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 A4 20110914 (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 17/00 (2006.01); **G06F 17/30** (2006.01)

CPC (source: EP)
G06F 16/337 (2018.12); **G06F 16/9535** (2018.12)

Citation (search report)
• [XI] US 2008009268 A1 20080110 - RAMER JOREY [US], et al
• [XI] POGACNIK M.: "User modeling based on TVAnytime metadata standard", PROC. IEEE REGION 8 EUROCON 2003. COMPUTER AS A TOOL, vol. 2, 22 September 2003 (2003-09-22) - 24 September 2003 (2003-09-24), Ljubljana, Slovenia, pages 30 - 34, XP002653958
• [XI] ÖZEL, S.A. ET AL.: "Metadata-Based Modeling of Information Resources on the Web", JOURNAL OF THE AMERICAN SOCIETY INFORMATION SCIENCE AND TECHNOLOGY, vol. 55, no. 2, 2004, USA, pages 97 - 110, XP002653959
• [XI] ROHINI, U. ET AL.: "A Collaborative Filtering Based Re-ranking Strategy for Search in Digital Libraries", PROC. DIGITAL LIBRARIES: IMPLEMENTING STRATEGIES AND SHARING EXPERIENCES, 8TH. INT. CONF. ON ASIAN DIGITAL LIBRARIES, 12 December 2005 (2005-12-12) - 15 December 2005 (2005-12-15), Bangkok, Thailand, pages 194 - 203, XP002653960
• See references of WO 2009146087A1

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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

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