

Title (en)

OPEN FRAMEWORK FOR INTEGRATING, ASSOCIATING AND INTERACTING WITH CONTENT OBJECTS

Title (de)

OFFENES RAHMENWERK ZUR INTEGRATION UND ZUORDNUNG VON INHALTSOBJEKTEN UND ZUR INTERAKTION MIT DIESEN

Title (fr)

OSSATURE OUVERTE POUR INTÉGRER, ASSOCIER ET INTERAGIR AVEC DES OBJETS DE CONTENU

Publication

**EP 2272015 A1 20110112 (EN)**

Application

**EP 09755449 A 20090401**

Priority

- US 2009039212 W 20090401
- US 4159008 P 20080401

Abstract (en)

[origin: WO2009146087A1] Information regarding a mobile user's context including but not limited to current mobile activity, social relations and associations history, and past mobile, search and browsing history is identified and converted to metadata. Metadata is also applied to content sources delivering content to a search engine or personalized content engine. The metadata is used in part to determine the relative display of content objects delivered to the mobile user as search results or a personalized aggregated information resource, e.g., home page. The user may select information, from one or more entities or search results or as presented to the user in other contexts, to be automatically delivered to the user's home page as a content feed including multiple content objects or content feeds associated with an entity. Information regarding mobile user activity permits publishers and advertisers to identify target candidates to receive advertisements or marketing materials.

IPC 8 full level

**G06F 17/30** (2006.01); **G06F 17/00** (2006.01)

CPC (source: EP)

**G06F 16/337** (2018.12); **G06F 16/9535** (2018.12)

Cited by

US8856229B2

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 MK MT NL NO PL PT RO SE SI SK TR

Designated extension state (EPC)

AL BA RS

DOCDB simple family (publication)

**WO 2009146087 A1 20091203**; CN 101981570 A 20110223; EP 2272015 A1 20110112; EP 2272015 A4 20110914; KR 101475552 B1 20150102; KR 20110000686 A 20110104

DOCDB simple family (application)

**US 2009039212 W 20090401**; CN 200980110528 A 20090401; EP 09755449 A 20090401; KR 20107024602 A 20090401