

Title (en)  
ADVERTISING MANAGEMENT SYSTEM

Title (de)  
WERBUNGSVERWALTUNGSSYSTEM

Title (fr)  
SYSTÈME DE GESTION DE PUBLICITÉ

Publication  
**EP 2318984 A4 20131009 (EN)**

Application  
**EP 09801033 A 20090723**

Priority  
• US 2009051609 W 20090723  
• US 8283008 P 20080723

Abstract (en)  
[origin: WO2010011876A2] A system that unifies the management of ad insertion for IPTV, Cable, Satellite, Mobile, broadband delivery over any network (over-the-top), and social network delivery is presented. A system wherein ad management is abstracted from the delivery network and client devices. A system where ad management data is authenticated back to a root of trust and data is protected via authentication. One element of the invention provides for dynamic ad insertion and dynamic ad brokering across different delivery networks. Another element of the invention unifies ad insertion metadata and processing for STBs, PCs, mobile phones BluRay, game consoles, and any other type of client devices.

IPC 8 full level  
**G06Q 30/00** (2012.01)

CPC (source: EP)  
**G06Q 30/02** (2013.01)

Citation (search report)  
• No further relevant documents disclosed  
• See references of WO 2010011876A2

Cited by  
JP2015517266A

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 SM TR

DOCDB simple family (publication)  
**WO 2010011876 A2 20100128; WO 2010011876 A3 20100415**; CN 102349083 A 20120208; EP 2318984 A2 20110511; EP 2318984 A4 20131009; JP 2011529231 A 20111201

DOCDB simple family (application)  
**US 2009051609 W 20090723**; CN 200980137459 A 20090723; EP 09801033 A 20090723; JP 2011520212 A 20090723