

Title (en)

METHOD FOR BROKERING INTERNET ADVERTISEMENTS ON THE INTERNET AND HOST THEREFOR

Title (de)

VERFAHREN FÜR MAKLERGESCHÄFTE MIT INTERNETWERBUNG ÜBER DAS INTERNET UND ZUGEHÖRIGER ZENTRALRECHNER

Title (fr)

PROCEDE DE COURTAGE DE PUBLICITES INTERNET SUR L'INTERNET, ET ORDINATEUR CENTRAL UTILISE A CET EFFET

Publication

EP 1236145 A1 20020904 (EN)

Application

EP 00971861 A 20001027

Priority

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- KR 19990051524 A 19991119

Abstract (en)

[origin: WO0137158A1] An internet advertisement brokering host for brokering a plurality of internet advertisements between an advertiser and an individual website operator via the internet is provided. The host includes a database for storing each internet advertisement identifier, each website operator identifier corresponding to each internet advertisement, and data on the effectiveness of an internet advertisement. The host provides a web page for publishing internet advertisements and corresponding advertisement guide information so that an advertiser is allowed to load his or her advertisements and a website operator is allowed to take any internet advertisement onto his or her website. A website operator or a publisher can receive an advertisement income with respect to data on the effectiveness of all internet advertisements which have been displayed on his or her website irrespective of advertisers. Also, advertisers can pay charges for advertising services irrespective of publishers taking and loading advertisements onto their websites. A publisher who has a small number of visitors is allowed to load an advertisement or advertisements without receiving the approval of an advertiser. As a result, small-scale advertisement is encouraged. In addition, since an advertisement fee can be calculated in an advertisement brokering host, a number of advertisers and publishers can engage in advertising activity at their desire.

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IPC 8 full level

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