

Title (en)

METHOD OF AND APPARATUS FOR DESIGNING ADVERTISEMENTS BY USING DIGITAL MEDIA ASSETS

Title (de)

VORRICHTUNG UND VERFAHREN ZUM ENTWERFEN VON ANZEIGEN MITTELS DIGITALER MEDIENGÜTER

Title (fr)

PROCEDE ET APPAREIL PERMETTANT DE CONCEVOIR DES PUBLICITES A L'AIDE DE CONTENUS NUMERIQUES MULTIMEDIA

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Application

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Abstract (en)

[origin: WO0229604A2] A central web server is provided which stores tens or hundreds of thousands of media assets (such as still photographs, video, logos, advertising text, etc.) in a database which can be accessed over the internet by any number of authorised persons, each with a computer using a standard web browser. The central web server is programmed to allow not only the creation of an advertisement on-line through the selection, assembly or modification of appropriate media assets, with a realistic on-screen simulation of how the published advertisement will look, but also the actual delivery of the media assets to for example, a magazine publisher or television station. By integrating the media asset delivery process into the on-line advertisement creation process, a fully integrated system is produced which greatly increases the efficiency of the management and production of advertising campaigns.

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