

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 A4 20110323 (EN)**

Application

**EP 07827335 A 20071108**

Priority

- IL 2007001362 W 20071108
- 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

**G06F 15/16** (2006.01); **H04M 11/00** (2006.01); **H04N 7/025** (2006.01); **H04N 7/10** (2006.01); **H04N 7/173** (2011.01)

CPC (source: EP)

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Citation (search report)

- [X] WO 2004111771 A2 20041223 - GOOGLE INC [US]
- [X] SOE-TSYR YUAN ET AL: "A recommendation mechanism for contextualized mobile advertising", EXPERT SYSTEMS WITH APPLICATIONS ELSEVIER UK, vol. 24, no. 4, May 2003 (2003-05-01), pages 399 - 414, XP002619689, ISSN: 0957-4174, DOI: 10.1016/S0957-4174(02)00189-6
- See references of WO 2008056358A2

Designated contracting state (EPC)

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DOCDB simple family (publication)

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DOCDB simple family (application)

**IL 2007001362 W 20071108**; EP 07827335 A 20071108; EP 09162043 A 20071108