Activate Digital Wallet: Adeia's Framework for Frictionless ecommerce in Streaming Video

> **The potential of shoppable video is clear. Building a seamless path from viewer interest to completed purchase remains the challenge.**

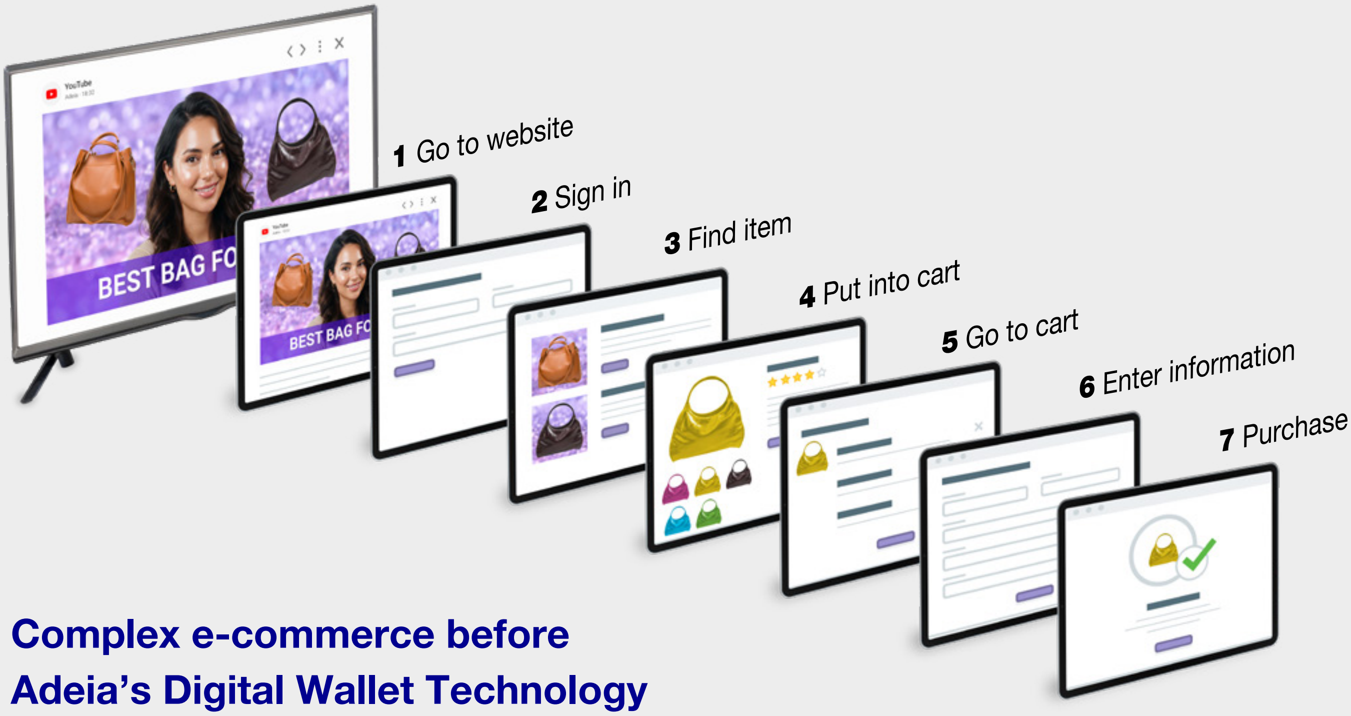
Current implementations route viewers through QR codes, browser redirects, and multi-step checkout flows that consistently break at the moment of peak purchase intent. Conversion rates suffer not because consumers aren't interested, but because the path from interest to transaction is still too long and too fragile.

Adeia has spent years inventing and developing the technology that closes that gap. Our Activate Digital Wallet platform technology solves the three problems that have kept shoppable video from reaching its potential: authentication on shared screens, wallet integration at scale, and the handoff between content and ecommerce infrastructure.

The architecture is built on three principles. First, the display device and the authorization device serve different roles: the TV presents the opportunity, while the smartphone authorizes the transaction. Second, it links video services to wallet providers directly, rather than registering every merchant individually, making the integration surface scalable. Third, it uses computer vision and pre-packaged digital carts to eliminate decision friction at the moment a viewer is most likely to convert.

The result is a platform that works across connected TVs, OTT services, live events, and creator content — and creates net-new monetization paths for streaming platforms, TV OEMs, OS providers, brands, e-tailers, and influencers simultaneously.

With digital wallet adoption projected to exceed 5.2 billion users globally in 2026, the infrastructure decisions being made today will determine who owns the ecommerce layer in streaming. Adeia's IP portfolio is built to be that foundation.



Complex e-commerce before Adeia's Digital Wallet Technology

Simplified e-commerce after Adeia's Digital Wallet Technology

E-commerce today, whether conducted through a TV or through some other screen (tablet, phone, etc.), forces viewers into a long sequence of operations. Adeia's proposal for a digital wallet streamlines the process greatly. This technique can be employed by anyone involved in presenting content, including networks, service providers, OTT streamers, device manufacturers (e.g. TV or set-top box OEMs), and any content provider on any streaming app.

How it works: closing the loop between content and ecommerce

The core engineering challenge in shoppable video goes beyond the buy button. The real challenge is trust. Before any transaction can happen, the system needs to know who is watching, whether they're authorized to buy, and that the purchase intent is genuine. On a shared screen like a TV, that's not trivial.

Adeia's architecture solves this by separating the display device from the authorization device. The TV surfaces the opportunity, while the smartphone or another linked single-user device owns the transaction.

Wallet-to-video service integration

Rather than registering every merchant individually with a digital wallet, Adeia's solution links the video service directly to the wallet provider. This is a deliberate architectural choice: the universe of OTT video services is orders of magnitude smaller than the universe of e-tailers, making the integration surface manageable and scalable.

