

Title (en)

CHANGING ADVERTISEMENT SIZE IN RESPONSE TO USER INTERACTIONS

Title (de)

ÄNDERUNG DER GRÖSSE EINER WERBUNG IN ANTWORT AUF BENUTZER-INTERAKTIONEN

Title (fr)

REDIMENSIONNEMENT DES PUBLICITES EN FONCTION DE L'INTERACTION DE L'UTILISATEUR

Publication

EP 1116133 A1 20010718 (EN)

Application

EP 99951528 A 19990922

Priority

- US 9921768 W 19990922
- US 10178198 P 19980925
- US 39544499 A 19990914

Abstract (en)

[origin: WO0019332A2] A technique for displaying banner advertisements within the context of an electronic document browsing environment such as the World Wide Web. The technique is implemented in an applet program embedded within a Web page file that presents an advertisement wherein the size changes from a smaller size to a larger size, for example, when the user expresses an interest in the advertisement. By dynamically expanding and changing the size of the advertisement based upon the user's interaction with the advertisement, advertising is more effective without becoming intrusive to consumers and publishers expected arrangement of the underlying Web pages.

IPC 1-7

G06F 17/00

IPC 8 full level

G06F 9/54 (2006.01); **G06F 13/00** (2006.01); **G06Q 30/00** (2012.01); **G09F 19/00** (2006.01)

CPC (source: EP)

G06Q 30/02 (2013.01)

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 0019332 A2 20000406; **WO 0019332 A3 20010208**; **WO 0019332 A9 20011004**; CA 2344868 A1 20000406; EP 1116133 A1 20010718; JP 2002526831 A 20020820

DOCDB simple family (application)

US 9921768 W 19990922; CA 2344868 A 19990922; EP 99951528 A 19990922; JP 2000572770 A 19990922