

Title (en)

SYSTEM AND METHOD FOR LOCALIZED VALUATIONS OF MEDIA ASSETS

Title (de)

SYSTEM UND VERFAHREN FÜR LOKALISIERTE WERTERMITTLUNG VON MEDIENANLAGEN

Title (fr)

SYSTÈME ET PROCÉDÉ D'ESTIMATIONS LOCALISÉES D'ACTIFS DE MÉDIA

Publication

**EP 2353136 A1 20110810 (EN)**

Application

**EP 09826734 A 20091112**

Priority

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Abstract (en)

[origin: WO2010056841A1] An engine, system and method for selecting at least one endorser for use in one or more advertisements. The engine, system and method may include a talent library including a plurality of electronic media assets delineated by respective ones of the at least one endorser, a mention tracker that electronically tracks mentions of the media assets, and that assigns at least one metric to each of the mentions, and a graphical user display that displays the metrics correspondent to a selected one of the at least one endorser based on ones selected from a plurality of geographies, wherein the selected ones of the geographies are a situs of ones of the mentions.

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