

Title (en)

METHOD AND COMPUTER PROGRAM PRODUCT FOR PROVIDING ADVERTISEMENTS TO A MOBILE USER DEVICE

Title (de)

VERFAHREN UND COMPUTERPROGRAMMPRODUKT ZUR BEREITSTELLUNG VON WERBUNG FÜR EIN MOBILBENUTZERGERÄT

Title (fr)

PROCÉDÉ ET PRODUIT DE PROGRAMME INFORMATIQUE PERMETTANT DE FOURNIR DES MESSAGES PUBLICITAIRES À UN DISPOSITIF UTILISATEUR MOBILE

Publication

**EP 2095636 A2 20090902 (EN)**

Application

**EP 07827335 A 20071108**

Priority

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- US 86520006 P 20061110
- US 87183406 P 20061225

Abstract (en)

[origin: WO2008056358A2] A method for providing advertisements to a mobile user device, the method includes: receiving a user request to receive content; filtering advertisements to be sent to the user by applying multiple filtering rules; selecting a selected advertisement out of filtered advertisements; sending to the user the selected advertisement and the requested content; wherein the filtering and the selecting are responsive to a large number of parameters that comprise multiple user parameters, multiple content parameters, multiple system parameter and multiple advertisement parameters.

IPC 8 full level

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