room Web Site.

Given Claim 1: Users will see various Wiggle Room ads within the app and can view them by scrolling through them.

Given Claim 1: Wiggle Room ads can be viewed on media distribution platforms such as social media, television, "Direct Marketing" and other futuristic video distribution platforms.

Given Claim 1: Social media and television platforms will be notified of the given Wiggle Room user's availability. Such a notification to social media and television platforms will be performed by sending a list of new and current users who have downloaded the Wiggle Room app.

Given Claim 1: Wiggle Room offered over one-way and two-way television networks. One-way networks perform "back-channel" functions by way of Wifi.

Given Claim 1: Use of electronic "Direct Marketing" means and methods.

Given Claim 1: Consumers presented with video advertisements and not display ads.

Given Claim 1: Consumers are uniquely targeted or otherwise individually “addressed”.

Given Claim 1: Consumers must be encouraged to view the entire ad (from start to finish) with no skipping.

Given Claim 1: The consumer must be paid for the ad to be viewed and not skipped.

Given Claim 1: The amount paid to the consumer must be significant (from as little as twenty-five cents to as much as \$50 as envisioned at the time of this writing).

Given Claim 1: The consumer to be paid immediately after the video ad is viewed.

Given Claim 1: The video ads to be excellent in production value offering a significant economic proposition.

Given Claim 1: The video ads to be relevant to the consumer.

Given Claim 1: A “Call-To-Action” presented to the consumer at the end of the video ad.

Given Claim 1: Large-scale promotional campaigns to be launched to educate consumers about Wiggle Room.

Given Claim 1: These promotional campaigns to compel consumers to download the Wiggle Room App (primarily to smart phones).

Given Claim 1: A sign-up (registration) procedure.

Given Claim 1: From time to time, video ads will appear with *wiggling* characters in some way associated with these ads; *wiggling* characters to be overlaid within the early frames of the video and could remain throughout the video.

Given Claim 1: Consumers will be able to view these video advertisements by “clicking” on them or otherwise simply watching them.

Given Claim 1: Consumers to be alerted that a Wiggle Room **SESSION** has been initiated, and they will be paid a specific amount of money as long as they don’t skip the ad.

Given Claim 1: The ad can be easily skipped at any time, however no payment will be made; the consumer to be notified of no payment.

Given Claim 1: "Test Campaigns" will be made available to advertisers to sample conversion rates for their products and/or services in order to determine the appropriate payment amount to the user (for not skipping the ad).

Given Claim 1: If the ad is viewed in its entirety (and not skipped), then a payment to be made to the consumer's bank account.

Given Claim 1: The consumer to have immediate access to all payments made to their bank account(s) so they can transfer cash, make payments or otherwise use their money as they wish.

Given Claim 1: Consumers to use electronic bank account as provided by Wiggle Room.

Given Claim 1: Consumers to use third-party electronic banking facilities such as PayPal.

Given Claim 1: A combination of electronic bank accounts to be used to receive payments for Wiggle Room ads (without skipping).

Given Claim 1: A Universally Unique Identifier (UUID) which could be the user's phone number, however other unique combinations of numbers and characters can be used as well.

Given Claim 1: A *wiggling character* that signals the ad offers a reward to the user as long as it is not skipped.

Given Claim 1: A message displayed to the user showing the name WIGGLE ROOM.

Given Claim 1: Combinations of *wiggling* characters and the name WIGGLE ROOM.

Given Claim 1: Both advertisers and users to create their own *wiggling* characters that are overlaid or otherwise inserted in the Wiggle Room ads. These *wiggling* characters can be images, animated images (animated GIFs), or videos.

Given Claim 1: The Wiggle Room to be used for political and/or philanthropic donation purposes.

Given Claim 1: A "List of Users" to be provided to the various (participating) B2C Platforms.

Given Claim 1: A redacted "List of Users" to be provided to Wiggle Room advertisers.

Given Claim 1: Advertisers to be provided with a modern-day (user-friendly) interface and Dashboard.

Given Claim 1: Users to be notified of payments for prior to Wiggle Room ads being displayed and payment amounts (if ads are not skipped).

Given Claim 1: A facility for Wiggle Room ads to be shared among friends, family members and affinity groups (and otherwise).

Given Claim 1: Users enabled to create and share *wiggling* characters amongst each other.

Given Claim 1: Users enabled to create and share wiggling Avatars amongst each other.

Given Claim 1: Combinations of *wiggling* characters, videos, Avatars and other images to be shared.

Given Claim 1: A check (or verification) to determine if a discrete Wiggle Room ad has been previously viewed by the user.

