

Title (en)

METHODS AND SYSTEMS FOR OFFERING AND SELLING ADVERTISING

Title (de)

VERFAHREN UND SYSTEME ZUM ANBIETEN UND VERKAUFEN VON WERBUNG

Title (fr)

PROCÉDÉS ET SYSTÈMES PERMETTANT D OFFRIR ET DE VENDRE DE LA PUBLICITÉ

Publication

EP 1929437 A4 20111130 (EN)

Application

EP 06741274 A 20060622

Priority

- AU 2006000883 W 20060622
- AU 2005903286 A 20050622
- AU 2005100915 A 20051028

Abstract (en)

[origin: WO2006135981A1] A method (22) for coordinating information for use in advertising. The method (22) comprises receiving sets of advertisement information (26) associated with advertisements for distressed advertising space (28). The sets of advertisement information (26) are stored and the method (22) includes searching the stored sets of advertisement information (22) to locate at least one set (38) that meets with distressed advertising criteria (36). Other aspects are provided.

IPC 8 full level

G06Q 30/00 (2006.01); **G06Q 50/00** (2006.01)

CPC (source: EP)

G06Q 30/02 (2013.01)

Citation (search report)

- [L] The present application relates almost entirely to the business method of coordinating and organising advertisements and advertising spaces. Any references to technical means are limited to a cursory mention of standard computer equipment, for which no further evidence is required.
- See references of WO 2006135981A1

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 LV MC NL PL PT RO SE SI SK TR

DOCDB simple family (publication)

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AU 2006000883 W 20060622; AU 2005100915 A 20051028; AU 2006261596 A 20060622; CA 2613142 A 20060622; EP 06741274 A 20060622; JP 2008517279 A 20060622; SG 2010044642 A 20060622