Title (en)
SYSTEMS AND METHODS FOR CONSUMER-GENERATED MEDIA REPUTATION MANAGEMENT

Title (de)
SYSTEME UND VERFAHREN ZUR VERWALTUNG BENUTZERERZEUGTER MEDIENREPUTATIONEN

Title (fr)
SYSTEME ET PROCEDE POUR UNE GESTION DE REPUTATION DE CONTENUS CREES PAR LE CLIENT

Publication
EP 2024814 A4 20101110 (EN)

Application
EP 07811870 A 20070507

Priority
- US 2007068392 W 20070507
- US 74662106 P 20060505

Abstract (en)
[origin: WO2007131213A2] TruCast is a method for management, by way of gathering, storing, analyzing, tracking, sorting, determining the relevance of, visualizing, and responding to all available consumer generated media. Some examples of consumer generated media include web logs or "blogs", mobile phone blogs or "mo-blogs", forums, electronic discussion messages, Usenet, message boards, BBS emulating services, product review and discussion web sites, online retail sites that support customer comments, social networks, media repositories, and digital libraries. Any web hosted system for the persistent public storage of human commentary is a potential target for this method. The system is comprised of a coordinated software and hardware system designed to perform management, collection, storage, analysis, workflow, visualization, and response tasks upon this media. This system permits a unified interface to manage, target, and accelerate interactions within this space, facilitating public relations, marketing, advertising, consumer outreach, political debate, and other modes of directed discourse.

IPC 8 full level
G06F 7/00 (2006.01); **G06F 17/30** (2006.01)

CPC (source: EP)
G06F 16/951 (2018.12); **G06F 16/958** (2018.12); **G06Q 30/02** (2013.01)

Citation (search report)
- [Y] US 6826553 B1 20041130 - DACOSTA GERSON FRANCIS [US], et al
- [Y] US 2002099700 A1 20020725 - LI WEN-SYAN [US]
- [A] US 6549944 B1 20030415 - WEINBERG AMIR [IL], et al
- [A] EP 0779586 A1 19970618 - NCR INT INC [US]
- [A] "MaxQ is a web functional testing tool", INTERNET CITATION, 1 June 2004 (2004-06-01), XP009139079, Retrieved from the Internet <URL:http://web.archive.org/web/20041229154236/http://maxq.tigris.org/> [retrieved on 20100923]
- See references of WO 2007143314A2

Citation (examination)
- US 2005273503 A1 20051208 - CARR DEREK W [US], et al
- US 2006004642 A1 20060105 - LIBMAN RICHARD M [US]
- US 2006080130 A1 20060413 - CHOKSI SAMIT [US]
- US 2006136474 A1 20060622 - CHANG ZECHARY [TW], et al

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 MT NL PL PT RO SE SI SK TR

DOCDB simple family (publication)
WO 2007131213 A2 20071115; **WO 2007131213 A3 20080214**; AU 2007257092 A1 20071213; AU 2007257092 B2 20120209; CA 2690889 A1 20071213; CA 2690889 C 20170321; EP 2024814 A2 20090218; EP 2024814 A4 20101110; WO 2007143314 A2 20071213; WO 2007143314 A3 20081030; WO 2007143314 A9 20090416

DOCDB simple family (application)
US 2007068308 W 20070504; AU 2007257092 A 20070507; CA 2690889 A 20070507; EP 07811870 A 20070507; US 2007068392 W 20070507