

Title (en)

COMPUTERIZED METHOD AND SYSTEM FOR PROVIDING CUSTOMIZED ENTERTAINMENT CONTENT

Title (de)

COMPUTERISIERTE VERFAHREN UND SYSTEM ZUR BEREITSTELLUNG VON INDIVIDUELL ANGEPASSTEM UNTERHALTUNGSINHALT

Title (fr)

PROCÉDÉ ET INFORMATISÉS DE FOURNITURE DE CONTENU DE DIVERTISSEMENT PERSONNALISÉ

Publication

**EP 3123713 A4 20170906 (EN)**

Application

**EP 15768536 A 20150325**

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- US 201462024973 P 20140715
- US 2015022528 W 20150325

Abstract (en)

[origin: WO2015148693A1] Targeted Content solutions can be provided using a variety of techniques. Targeted Content can be provided in place of generic advertisements on a first device or on personal computing devices. Targeted Content can be presented during, or in place of, generic advertisements in Content (e.g., television content, streaming content, etc.). Targeted Content can include customized video content to improve a user's viewing experience and thereby provide increased revenue opportunities for advertisers and content providers. The video content and/or customized content that is provided to a user can be paused or substituted to permit customized content to be delivered to the user. The video content and/or customized content can be of sporting events, and can facilitate and improve participation in a Fantasy Sports league.

IPC 8 full level

**G06F 15/16** (2006.01); **G06F 17/30** (2006.01); **G06Q 30/02** (2012.01)

CPC (source: EP US)

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Citation (search report)

- No further relevant documents disclosed
- See references of WO 2015148693A1

Cited by

CN109861789A

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