

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

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- 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

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