

Title (en)
ADVERTISING DISTRIBUTION SYSTEM

Title (de)
WERBUNGSVERTEILUNGSSYSTEM

Title (fr)
SYSTÈME DE DISTRIBUTION DE PUBLICITÉ

Publication
EP 2220606 A4 20120725 (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)

Citation (search report)
• [L] EPO: "Mitteilung des Europäischen Patentamts vom 1. Oktober 2007 über Geschäftsmethoden = Notice from the European Patent Office dated 1 October 2007 concerning business methods = Communiqué de l'Office européen des brevets, en date du 1er octobre 2007, concernant les méthodes dans le domaine des activités", JOURNAL OFFICIEL DE L'OFFICE EUROPEEN DES BREVETS.OFFICIAL JOURNAL OF THE EUROPEAN PATENT OFFICE.AMTSBLATTT DES EUROPÄEISCHEN PATENTAMTS, OEB, MUNCHEN, DE, vol. 30, no. 11, 1 November 2007 (2007-11-01), pages 592 - 593, XP007905525, ISSN: 0170-9291
• See references of WO 2009055908A1

Cited by
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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

DOCDB simple family (publication)
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