

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

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Application

**EP 00909857 A 20000216**

Priority

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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.

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IPC 8 full level

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Citation (search report)

See references of WO 0049805A1

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