

Title (en)

A SUPER SATURATION METHOD FOR INFORMATION-MEDIA

Title (de)

SUPER-SÄTTIGUNGSVERFAHREN FÜR INFORMATIONSMEDIEN

Title (fr)

PROCEDE DE SURSATURATION POUR MULTIMEDIA

Publication

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Application

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Abstract (en)

[origin: WO0237207A2] Super-saturation method for information-media substantially relates to three-body cooperation, directing information to electronic media consumer (reader, surfer, viewer, listener). Embodiments facilitate first media body offering out-of-context information placement using second cooperating media body. Facilitator body preferably guarantees that consumer of the second media is known consumer of the first media. Accordingly, the second media body presents an out-of-context information placement. For example, exclusive members-only Internet site "AAA" is oversubscribed with potential paying advertising content at DOLLAR 100 CPM. This exclusive site then offers unfulfilled advertisers option to present their advertisements to certified "AAA" viewers, albeit on non-AAA Internet site, for DOLLAR 50 CPM. The facilitator locates certified AAA viewer at Internet site "BBB" that normally charges DOLLAR 30 CPM. Facilitated contract(s) between AAA, BBB, and the facilitator divides new revenue stream of DOLLAR 20 CPM between them - yielding respective three bodies benefits.

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