

Title (en)

TARGETING ADVERTISEMENTS TO VIDEOS PREDICTED TO DEVELOP A LARGE AUDIENCE

Title (de)

ZIELWERBEINHALTE FÜR VIDEOS MIT AUSSICHT AUF GEWINNUNG EINES SEHR GROSSEN PUBLIKUMS

Title (fr)

CIBLAGE DE PUBLICITÉS SUR DES VIDÉOS PRÉDITES COMME DEVANT DÉVELOPPER UNE VASTE AUDIENCE

Publication

EP 2430605 A4 20140827 (EN)

Application

EP 10770356 A 20100429

Priority

- US 2010033020 W 20100429
- US 17394909 P 20090429

Abstract (en)

[origin: WO2010127150A2] Advertisers target their advertisements to videos that, although not yet popular, are predicted to become popular in the near future. A video's popularity is measured by a number of users that have added the video to their list of favorite videos. A statistical model is formed to predict a video's favoriting velocity by analyzing a set of videos and related inputs using techniques such as classification and regression trees and logistic regression. The model is then applied to newer videos to determine a likelihood that the video will go viral. An advertising engine associates videos having a high likelihood of going viral with advertising creatives provided by advertisers for that purpose. A premium advertising fee is charged to advertisers in some embodiments in order to be associated with viral videos.

IPC 8 full level

G06Q 30/00 (2012.01); **G06Q 30/02** (2012.01)

CPC (source: EP)

G06Q 30/02 (2013.01)

Citation (search report)

- No further relevant documents disclosed
- See references of WO 2010127150A2

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 2010127150 A2 20101104; WO 2010127150 A3 20130606; EP 2430605 A2 20120321; EP 2430605 A4 20140827; JP 2012525654 A 20121022; JP 5544010 B2 20140709

DOCDB simple family (application)

US 2010033020 W 20100429; EP 10770356 A 20100429; JP 2012508745 A 20100429