

Title (en)

TRACKING CONTENT THROUGH SERIAL PRESENTATION

Title (de)

VERFOLGUNG VON INHALTEN DURCH SERIELLE DARSTELLUNG

Title (fr)

SUIVI DE CONTENU PAR LE BIAIS D'UNE PRÉSENTATION SÉRIELLE

Publication

**EP 3044752 A4 20170201 (EN)**

Application

**EP 14842003 A 20140909**

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- US 201314047975 A 20131007
- US 2014054867 W 20140909

Abstract (en)

[origin: WO2015035424A1] Computer systems, methods, and computer program products for tracking content using serial presentation are disclosed. Some embodiments track an aggregated quantity of words displayed by Rapid Serial Visual Presentation (RSVP) in a digital media item across a plurality of user electronic devices. Some embodiments track what words are displayed by RSVP. Some embodiments track a percentage of words displayed by RSVP across a plurality of user sessions. Some embodiments track trends in the percentage of words displayed by RSVP. Some embodiments use RSVP tracking and trending information to enhance search results. Some embodiments analyze RSVP consumption across a plurality of sessions to determine opportunities for improving content consumption and improving selection of sub-content items. These and other embodiments are further disclosed herein.

IPC 8 full level

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CPC (source: EP)

**G06Q 10/10** (2013.01); **G06Q 30/0241** (2013.01); **G06Q 50/10** (2013.01)

Citation (search report)

- [I] US 6704698 B1 20040309 - PAULSEN JR ROBERT CHARLES [US], et al
- [I] WO 0237256 A2 20020510 - ERICSSON TELEFON AB L M [SE], et al
- See references of WO 2015035424A1

Designated contracting state (EPC)

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