

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

EP 2370943 A4 20120425 (EN)

Application

EP 09829561 A 20091026

Priority

- US 2009062015 W 20091026
- IN 2677DE2008 A 20081126

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

G06Q 30/00 (2012.01)

CPC (source: EP KR)

G06Q 30/00 (2013.01 - EP KR); **G06Q 50/01** (2013.01 - KR)

Citation (search report)

[L] The technical aspects identified in the present application (Art. 56 EPC) are considered part of common general knowledge. Due to their notoriety no documentary evidence is found to be required. For further details see the accompanying Opinion and the reference below. XP002456414

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO SE SI SK SM TR

DOCDB simple family (publication)

WO 2010062537 A2 20100603; **WO 2010062537 A3 20100722**; CN 102227743 A 20111026; EP 2370943 A2 20111005; EP 2370943 A4 20120425; KR 20110086122 A 20110727

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US 2009062015 W 20091026; CN 200980147557 A 20091026; EP 09829561 A 20091026; KR 20117012041 A 20091026