

Title (en)

METHOD AND APPARATUS FOR INTERNET ADVERTISEMENT

Title (de)

VERFAHREN UND GERÄT FÜR INTERNETREKLAME

Title (fr)

PROCEDE ET APPAREIL S'APPLIQUANT A LA PUBLICITE SUR INTERNET

Publication

EP 1101178 A1 20010523 (EN)

Application

EP 00921142 A 20000418

Priority

- KR 0000356 W 20000418
- KR 19990020353 A 19990603
- KR 20000004570 A 20000131

Abstract (en)

[origin: WO0075824A1] The present invention discloses a technique to advertise to the netisns by providing an internet game with credits and gifts. The present invention provides an improved advertising technique comprising a home page of a network server, an advertising document file, a web browser, and a game engine. The advertisement displayed in the frames comprising the units of the internet game effectively enhances the power of the advertisement since the netisn keeps eye on those frames.

IPC 1-7

G06F 17/60

IPC 8 full level

G06Q 30/00 (2012.01); **H04N 7/16** (2011.01)

CPC (source: EP KR)

G06Q 30/02 (2013.01 - EP KR); **G06Q 50/10** (2013.01 - KR); **H04N 21/2543** (2013.01 - EP); **H04N 21/812** (2013.01 - EP); **H04N 21/8586** (2013.01 - EP)

Designated contracting state (EPC)

AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

DOCDB simple family (publication)

WO 0075824 A1 20001214; EP 1101178 A1 20010523; EP 1101178 A4 20010912; KR 20010006597 A 20010126

DOCDB simple family (application)

KR 0000356 W 20000418; EP 00921142 A 20000418; KR 20000004570 A 20000131