

Title (en)

LOYALTY PROGRAM FOR CONSUMERS AND METHOD AND SYSTEM FOR REWARDING A CONSUMER

Title (de)

LOYALITÄTSPROGRAMM FÜR VERBRAUCHER UND VERFAHREN UND SYSTEM ZUM BELOHNEN EINES VERBRAUCHERS

Title (fr)

PROGRAMME DE FIDELITE POUR CONSOMMATEUR, PROCEDE ET SYSTEME SERVANT A RECOMPENSER LE CONSOMMATEUR

Publication

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Application

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Abstract (en)

[origin: WO2006072605A1] The invention relates generally to methods, systems and programs for engendering loyalty in various consumers and customers and, in particular, to a loyalty program for television stations, radio stations and other providers of media, as well as a method and system for rewarding a consumer / user of a medium (e.g. a television viewer who watches various channels of television, a listener of a radio station or a reader of a publication).

IPC 8 full level

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