

Title (en)
ADVERTISING DISTRIBUTION SYSTEM

Title (de)
WERBUNGSVERTEILUNGSSYSTEM

Title (fr)
SYSTÈME DE DISTRIBUTION DE PUBLICITÉ

Publication
EP 2220606 A1 20100825 (EN)

Application
EP 08843600 A 20081029

Priority
• CA 2008001892 W 20081029
• US 98349807 P 20071029

Abstract (en)
[origin: WO2009055908A1] The invention is a software system capable of managing advertisement campaigns across remote digital signage advertising participating locations. The system provides interfaces for advertisers, locations, system administrators and consumers. Central to the system is an algorithm that ensures advertising budgets are dispersed across a specified timeframe. This algorithm adapts to changes in campaign timeframes, price per advertisement impression, number of active locations, average display frequency per location and addition, revision or removal of advertisements.

IPC 8 full level
G06Q 30/00 (2012.01); **H04L 12/16** (2006.01)

CPC (source: EP)
G06Q 30/02 (2013.01)

Cited by
CN109389904A

Designated contracting state (EPC)
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MT NL NO PL PT RO SE SI SK TR

Designated extension state (EPC)
AL BA MK RS

DOCDB simple family (publication)
WO 2009055908 A1 20090507; EP 2220606 A1 20100825; EP 2220606 A4 20120725

DOCDB simple family (application)
CA 2008001892 W 20081029; EP 08843600 A 20081029