Title (en)
SYSTEM AND METHOD FOR ADVERTISING ON MOBILE DEVICES

Title (de)
SYSTEM UND VERFAHREN FÜR WERBEINHALTE AUF MOBILGERÄTEN

Title (fr)
SYSTÈME ET PROCÉDÉ POUR PASSER DES ANNONCES PUBLICITAIRES DANS DES DISPOSITIFS MOBILES

Publication
EP 2080155 A1 20090722 (EN)

Application
EP 07849538 A 20071104

Priority
• IL 2007001343 W 20071104
• US 86442306 P 20061106
• US 80669907 A 20070604
• US 80670007 A 20070604

Abstract (en)
[origin: WO2008056350A1] A system for selecting and presenting advertising to a user, the system including: a storage memory, residing in a mobile device, having program code, wherein the program code is configured: to locally select at least one context-dependent advertising message from a locally-stored database residing in the mobile device; and to present at least one context-dependent advertising message to the user on the mobile device; and a processor for running the program code on the mobile device. Preferably, the presenting includes presenting at least one context-dependent advertising message to the user on a mobile phone. Preferably, the program code is further configured: to record an event report for remunerating the user, with a compensatory reward, for consent to receive at least one context-dependent message. Most preferably, the event report is used by an MNO to remunerate the user and/or to bill an advertiser.

IPC 8 full level
G06K 19/00 (2006.01); **G06Q 30/00** (2012.01); H04M 1/724 (2021.01)

CPC (source: EP KR)
G06Q 30/02 (2013.01 - EP KR); **H04W 4/12** (2013.01 - KR); H04M 1/724 (2021.01 - EP)

Citation (search report)
See references of WO 2008056350A1

Designated contracting state (EPC)
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