

Title (en)

ADVANCED PAYPHONE SYSTEM AND METHOD FOR ADVERTISING ON PAYPHONES OVER A COMMUNICATION NETWORK

Title (de)

VERBESSERTES OFFENTLICHES FERNSPRECHERSYSTEM UND VERFAHREN ZUM WERBEN ÜBER EIN KOMMUNIKATIONS-NETZWERK

Title (fr)

SYSTEME DE PUBLIPHONE AVANCE ET PROCEDE DE PUBLICITES PAR PUBLIPHONES VIA UN RESEAU DE COMMUNICATION

Publication

EP 1163793 A2 20011219 (EN)

Application

EP 00911143 A 20000316

Priority

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- US 12518999 P 19990319

Abstract (en)

[origin: WO0057624A2] A system and method for advertising on pay telephone terminals over a communication network. A payphone management system collects advertising messages from advertisers, formats and stores the messages and collects revenue from the advertisers. An advanced pay telephone terminal receives and locally stores the advertising messages from the payphone management system. The advertising messages are displayed to users of the terminal in formats including full-motion video, still frame video, audio, animation and text. Advertising revenue subsidizes the cost of calling and serves to attract users to the terminal. In addition to subsidizing calling costs to the user, revenue sharing between the payphone operating company, the advertisers, the telephone company and the location owners is facilitated.

IPC 1-7

H04M 17/02; **H04M 15/00**; **H04M 3/533**; **H04M 3/487**; **G09F 27/00**

IPC 8 full level

G06Q 30/00 (2006.01); **G06Q 50/00** (2006.01); **G09F 27/00** (2006.01); **H04M 3/487** (2006.01); **H04M 15/00** (2006.01); **H04M 17/02** (2006.01); **H04M 3/24** (2006.01); **H04M 3/36** (2006.01); **H04M 3/533** (2006.01); **H04M 3/56** (2006.01)

CPC (source: EP KR)

G09F 27/00 (2013.01 - EP); **H04M 3/4878** (2013.01 - EP); **H04M 15/00** (2013.01 - EP); **H04M 15/54** (2013.01 - EP); **H04M 15/68** (2013.01 - EP); **H04M 15/8083** (2013.01 - EP); **H04M 15/88** (2013.01 - EP); **H04M 17/00** (2013.01 - KR); **H04M 17/02** (2013.01 - EP); **H04M 17/023** (2013.01 - EP); **H04M 17/026** (2013.01 - EP); **H04M 3/248** (2013.01 - EP); **H04M 3/36** (2013.01 - EP); **H04M 3/533** (2013.01 - EP); **H04M 3/56** (2013.01 - EP); **H04M 2215/0116** (2013.01 - EP); **H04M 2215/0184** (2013.01 - EP); **H04M 2215/0192** (2013.01 - EP); **H04M 2215/0196** (2013.01 - EP); **H04M 2215/22** (2013.01 - EP)

Citation (search report)

See references of WO 0057624A2

Cited by

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AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

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WO 0057624 A2 20000928; **WO 0057624 A3 20010201**; AR 023106 A1 20020904; AU 3313700 A 20001009; AU 771137 B2 20040311; BR 0009111 A 20020528; CA 2366298 A1 20000928; CN 1357193 A 20020703; CO 5280176 A1 20030530; EP 1163793 A2 20011219; JP 2002540681 A 20021126; KR 20010113844 A 20011228; PE 20010059 A1 20010202

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