

Title (en)
PRESENTING CONTENT TO A MOBILE COMMUNICATION FACILITY BASED ON CONTEXTUAL AND BEHAVIORIAL DATA RELATING TO A PORTION OF A MOBILE CONTENT

Title (de)
DARSTELLUNG VON INHALTEN EINER MOBILEN KOMMUNIKATIONSEINRICHTUNG AUF BASIS VON KONTEXT- UND VERHALTENS DATEN MIT BEZUG AUF EINEN TEIL EINES MOBILEN INHALTS

Title (fr)
PRÉSENTATION DE CONTENU À UNE INSTALLATION DE COMMUNICATION MOBILE BASÉE SUR DES DONNÉES DE CONTEXTE ET DE COMPORTEMENT RELATIVES À UNE PARTIE D'UN CONTENU MOBILE

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Application
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- US 96818807 P 20070827
- US 92881907 A 20071030
- US 92884707 A 20071030
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- US 92914807 A 20071030
- US 92917107 A 20071030
- US 92925307 A 20071030
- US 92927207 A 20071030
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- US 92930807 A 20071030
- US 92899007 A 20071030
- US 3761708 P 20080318
- US 5202408 P 20080509

Abstract (en)
[origin: WO2009002999A2] In embodiments of the present invention improved capabilities are described for associating a mobile content, such as a sponsored content, with contextual and/or behavioral data relating to a portion of a second mobile content, and presenting the mobile content to a mobile communication facility. Methods and systems are described for creating, storing, and utilizing a user profile based on contextual and behavioral information.

IPC 8 full level
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CPC (source: EP)
G06F 16/951 (2018.12); **G06F 16/9577** (2018.12); **G06Q 30/02** (2013.01)

Citation (search report)

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- See references of WO 2009002999A2

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