

Title (en)
INFORMATION ACCESS WITH TARGETED MARKETING CAPABILITY

Title (de)
INFORMATIONSZUGRIFF MIT GEZIELTER WERBEFÄHIGKEIT

Title (fr)
ACCES A L'INFORMATION AVEC CAPACITE DE COMMERCIALISATION SELECTIVE

Publication
EP 1095518 A1 20010502 (EN)

Application
EP 99931867 A 19990702

Priority
• US 9914128 W 19990702
• US 9159798 P 19980702

Abstract (en)
[origin: WO0002389A1] A communication architecture and service where subscribers to obtain wireless cellular access to information providers and enables advertisers to target advertisement to individuals fitting specific demographic profiles. The service provided by this architecture permits cellular telephone subscribers (13) to dial into a content server (10) that provides access to a wide variety of information not normally available to mobile subscribers. Individually targeted advertising can also be provided to receivers of broadcast information or entertainment content through this architecture. The advertising spots selected by the system for an individual user can be inserted as the content is broadcast or transmitted in large segments and stored locally in the user's selected receiver for insertion on cue in place of the regularly transmitted advertising spots. The architecture includes a central content and data processing center that receives subscriber and any advertiser information and a receptor device in each subscriber's receiver which is equipped to supply the necessary logic, memory and switching. Communication between the various systems incorporated in the architecture is provided by a combination of wire-line (20), wireless (13) and satellite (15) transmission facilities.

IPC 1-7
H04N 7/173; H04B 10/00; A61B 5/021

IPC 8 full level
G06F 13/00 (2006.01); **G06Q 30/00** (2012.01); **H04W 4/06** (2009.01); **H04W 8/20** (2009.01); **H04W 28/00** (2009.01); **H04N 7/16** (2011.01)

CPC (source: EP)
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Citation (search report)
See references of WO 0002389A1

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