

Title (en)
ADVERTISEMENT CONTENT MANAGEMENT AND DISTRIBUTION SYSTEM

Title (de)
INHALTSVERWALTUNGS- UND VERTEILUNGSSYSTEM FÜR WERBUNG

Title (fr)
SYSTÈME DE GESTION ET DE DISTRIBUTION DE CONTENU PUBLICITAIRE

Publication
EP 2321780 A4 20111221 (EN)

Application
EP 08782712 A 20080813

Priority
US 2008073078 W 20080813

Abstract (en)
[origin: WO2010019143A1] A portable device includes solid-state memory, an Ethernet and/or wireless network connection, and an HDMI. The portable device receives content guide data from a first server and displays a content guide on a display. In response to a user's selection of a content item, the portable device requests the content item over the Internet from a second server. The portable device receives the content item, stores the content item in solid-state memory, generates display signals that represent the content item, and sends the display signals to a display. The second server may match the content item with relevant advertisements based on keywords associated with the content item and the advertisements. The second server may send selected advertisement URLs to the portable device. Using the URLs, the portable device may obtain the advertisements over the Internet and cause the display to display the advertisements in conjunction with the content item.

IPC 8 full level
G06F 15/02 (2006.01); **G06Q 30/00** (2012.01); **H04M 3/487** (2006.01); **H04M 15/00** (2006.01); **H04M 1/72445** (2021.01)

CPC (source: EP)
G06Q 30/02 (2013.01); **H04M 3/4872** (2013.01); **H04M 3/4878** (2013.01); **H04M 15/00** (2013.01); **H04M 15/68** (2013.01); **H04M 1/72445** (2021.01); **H04M 2201/18** (2013.01); **H04M 2207/18** (2013.01); **H04M 2215/0192** (2013.01); **H04M 2215/0196** (2013.01)

Citation (search report)

- [I] EP 1363215 A1 20031119 - SONY CORP [JP]
- [I] WO 2005059676 A2 20050630 - GOYAL SUNIL [IN]
- [I] JP 2007226382 A 20070906 - MEGACHIPS LSI SOLUTIONS INC
- See references of WO 2010019143A1

Citation (examination)

- US 2008004952 A1 20080103 - KOLI ARI [FI]
- US 2005215238 A1 20050929 - MACALUSO ANTHONY G [US]

Designated contracting state (EPC)
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DOCDB simple family (publication)
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DOCDB simple family (application)
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