Title (en)
   INLINE ADVERTISEMENTS IN MESSAGING

Title (de)
   INTERNE WERBEINHALTE IN NACHRICHTEN

Title (fr)
   PUBLICITÉS EN LIGNE EN MESSAGERIE

Publication
   EP 2308220 A1 20110413 (EN)

Application
   EP 09779993 A 20090629

Priority
   • EP 2009058085 W 20090629
   • IN 1810CH2008 A 20080729

Abstract (en)
   [origin: WO2010012555A1] A method and system sending Multimedia Message (MMS) with advertisement is disclosed. The method includes the
   subscriber sending an MMS, MMS proxy relay receiving the MMS from the subscriber, MMS proxy relay sending the MMS to Multimedia Message
   Service Center, Multimedia Message Service Center (MMSC) verifying the subscriber information in the subscriber list, MMSC checks the size of
   MMS in Multimedia Message Service Packet Data Unit (MMS PDU), MMSC appending the advertisement information to the MMS, MMSC delivering
   the MMS to the receiver; and a Billing system/ Service Control Point (SCP) performing a discounted billing of the subscriber. The MMSC has a
   database for storing the subscriber list and advertisement information to be appended in the MMS. The Multimedia Message Service Center of the
   subscriber includes logic to determine the size of MMS information in MMS PDU.

IPC 8 full level
   G06Q 30/00 (2006.01); **H04M 3/42** (2006.01); **H04M 3/487** (2006.01)

CPC (source: EP)
   G06Q 30/02 (2013.01); **H04M 3/42382** (2013.01); **H04M 3/4878** (2013.01); **H04M 15/00** (2013.01); **H04M 15/8083** (2013.01);
   H04W 4/24 (2013.01); H04M 3/42068 (2013.01); H04M 2215/0184 (2013.01); H04M 2215/0192 (2013.01); H04M 2215/28 (2013.01)

Citation (search report)
   See references of WO 2010012555A1

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 2010012555 A1 20100204; CN 102084640 A 20110601; EP 2308220 A1 20110413

DOCDB simple family (application)
   EP 2009058085 W 20090629; CN 200980126314 A 20090629; EP 09779993 A 20090629