

Title (en)
ADHEAT ADVERTISEMENT MODEL FOR SOCIAL NETWORK

Title (de)
ADHEAT-WERBEMODELL FÜR EIN SOZIALES NETZWERK

Title (fr)
MODÈLE DE PUBLICITÉ ADHEAT POUR RÉSEAU SOCIAL

Publication
EP 2404263 A1 20120111 (EN)

Application
EP 09840965 A 20090303

Priority
CN 2009000222 W 20090303

Abstract (en)
[origin: WO2010099631A1] In one implementation, a computer-implemented method includes receiving at a server information indicating activity levels of users of a computer-implemented social network or acquaintance relationships of the users on the computer-implemented social network. The method further includes generating by the server influence scores for the users based on the received information. The method also includes recursively propagating by the server an ad through the computer-implemented social network between users having an acquaintance relationship by transmitting the ad from a propagating user to a recipient user when a difference between a first influence score of the propagating user and a second influence score of the recipient user is greater than a threshold.

IPC 8 full level
G06Q 30/02 (2012.01); **G06Q 10/10** (2012.01); **G06Q 30/00** (2012.01); **G06Q 50/00** (2012.01); **G06Q 50/30** (2012.01)

CPC (source: EP KR)
G06Q 10/10 (2013.01 - EP); **G06Q 30/02** (2013.01 - EP); **G06Q 30/0277** (2013.01 - KR); **G06Q 50/01** (2013.01 - EP)

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 TR

DOCDB simple family (publication)
WO 2010099631 A1 20100910; AU 2009341524 A1 20110922; AU 2009341524 B2 20151224; AU 2016201887 A1 20160421; BR PI0924431 A2 20160126; CA 2754120 A1 20100910; CA 2754120 C 20161115; CN 102414706 A 20120411; EP 2404263 A1 20120111; EP 2404263 A4 20140108; JP 2012519335 A 20120823; JP 5385412 B2 20140108; KR 101616064 B1 20160512; KR 20110127245 A 20111124

DOCDB simple family (application)
CN 2009000222 W 20090303; AU 2009341524 A 20090303; AU 2016201887 A 20160324; BR PI0924431 A 20090303; CA 2754120 A 20090303; CN 200980158937 A 20090303; EP 09840965 A 20090303; JP 2011552294 A 20090303; KR 20117023194 A 20090303