Title (en)

ADVERTISING OPPORTUNITY EXCHANGE SYSTEM AND METHOD

Title (de)

SYSTEM UND VERFAHREN FÜR DEN AUSTAUSCH VON WERBEGELEGENHEITEN

Title (fr)

SYSTÈME ET PROCÉDÉ D'ÉCHANGE DE CRÉNEAUX PUBLICITAIRES

Publication

EP 2044564 A2 20090408 (EN)

Application

EP 07810434 A 20070713

Priority

- US 2007015983 W 20070713
- US 49079206 A 20060720

Abstract (en)

[origin: WO2008010954A2] A method and system for enabling source users to gain access to means for communicating messages to selected recipient users, comprising: using first sets of data characterizing means for communicating a message in potential conditions of use; second set of data relating to a number of qualities to be met by source users to gain access to the means of the first sets of data; third sets of data relating to qualities met by source users willing to gain access to communication means in desired conditions of use; identifying three-way matches between qualities to be met by source users to gain access to communication means in potential conditions of use, the actual conditions of use of the means and qualities met by source users willing to gain access to at least one of a plurality of means in desired conditions of use; and prioritizing matches according to predetermined rules.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP KR)

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Designated contracting state (EPC)

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Designated extension state (EPC)

AL BA HR MK RS

DOCDB simple family (publication)

WO 2008010954 A2 20080124; **WO 2008010954 A3 20090402**; AU 2007275806 A1 20080124; AU 2007275806 A2 20090219; CA 2657925 A1 20080124; CN 101490706 A 20090722; EP 2044564 A2 20090408; EP 2044564 A4 20101222; JP 2009545026 A 20091217; KR 20090037892 A 20090416

DOCDB simple family (application)

US 2007015983 W 20070713; AU 2007275806 A 20070713; CA 2657925 A 20070713; CN 200780027406 A 20070713; EP 07810434 A 20070713; JP 2009520775 A 20070713; KR 20097001203 A 20090120