

Title (en)

METHOD AND SYSTEM FOR DISTRIBUTING PERSONALIZED DIGITAL CONTENT

Title (de)

VERFAHREN UND SYSTEM ZUR VERTEILUNG PERSONALISIERTER DIGITALER INHALTE

Title (fr)

PROCÉDÉ ET SYSTÈME DE DISTRIBUTION DE CONTENUS NUMÉRIQUES PERSONNALISÉS

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Application

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Abstract (en)

[origin: WO2011001102A1] The invention relates to a method for activating personalized digital content distribution in the form of a data stream in a network for distributing data using packets, the method being implemented by an activation device that is connected to said network, and, during the distribution of digital content, to at least one user terminal connected to said network. The method comprises identifying (204), for a given event, personalized digital content and user terminals that form a target group, and transmitting (206) a personalized digital content distribution request associated with said event to said user terminals that form the target group.

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