

Title (en)

SYSTEM AND METHOD FOR BRAND AFFINITY CONTENT DISTRIBUTION AND OPTIMIZATION

Title (de)

SYSTEM UND VERFAHREN FÜR MARKENAFFINITÄTS-INHALTSVERTEILUNG UND OPTIMIERUNG

Title (fr)

SYSTÈME ET PROCÉDÉ DE DISTRIBUTION ET D'OPTIMISATION DE CONTENU À AFFINITÉ DE MARQUE

Publication

EP 2310999 A1 20110420 (EN)

Application

EP 09770528 A 20090623

Priority

- US 2009003725 W 20090623
- US 14419408 A 20080623

Abstract (en)

[origin: WO2009157989A1] An endorsed advertising engine, system and method, which includes at least one vault having media assets, a recommendation engine that matches the media assets from the vault with at least one requested creative, and a delivery engine that integrates the requested creative with the matched media assets from the vault.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP)

G06Q 30/02 (2013.01); **G07F 17/16** (2013.01)

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 2009157989 A1 20091230; AU 2009263015 A1 20091230; CA 2728654 A1 20091230; EA 201170077 A1 20110630; EP 2310999 A1 20110420; EP 2310999 A4 20110810; JP 2011526025 A 20110929

DOCDB simple family (application)

US 2009003725 W 20090623; AU 2009263015 A 20090623; CA 2728654 A 20090623; EA 201170077 A 20090623; EP 09770528 A 20090623; JP 2011516288 A 20090623