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### System For And Method Of Monitoring Viewer Advertisement Content

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**Abstract**

A system for and a method of monitoring viewer advertisement content is disclosed. A method of evaluating a level of user understanding of video content including receiving information characterizing a video content item and selecting a validation prompt based on the information characterizing the video content item. The method also includes providing the validation prompt for presentation to the user and receiving user input in response to the validation prompt. The method further includes evaluating the user input against predetermined evaluation criteria corresponding to the validation prompt and recording a result of the evaluation of the user input.

**Background/Summary**

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit under 35 U.S.C. .sectn.119(e) to U.S. Provisional Patent Application No. 61/544,628, entitled System for and Method of Monitoring Viewer Advertisement Content, filed on Oct. 7, 2011, the contents of which are incorporated by reference herein.

BACKGROUND OF THE INVENTION

[0002] 1. Field of Invention