The link may be built on OAuth 2.0 and OpenID Connect, enabling Single Sign-On between the cloud-based digital wallet and the video service. A practical example: an OTT service like Tubi authenticates via "Sign In with Apple", which then unlocks access to Apple Pay for in-content purchases. Setup happens once per device — not once per video or once per session.

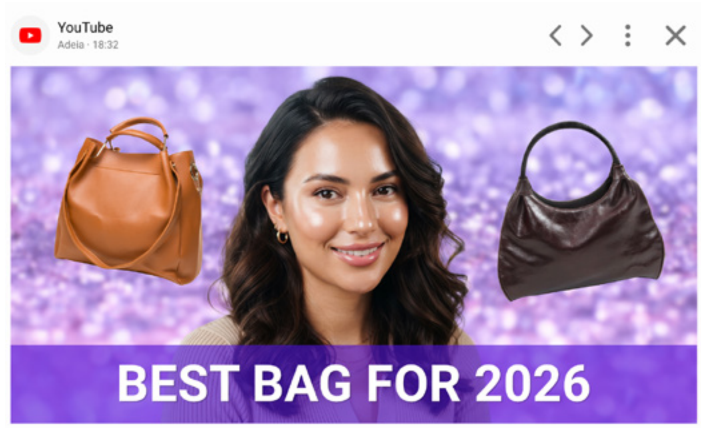
From video content to curated cart

Once the wallet-video link is established, the next challenge is connecting specific products to specific moments in content. Adeia's technology supports two methods:

Manual linking, where a content owner or e-tailer tags specific objects in a video as purchasable, with fixed pricing and shipping already baked in.

Automated linking via computer vision that uses algorithms to analyze the video stream, identify objects, and match them to ecommerce inventory without requiring manual tagging.

Both approaches produce the same result: a pre-packaged digital cart. Pricing and quantities are fixed, and the viewer cannot modify the cart contents. This design helps reduce decision fatigue when purchase intent is highest while providing e-tailers with predictable, auditable transaction parameters.



E-commerce with digital wallets can be streamlined even further by tying the digital wallet to the video service. The video service can offer viewers the opportunity to buy with a simple logo or bug – for example a button that says "Buy with (Apple)Pay." After a one-time set-up, purchasing can become a single-click operation, making impulse buying virtually effortless.

Authentication that fits the context

TVs are shared devices. Shared devices can't be trusted to self-authenticate a financial transaction. Adeia's platform routes authorization to the digital wallet owner's smartphone, where biometric authentication, such as fingerprint or facial recognition, confirms that the purchase is intentional and made by an authorized user.

For voice-enabled setups, the platform supports NLP-based authorization through a TV's embedded microphone, a smart remote, or a linked assistant like Google Home or Amazon Alexa. Voice signatures are enrolled during setup and stored on the cloud identity server. To prevent replay attacks, the feature can be automatically disabled above a configurable price threshold.

A timeout parameter governs every authorization request. If biometric or voice confirmation isn't received within the window, the cart expires and the offer closes. No stale transactions, no unauthorized purchases completing in the background.

A new revenue surface for the entire video ecosystem

Adeia's Activate Digital Wallet platform technology isn't a point solution for one type of player. It is foundational infrastructure, with monetization opportunities that extend across the entire ecommerce and video value chain.

Streaming platforms and OTT services

For platforms like Tubi, Peacock, or any ad-supported streaming service, shoppable video creates a direct revenue stream that doesn't depend solely on CPM advertising. Every product placement, sponsored segment, or featured item becomes a transactable moment. The platform earns on conversion, not just on impression.

TV OEMs and OS providers

For hardware and OS providers such as Samsung, LG, Roku, and Google TV, Adeia's platform adds an ecommerce layer to the living room without requiring a browser or separate app. The TV becomes an ecommerce endpoint, with the OEM or OS provider positioned at the center of that transaction flow. Integration hooks into existing wallet infrastructure (Apple Pay, Google Pay, Samsung Pay) mean the path to deployment is shorter than building from scratch.

Brands, e-tailers, and merchants

The static curated cart model gives brands something current ecommerce channels don't: a controlled, distraction-free purchase environment. The viewer sees the product in context, in use, and at a moment of genuine interest. The only decision is whether to make the purchase. There's no competitor product two clicks away, no review rabbit hole, no abandoned cart from a redirect that lost the moment.

Post-purchase, e-tailers receive metadata on the content that drove the conversion, including the video service, the creator/influencer, content type, and timestamp. This information enables more accurate attribution, inventory allocation based on content performance, and personalized follow-on offers tied to viewing behavior.

Influencers and content creators

For creators, Adeia's platform solution turns any video into a storefront without disrupting the viewing experience. Items featured organically in content or placed intentionally can be linked to a live purchase option. Sales metrics feed back to the creator, enabling performance-based partnerships with brands and a revenue model that goes beyond sponsorship flat fees.

The market trajectory

Digital wallet adoption is on track to surpass 5.2 billion users globally by end of 2026, representing more than 60% of the world's population. Shoppable video is following a similar trajectory. The platforms, OEMs, and brands that establish ecommerce infrastructure in streaming now will own the conversion layer when that adoption hits scale. Adeia's inventions are designed to be that infrastructure.

*Today, e-commerce shoppers can select items the content provider chooses to offer, **but only those items**. A separate set of technologies developed by Adeia gives the viewer the power to identify anything shown on-screen and – if it's for sale somewhere – viewers can buy it, making e-commerce a more powerful process. When combined with advanced digital wallet technology, viewers can make their purchases with a simple streamlined process.*

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