

Title (en)

SYSTEM AND METHOD FOR DISTRIBUTING PROMOTIONAL MESSAGES OVER A COMMUNICATIONS NETWORK

Title (de)

SYSTEM UND VERFAHREN ZUM VERTEILEN VON WERBESPRÜCHEN ÜBER EIN KOMMUNIKATIONSNETZWERK

Title (fr)

SYSTEME ET PROCEDE PERMETTANT DE DISTRIBUER DES MESSAGES A CARACTERE PROMOTIONNEL SUR UN RESEAU DE COMMUNICATIONS

Publication

**EP 1161834 A1 20011212 (EN)**

Application

**EP 00909857 A 20000216**

Priority

- SE 0000312 W 20000216
- SE 9900513 A 19990217

Abstract (en)

[origin: WO0049805A1] The present invention provides a direct information channel via a communications network to e.g. households for advertising purposes. In a preferred embodiment of the present invention a method for use in a network for sending promotional messages to target groups provided with a display comprises the steps of inputting a promotional message; selecting a target group; allocating a promotion channel in said network for said promotional message; allocating a portion of said display for said promotion channel; sending said promotional message over said network in said promotion channel; and outputting said promotional message in the allocated portion of said display at the selected target group.

IPC 1-7

**H04N 7/08**; **H04N 7/16**

IPC 8 full level

**H04N 7/16** (2011.01); **H04N 5/445** (2011.01)

CPC (source: EP US)

**H04N 7/165** (2013.01 - EP); **H04N 21/25891** (2013.01 - EP); **H04N 21/44224** (2020.08 - EP US); **H04N 21/4622** (2013.01 - EP); **H04N 21/4782** (2013.01 - EP); **H04N 21/812** (2013.01 - EP); **H04N 21/42204** (2013.01 - EP); **H04N 21/4316** (2013.01 - EP); **H04N 21/4532** (2013.01 - EP); **H04N 21/47** (2013.01 - EP); **H04N 21/478** (2013.01 - EP)

Citation (search report)

See references of WO 0049805A1

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 0049805 A1 20000824**; AU 3203600 A 20000904; EP 1161834 A1 20011212; SE 516203 C2 20011203; SE 9900513 D0 19990217; SE 9900513 L 20000818

DOCDB simple family (application)

**SE 0000312 W 20000216**; AU 3203600 A 20000216; EP 00909857 A 20000216; SE 9900513 A 19990217