

Title (en)

USER INTERACTION CAUSING CLICK FACILITATOR TO COLLECT AD CLICK-THROUGH FEE

Title (de)

BENUTZERINTERAKTION, DIE BEWIRKT, DASS EIN KLIICK-ERMÖGLICHER EINE WERBUNG-DURCHKLIICKGEBÜHR SAMMELT

Title (fr)

INTERACTION UTILISATEUR PERMETTANT À UN FACILITATEUR DE CLIC DE COLLECTER DES FRAIS DE CLIC PUBLICITAIRE

Publication

EP 2074553 A1 20090701 (EN)

Application

EP 07718980 A 20070528

Priority

- AU 2007000734 W 20070528
- US 82986606 P 20061017
- US 67253307 A 20070208
- US 88877507 P 20070208

Abstract (en)

[origin: WO2008046128A1] A method of causing a proportion of a click-through fee to be credited to a facilitator of a user interaction with a printed substrate, said substrate comprising coded data enabling the user interaction, said method comprising the steps of: (a) a user performing the user interaction with the substrate using a sensing device, said sensing device reading at least some of the coded data, said user interaction causing a first resource to be displayed on a display device wherein a content of said first resource includes at least one advertisement; and (b) the user selecting an advertisement in said first resource, thereby causing an advertiser resource corresponding to said advertisement to be retrieved and displayed on said display device, wherein step (b) causes said click-through fee to be charged to an advertiser associated with the advertisement, and said proportion of said click-through fee to be credited to said facilitator.

IPC 8 full level

G06K 9/00 (2006.01); **G06K 9/20** (2006.01); **G06Q 30/00** (2006.01); **G06V 30/224** (2022.01); **G06V 30/32** (2022.01); **G06V 30/10** (2022.01)

CPC (source: EP US)

G06Q 30/02 (2013.01 - EP US); **G06V 30/1448** (2022.01 - EP US); **G06V 30/32** (2022.01 - EP US); **G06V 30/10** (2022.01 - EP US); **G06V 30/1426** (2022.01 - EP US)

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

Designated extension state (EPC)

AL BA HR MK RS

DOCDB simple family (publication)

WO 2008046128 A1 20080424; AU 2007312929 A1 20080424; AU 2007312929 B2 20110217; CA 2662726 A1 20080424; EP 2074553 A1 20090701; EP 2074553 A4 20111109

DOCDB simple family (application)

AU 2007000734 W 20070528; AU 2007312929 A 20070528; CA 2662726 A 20070528; EP 07718980 A 20070528