

REPLACEMENT SHEET

CLAIMS

What is claimed is:

1. A system for hyper-locally targeting media content, the system comprising:

a portable media device (110) is integrated with at least one user terminal (105) configured to display a media content item;

a first server (130) comprises a memory unit (155) and a processor (135), wherein the memory unit (155) is configured to store:

a database (160) comprising one or more records associated with the media content item,
and

a set of program modules,

wherein the one or more records comprise a first viewer count associated with the media content item, and a first demographics data set associated with the media content item;

wherein the processor (135) in communication with the memory unit (155), configured to execute the set of program modules, wherein the set of program modules comprises:

an input module (140), executed by the processor (135), configured to:

receive, via a camera, from at least one user terminal (105), at least one image or video files of a crowd of people present in vicinity of the at least one user terminal (105),

receive, via a Global Positioning System (GPS) tracker (120), from the at least one user terminal (105), a location reference associated with the at least one user terminal (105),

wherein the user terminal (105) is incorporated on a delivery bag carried by at least one human personnel or vehicle through different paths within a geographical precinct, and

REPLACEMENT SHEET

wherein the user terminal (105) transmits the location reference and the image to the first server (130) via a network (125), and

receive from at least one second server (165):

a real time traffic density data associated with the location reference, and

a second demographic data set associated with the location reference, wherein the network (125) connects the second server (165), the user terminal (105) and the portable media device (110) with the first server (130);

a viewer count estimation module (145), executed by the processor (135), configured to:

analyze the at least one image with a plurality of image processing and eye-tracking algorithms,

analyze the traffic density data, and

estimate a second viewer count associated with the crowd of people based on analysis of the at least one image and the traffic density data; and

an output module (150), executed by the processor (135), configured to display the media content item via the portable media device (110), based on:

the first viewer count being lesser than the second viewer count, and

the first demographic data set being identical to the second demographic data set.

2. The system of claim 1, wherein the portable media device (110) is at least one of a Liquid Crystal Display screen, a Light Emitting Diode based display screen, an E-ink based display screen, an

REPLACEMENT SHEET

audio speaker, a mobile digital billboard, a three-dimensional digital billboard, a holographic projector, and a tablet computer.

3. The system of claim 1, wherein the media content item is at least one of an image, a video, an audio, a text, and a holographic projection.

4. The system of claim 1, wherein the location reference is at least one of a Global Positioning System (GPS) coordinate, and a Cartesian coordinate.

5. The system of claim 1, wherein the at least one user terminal (105) is at least one of a smart phone, a tablet computer, a personal computer, a personal digital assistant and a laptop.

6. A computer-implemented method of hyper-locally targeting media content, the method comprising:

storing in a memory unit (155), a database (160) comprising one or more records associated with a media content item, and a set of program modules, wherein the one or more records comprise a first viewer count associated with the media content item, and a first demographics data set associated with the media content item, further comprising a processor (135) in communication with the memory unit (155), configured to execute the set of program modules; receiving from at least one user terminal (105), by the processor (135) via an input module (140), at least one image of a crowd of people in vicinity of the at least one user terminal (105), wherein the user terminal (105) is incorporated on a delivery bag carried by at least one human personnel or vehicle through different paths within a geographical precinct; receiving from the at least one user terminal (105), by the processor (135) via the input module (140), a location reference associated with the at least one user terminal (105);

REPLACEMENT SHEET

receiving from at least one server (165), by the processor (135) via the input module (140), a traffic density data associated with the location reference, and a second demographic data set associated with the location reference;

analyzing, by the processor (135) via a viewer count estimation module (145), the at least one image with a plurality of image processing and eye-tracking algorithms;

analyzing, by the processor (135) via the viewer count estimation module (145), the traffic density data;

estimating, by the processor (135) via the viewer count estimation module (145), a second viewer count associated with the crowd of people based on the analysis; and

displaying the media content item via a portable media device (110) integrated with at least one user terminal (105), by the processor (135) via an output module (150), based on:

the first viewer count being lesser than the second viewer count, and

the first demographic data set being identical to the second demographic data set.

7. The method of claim 6, wherein the portable media device (110) is at least one of a Liquid Crystal Display screen, a Light Emitting Diode based display screen, an E-ink based display screen, an audio speaker, a mobile billboard, a three-dimensional billboard, a holographic projector, and a tablet computer.

8. The method of claim 6, wherein the media content item is at least one of an image, a video, an audio, a text, and a holographic projection.

REPLACEMENT SHEET

9. The method of claim 6, wherein the location reference is at least one of a Global Positioning System (GPS) coordinate, and a Cartesian coordinate.

10. The method of claim 6, wherein the at least one user terminal (**105**) is at least one of a smart phone, a tablet computer, a personal computer, a personal digital assistant and a laptop.