

Title (en)

MATCHING AND SCORING OF ADVERTISEMENTS FOR TARGETED DELIVERY INTO MULTIPLE VIDEO GAMES, SUCH AS SINGLE AND MULTIPLAYER GAMES

Title (de)

ANPASSEN UND AUSWERTEN VON WERBEANZEIGEN FÜR DIE GEZIELTE EINGABE IN MEHRERE VIDEOSPIELE WIE SPIELE FÜR EINZEL- ODER MEHRERE SPIELER

Title (fr)

MISE EN CORRESPONDANCE ET MARQUAGE DE PUBLICITES POUR LA DISTRIBUTION CIBLEE DANS UNE PLURALITE DE JEUX VIDEO, TELS QUE DES JEUX A JOUEUR UNIQUE OU A PLUSIEURS JOUEURS

Publication

**EP 1841512 A1 20071010 (EN)**

Application

**EP 05725127 A 20050308**

Priority

- US 2005007782 W 20050308
- US 63863704 P 20041223

Abstract (en)

[origin: WO2006071246A1] An advertisement delivery scheme and associated facility provide targeted advertisements for multiple video games without advertisers having to specify specific game titles in which they would like their advertisements placed. The targeted advertisements may be provided via a network connection while the video game applications are executed on gaming devices, or via other means. Advertisements may be targeted to groupings of one or more games, and or groupings of one or more players. The advertisements may be matched and scored to appear in specific available ad units within each game. The advertisement delivery scheme and associated facility may be implemented with respect to both single and multiplayer games.

IPC 8 full level

**A63F 13/00** (2006.01); **G06Q 10/00** (2012.01); **G06Q 30/00** (2012.01)

CPC (source: EP US)

**A63F 13/12** (2022.01 - EP); **A63F 13/30** (2014.09 - EP); **A63F 13/335** (2014.09 - US); **A63F 13/61** (2014.09 - US); **A63F 13/79** (2014.09 - US); **G06Q 10/04** (2013.01 - EP); **G06Q 10/087** (2013.01 - EP); **G06Q 30/02** (2013.01 - EP US); **A63F 2300/407** (2013.01 - EP); **A63F 2300/5506** (2013.01 - EP); **A63F 2300/5546** (2013.01 - EP)

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU MC NL PL PT RO SE SI SK TR

DOCDB simple family (publication)

**WO 2006071246 A1 20060706**; CN 101142003 A 20080312; EP 1841512 A1 20071010; EP 1841512 A4 20080123; EP 2463001 A2 20120613; EP 2463001 A3 20121212; JP 2008525884 A 20080717

DOCDB simple family (application)

**US 2005007782 W 20050308**; CN 200580048127 A 20050308; EP 05725127 A 20050308; EP 12001279 A 20050308; JP 2007548174 A 20050308