Given Claim 1: A check (or verification) to determine if a given Wiggle Room ad has been skipped or otherwise aborted.

Given Claim 1: The Wiggle Room system and network controls all money flowing through the network as to guarantee operational integrity (should an advertiser or partner fail to make a payment as promised).

Given Claim 1: Wiggle Room app to signal a Wiggle Room ad had just been viewed (in a just-in-time fashion). Such signaling can be the result of an electronic button press made within a defined period of time.

Given Claim 1: Markers to be placed within Wiggle Room videos (referred to as watermarks). Such watermarks used to thwart hackers who might otherwise wish to confound legitimate Wiggle Room ads. Watermarks can be video marks and/or audio marks.

Given Claim 1: Preference settings that designate Wiggle Room-specific actions and functions that are preferred by the user.

Given Claim 1: Preference settings that designate Wiggle Room-specific actions and functions that are preferred by advertisers.

Given Claim 1: A Wiggle Room Character / Icon / Avatar Management System.

Given Claim 1: "Authentication" by way of Wiggle Room characters, icons or avatars.

Given Claim 1: Wiggle Room "Cookies" embedded within the browser system of the user's device(s).

Given Claim 1: A Certificate Authority System that generates, uses and deletes X.509 Digital Certificates

Given Claim 1: Wiggle Room promotional videos.

Given Claim 1: Capability to indicate a "Like" of Wiggle Room videos within social media systems and platforms.

Given Claim 1: Security and Industry Compliance.

Given Claim 1: Wiggle Room information and notifications within television Electronic Program Guides.

Given Claim 1: Rewards, gifts and sweepstakes in addition to cash payments.

Given Claim 1: Wiggle Room's company "Compliance Function".

Given Claim 1: A Campaign ID (identification) number.

Given Claim 1: Other Mobile Data Apps such as WeChat, Line, WhatsApp and others.

Given Claim 1: A "Check-Out" facility for product and/or service purchases at the end of the Wiggle Room "Call-to-Action"

Given Claim 1: Points accumulated for users who engage in Wiggle Room activities referred to as "Wiggle Room Points".

Given Claim 1: USB dongles can be used in place of set-top-boxes.

Given Claim 1: USB dongles that plug into standard HDMI ports can be used in place of set-top-boxes.

Given Claim 1: Advertiser Management System that allows advertisers to craft their own Wiggle Room campaigns within a friendly user interface and dashboard.

Given Claim 1: A Wiggle Room Campaign Queue that can be viewed by the advertiser within the friendly user interface and/or the dashboard.

Given Claim 1: Users to receive text message to their phones as soon as Wiggle Room pays them with cash and possibly other rewards.

Given Claim 1: Users to adjust their preference settings to direct such cash/rewards messages elsewhere.

Given Claim 1: One such preference setting is to turn OFF any such cash/reward messages.

Given Claim 1: Check-Out facilities to take payments by way of electronic means such as cards, PayPal, Apple Pay and others.

Given Claim 1: Users must watch ads that were received by way of sharing within a predefined time frame.

Given Claim 1: The Large Corporation's MASTER AI Server (3.11) is connected to the Wiggle Room Artificial Intelligence Server (3.5).

Given Claim 1: The Large Corporation MASTER AI Server (3.11) is connected to the WR Artificial Intelligence Server (3.5), the MLV AI Server (3.12), Direct Mobile AI Server (3.13), the REVPAC Bond AI

Server (3.14), the Proxy Subscriptions AI Server (3.15), the Symbiotic Media Exchange AI Server (3.16) and Other AI Server(s) – 3.17.

Given Claim 1: User-Generated Ads that allow a given user the ability to create ads, have them approved by the Wiggle Room personnel and potential sponsors, and if approved have these User-Generated Ads distributed by way of the larger Wiggle Room system, network and app.

Given Claim 1: As part of the Wiggle Room security systems, users can be blocked and services can be denied to users who appear to be exploiting the network.

Given Claim 1: Wiggle Room campaigns can be offered by way of Search Engine Platforms (in ways that are similar to Facebook and television)

Given Claim 1: Advertisers will be allowed to send their ads (and associated rewards for not skipping) to discrete users within such a closed Wiggle Room app environment.

Given Claim 1: In addition, media content titles (with or without ads) can be provided from within the Wiggle Room App.

Given Claim 1: The Wiggle Room Network, Management System and App can pay people to take surveys. Instead of people agreeing to watch ads without skipping, they can complete a survey and get paid for their efforts.

Given Claim 1: Users can designate authorized Wiggle Room users and/or organizations/charities to receive all cash and/or rewards from a user who has watched a Wiggle Room Ad (without skipping).