

Title (en)

AN ADVERTISEMENT SALES AND MANAGEMENT SYSTEM

Title (de)

EIN SYSTEM ZUM VERWALTEN UND VERKAUFEN VON WERBUNGEN

Title (fr)

SYSTEME DE VENTE ET DE GESTION DE PUBLICITE

Publication

EP 1163615 A1 20011219 (EN)

Application

EP 00910563 A 20000313

Priority

- DK 0000106 W 20000313
- DK PA199900346 A 19990311
- DK PA200000047 A 20000113
- US 48246200 A 20000113

Abstract (en)

[origin: WO0054192A1] An advertisement sales and management system is disclosed as well as a method that provides a comprehensive advertising solution which supports the integration of the total advertising workflow by handling all kinds of advertisements booked for multiple media including printed media as well as electronic media. Contents and/or presentation elements of an insertion of an advertisement may be reused in another insertion being in the same type of media or a different one. The system according to the present invention is capable of providing significant cost and time efficiencies in the entry, sales, production and management of advertisements.

IPC 1-7

G06F 17/60

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP)

G06Q 30/02 (2013.01)

Citation (search report)

See references of WO 0054192A1

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 0054192 A1 20000914; AU 3272500 A 20000928; EP 1163615 A1 20011219

DOCDB simple family (application)

DK 0000106 W 20000313; AU 3272500 A 20000313; EP 00910563 A 20000313