

Title (en)
CONTENT ITEM DISTRIBUTION

Title (de)
INHALTSPOSTENVERTEILUNG

Title (fr)
DISTRIBUTION D'ARTICLES DE CONTENUS

Publication
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Application
EP 07844316 A 20071016

Priority
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• GB 0622308 A 20061109

Abstract (en)
[origin: GB2443870A] A content item distribution system comprises a distribution unit (105) which transmits content items, such as television programmes and adverts. The distribution unit (105) comprises functionality for selecting a user associated identity from a plurality of user associated identities and for selecting a content item. The distribution unit (105) transmits a notification message to a presentation unit (103). The notification message comprises an identification of the selected content item. The presentation unit (103) receives the content items and the notification message. A presentation processor (305) presents the content items and a detection unit (309) detects if the selected content item is presented. If so, an overlay processor (311) generates a user notification which is presented to the user. The invention may e.g. provide a secure and reliable television broadcast system allowing biasing of user behaviour towards the selected content item, or items of similar type, by automatically providing a reward if the user views the selected content item.

IPC 8 full level
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G06Q 30/02 (2013.01 - EP KR); **H04H 60/09** (2013.01 - KR); **H04H 60/33** (2013.01 - EP GB KR); **H04H 60/45** (2013.01 - KR); **H04N 21/25883** (2013.01 - EP KR); **H04N 21/4784** (2013.01 - EP KR); **H04H 60/45** (2013.01 - EP)

Citation (search report)
• [X] US 2003018969 A1 20030123 - HUMPLEMAN RICHARD [US], et al
• [X] US 6766524 B1 20040720 - MATHENY JOHN R [US], et al
• [A] US 2002087977 A1 20020704 - NIEMINEN ARI [SE]

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DOCDB simple family (publication)
GB 0622308 D0 20061220; **GB 2443870 A 20080521**; **GB 2443870 B 20081224**; EP 2080373 A2 20090722; EP 2080373 A4 20121128; JP 2010508774 A 20100318; JP 5041183 B2 20121003; KR 101023931 B1 20110328; KR 20090068369 A 20090626; WO 2008060794 A2 20080522; WO 2008060794 A3 20080731

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