

Title (en)

METHOD AND APPARATUS FOR PROVIDING AN ADVERTISEMENT TO A USER BASED ON AN ACTION OF A FRIEND

Title (de)

VERFAHREN UND VORRICHTUNG ZUR BEREITSTELLUNG VON WERBEINHALTEN AN EINEN BENUTZER AUF BASIS EINER AKTION EINES FREUNDES

Title (fr)

PROCEDE ET APPAREIL DESTINES A FOURNIR UNE PUBLICITE A UN UTILISATEUR SUITE A L'ACTION D'UN AMI

Publication

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Application

EP 09829561 A 20091026

Priority

- US 2009062015 W 20091026
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Abstract (en)

[origin: WO2010062537A2] A method and apparatus for providing an advertisement to a user is provided herein. During operation an advertisement management server will provide advertisements to a user based on the actions of the user's friends. More particularly, the advertisement management server will store or have access to a copy of a user's buddy list and will be provided with actions taken by the individuals on the buddy list. Advertisements will then be chosen based on actions taken by the individuals. The chosen advertisements will then be sent to the user along with the relevant buddy action, which can then be displayed by the user.

IPC 8 full level

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