

Title (en)

SYSTEM AND METHOD FOR SEARCHING MEDIA ASSETS

Title (de)

SYSTEM UND VERFAHREN ZUR DURCHSUCHE VON MEDIENINHALTEN

Title (fr)

SYSTÈME ET PROCÉDÉ DE RECHERCHE DANS DES BIENS MULTIMÉDIAS

Publication

EP 2350870 A4 20121121 (EN)

Application

EP 09825507 A 20091106

Priority

- US 2009063611 W 20091106
- US 11176008 P 20081106

Abstract (en)

[origin: WO2010054239A1] A search engine for rating a plurality of electronic mentions of respective ones of a plurality of brands includes a web crawl engine that seeks mentions of ones of a plurality of keywords in proximity to ones of the electronic mentions of the respective ones of the plurality of brands, a content reviewer that electronically presents to a manual reviewer the mentions of ones of a plurality of keywords in proximity to ones of the electronic mentions, a scoring input for receiving a first of the ratings from the manual reviewer, at least one electronic rating input for receiving second ones of the ratings of the mentions of ones of a plurality of keywords in proximity to ones of the electronic mentions, and a correlator that normalizes the rating, and that correlates ones of the plurality of brands to a desired purchaser profile in accordance with the normalized rating

IPC 8 full level

G06Q 30/02 (2012.01); **G06F 17/30** (2006.01)

CPC (source: EP)

G06F 16/951 (2018.12); **G06Q 30/02** (2013.01)

Citation (search report)

- No further relevant documents disclosed
- See references of WO 2010054239A1

Designated contracting state (EPC)

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