

Title (en)

MULTIMEDIA CONTENT VIEWING CONFIRMATION

Title (de)

BESTÄTIGUNG EINER ANSICHT VON MULTIMEDIAINHALTEN

Title (fr)

CONFIRMATION DE VISUALISATION DE CONTENU MULTIMÉDIA

Publication

EP 2332110 A4 20131113 (EN)

Application

EP 09811169 A 20090831

Priority

- IB 2009006696 W 20090831
- US 9409408 P 20080904
- US 10807108 P 20081024
- US 11766808 P 20081125
- US 16239309 P 20090323
- US 48595509 A 20090617
- US 54423309 A 20090820

Abstract (en)

[origin: WO2010026462A1] Disclosed herein is a computer implemented method and system for confirming that a viewer viewed multimedia content on a client device. The client device receives the multimedia content from a server and plays the multimedia content on a display screen of the client device. A random challenge is presented to the viewer by overlaying the random challenge on the multimedia content. The random challenge is random in content, presented at random times during and/or after play of the multimedia content, and presented at random physical locations on the multimedia content. A response for the presented random challenge is invoked from the viewer. The viewer's response confirms that the multimedia content has been viewed by the viewer. A response report is generated based on the viewer's response. The viewer is credited with an item of value, if the response report confirms the multimedia content was viewed by the viewer.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP)

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Citation (search report)

- [L] "STATEMENT IN ACCORDANCE WITH THE NOTICE FROM THE EUROPEAN PATENT OFFICE DATED 1 OCTOBER 2007 CONCERNING BUSINESS METHODS - EPC / ERKLAERUNG GEMAESS DER MITTEILUNG DES EUROPÄISCHEN PATENTAMTS VOM 1.OKTOBER 2007 UEBER GESCHAEFTSMETHODEN - EPU / DECLARATION CONFORMEMENT AU COMMUNIQUE DE L'OFFICE EUROP", 20071101, 1 November 2007 (2007-11-01), XP007905525
- See references of WO 2010026462A1

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