

Title (en)
USING INFORMATION FROM USER VIDEO GAME INTERACTIONS TO TARGET ADVERTISEMENTS, SUCH AS ADVERTISEMENTS TO BE SERVED IN VIDEO GAMES FOR EXAMPLE

Title (de)
VERWENDUNG VON INFORMATIONEN AUS VIDEOSPIEL-NUTZERINTERAKTIONEN FÜR GEZIELTE WERBUNG WIE FÜR WERBUNG BEISPIELSWEISE BEI VIDEOSPIELEN

Title (fr)
UTILISATION D'INFORMATIONS ISSUES D'INTERACTIONS DE JEUX VIDEO UTILISATEUR POUR CIBLER DES PUBLICITES TELLES QUE DES PUBLICITES POUVANT SERVIR DANS DES JEUX VIDEO PAR EXEMPLE

Publication
EP 1933959 A4 20110413 (EN)

Application
EP 06815881 A 20060928

Priority
• US 2006038206 W 20060928
• US 23966205 A 20050929

Abstract (en)
[origin: US2007072676A1] Information about a person's interests and gaming behavior may be determined by monitoring their online gaming activities (and perhaps making inferences from such activities). Such information may be used to improve ad targeting. For example, such information may be used to target ads to be rendered in a video game being played by the person.

IPC 8 full level
G06Q 30/00 (2006.01)

CPC (source: EP KR US)
A63F 13/10 (2022.01 - EP); **A63F 13/12** (2022.01 - EP); **A63F 13/30** (2014.09 - EP); **A63F 13/45** (2014.09 - EP); **A63F 13/61** (2014.09 - US); **A63F 13/79** (2014.09 - US); **G06Q 30/02** (2013.01 - EP KR US); **G06Q 50/10** (2013.01 - KR); **A63F 2300/5506** (2013.01 - EP US)

Citation (search report)
• [I] WO 2005086969 A2 20050922 - MASSIVE INC [US], et al
• [I] US 2004015608 A1 20040122 - ELLIS RICHARD D [US], et al
• [I] US 2004044567 A1 20040304 - WILLIS DANIEL [CA]
• [A] US 2003110171 A1 20030612 - OZER STUART [US], et al
• See references of WO 2007041371A2

Cited by
EP2528863A1

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)
US 2007072676 A1 20070329; CA 2624126 A1 20070412; CN 101313323 A 20081126; EP 1933959 A2 20080625; EP 1933959 A4 20110413; JP 2009509680 A 20090312; KR 20080054428 A 20080617; WO 2007041371 A2 20070412; WO 2007041371 A3 20071129

DOCDB simple family (application)
US 23966205 A 20050929; CA 2624126 A 20060928; CN 200680043609 A 20060928; EP 06815881 A 20060928; JP 2008533707 A 20060928; KR 20087010349 A 20080429; US 2006038206 W 20060928