

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 A4 20140108 (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)

Citation (search report)  
[L] EPO: "Mitteilung des Europäischen Patentamts vom 1. Oktober 2007 über Geschäftsmethoden = Notice from the European Patent Office dated 1 October 2007 concerning business methods = Communiqué de l'Office européen des brevets, en date du 1er octobre 2007, concernant les méthodes dans le domaine des activités", JOURNAL OFFICIEL DE L'OFFICE EUROPEEN DES BREVETS.OFFICIAL JOURNAL OF THE EUROPEAN PATENT OFFICE.AMTSBLATT DES EUROPÄISCHEN PATENTAMTS, OEB, MUNCHEN, DE, vol. 30, no. 11, 1 November 2007 (2007-11-01), pages 592 - 593, XP007905525, ISSN: 0170-9291

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