

Title (en)

AUTOMATED MEDIA CONTENT ADAPTATION AND DELIVERY

Title (de)

AUTOMATISIERTE ANPASSUNG UND ABLIEFERUNG VON MEDIENINHALT

Title (fr)

DISTRIBUTION ET ADAPTATION AUTOMATISEES DE CONTENU MULTIMEDIA

Publication

EP 2055101 A2 20090506 (EN)

Application

EP 07755234 A 20070410

Priority

- US 2007008898 W 20070410
- US 79076906 P 20060410
- US 79077006 P 20060410

Abstract (en)

[origin: WO2007120686A2] In advertising, irrespective of the delivery medium, a concern with audience targeting can be addressed by context-based, usage-based and user-based techniques. In a fast-growing sector in the advertising industry, namely that of digital signage, user data for a display installations are obtained by methods designated as indirect, polling or rating. Beyond context- and usage-based targeting, for facilitating audience-based content adaptation or targeting, physical attributes of subjects in front of an installation can be ascertained in an automated fashion. The attributes can be combined with customary context and usage-pattern data in selecting messages suitable for display at the installation. The combined data can be supplied to a number of potential content providers with an invitation to bid in an auction of display time.

IPC 8 full level

G06Q 30/00 (2012.01); **H04N 7/16** (2006.01)

CPC (source: EP)

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Citation (search report)

See references of WO 2007120686A2

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Designated extension state (EPC)

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DOCDB simple family (publication)

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