

Title (en)

METHOD AND SYSTEM FOR SELLING AND PURCHASING MEDIA ADVERTISING OVER A DISTRIBUTED COMMUNICATION NETWORK

Title (de)

VERFAHREN UND SYSTEM FÜR VERKAUF UND ANKAUF VON MEDIA WERBUNG ÜBER EIN VERTEILTES KOMMUNIKATIONSNETZWERK

Title (fr)

PROCEDE ET SYSTEM DE VENTE ET D'ACHAT DE PUBLICITE-MEDIAS SUR UN RESEAU DE COMMUNICATION REPARTI

Publication

EP 1204909 A4 20021105 (EN)

Application

EP 00950744 A 20000727

Priority

- US 0020389 W 20000727
- US 36186099 A 19990727

Abstract (en)

[origin: WO0107985A2] A method and system for buying and selling media advertising opportunities over a distributed communication network, such as the Internet, provides a server on network including a database containing information pertaining to available advertising opportunities, such as advertising time slots in television programming schedules, provided by media content providers. The server provides buyers of the advertising opportunities access to the database over the network, whereby buyers may search the database and make offers to the sellers for selected advertising opportunities. Sellers of advertising opportunities access the database over the network to enter the information, receive bids entered by buyers, accept bids, and enter contracts into the server for communication to buyers over the network.

[origin: WO0107985A2] A method and system for buying (103) and selling (102) media advertising opportunities over a distributed communication network (104), such as the Internet, provides a server on network including a database (105) containing information pertaining to available advertising opportunities, such as advertising time slots in television programming schedules, provided by media content providers. The server provides buyers of the advertising opportunities access to the database over the network, whereby buyers may search the database and make offers to the sellers for selected advertising opportunities. Sellers of advertising opportunities access the database over the network to enter the information, receive bids entered by buyers, accept bids, and enter contracts into the server for communication to buyers over the network.

IPC 1-7

G06F 1/00

IPC 8 full level

G06Q 30/00 (2012.01); **H04N 7/16** (2011.01)

CPC (source: EP)

G06Q 30/02 (2013.01); **H04N 21/812** (2013.01)

Citation (search report)

- [X] WO 9605563 A1 19960222 - REUTERS LTD [GB]
- [A] US 5621734 A 19970415 - MANN BRUCE E [US], et al
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- [A] US 5227778 A 19930713 - VACON GARY V [US], et al
- [X] "RADIO TURNS TO INTERNET TO BOOST ADVERTISING", FINANCIAL TIMES, FINANCIAL TIMES, LONDON,, GB, 4 November 1998 (1998-11-04), pages 1 - 4, XP002936463, ISSN: 0307-1766
- [X] WANG N: "AUCTIONING OF AD SPACE GETS BOOST WITH SUCCESSFUL LAUNCH OF SITE", INTERNET WORLD, MECKLERMEDIA, WESTPORT, CT, US, 2 March 1996 (1996-03-02), pages 14, XP002936464, ISSN: 1081-3071
- See references of WO 0107985A2

Designated contracting state (EPC)

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DOCDB simple family (publication)

WO 0107985 A2 20010201; **WO 0107985 A3 20010426**; **WO 0107985 A9 20020801**; EP 1204909 A2 20020515; EP 1204909 A4 20021105

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