

Title (en)

SYSTEM AND METHOD FOR DISTRIBUTING TEXT CONTENT FOR USE IN ONE OR MORE CREATIVES

Title (de)

SYSTEM UND VERFAHREN ZUR VERTEILUNG VON TEXTINHALTEN ZUR VERWENDUNG IN EINER ODER MEHREREN ERSTELLUNGSMASCHINEN

Title (fr)

SYSTÈME ET PROCÉDÉ DE DISTRIBUTION DE CONTENU TEXTUEL POUR UNE UTILISATION DANS UNE OU PLUSIEURS CRÉATIONS

Publication

EP 2347353 A4 20120418 (EN)

Application

EP 09819876 A 20091008

Priority

- US 2009059987 W 20091008
- US 10372008 P 20081008

Abstract (en)

[origin: WO2010042710A1] The present invention includes at least a creative composition engine, system and method. The creative composition engine includes at least one vault having media assets, wherein the media assets include at least one avatar and at least one environment for placement of the at least one avatar, and a receiver for receiving at least one request for a creative. The request for creative may include a composition request for the at least one avatar, and a request for at least one other of the media assets. The at least one avatar may be a composed creative responsive to the at least one request for a creative, and wherein the composed creative further includes the at least one other of the media assets.

IPC 8 full level

G06F 17/30 (2006.01)

CPC (source: EP)

G06F 16/9535 (2018.12); **G06Q 30/02** (2013.01)

Citation (search report)

- [I] US 2007157228 A1 20070705 - BAYER JASON [US], et al
- [I] WO 2008082733 A1 20080710 - YAHOO INC [US], et al
- See references of WO 2010042710A1

Designated contracting state (EPC)

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DOCDB simple family (publication)

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