

Title (en)
SMART ADS

Title (de)
INTELLIGENTE ANZEIGEN

Title (fr)
PUBLICITÉS INTELLIGENTES

Publication
EP 3241170 A4 20181031 (EN)

Application
EP 15876201 A 20151229

Priority
• US 201462097432 P 20141229
• US 2015067936 W 20151229

Abstract (en)
[origin: WO2016109584A1] A method involves managing advertising on a smart cellular phone. The method may include receiving a bookmark request for an advertisement from a user, storing an advertising bookmark comprising an identifier for the advertisement, receiving a view request from the user for the advertising bookmark, and causing the advertisement to be displayed to the user. The method may include receiving an advertising modification request associated with media content comprising a plurality of advertising segments, disabling one or more of the plurality of advertising segments, and causing the media content to be displayed to a user. The method may include receiving a classified advertisement associated with a seller, receiving an advertisement type, a seller location, and a picture associated with the classified advertisement, receiving buyer locations and buyer types associated with buyers, determining targeted buyers based on the advertisement type, the seller location, the picture, the buyer locations, and the buyer types, and displaying the classified advertisement to the targeted buyers.

IPC 8 full level
G06Q 30/02 (2012.01); **G06Q 50/10** (2012.01)

CPC (source: EP)
G06Q 30/02 (2013.01); **G06Q 50/10** (2013.01)

Citation (search report)
• [I] US 6486891 B1 20021126 - RICE ANN M [US]
• [I] US 2008005126 A1 20080103 - SANKARAN AYYAPPAN [US], et al
• See references of WO 2016109584A1

Designated contracting state (EPC)
AL 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 RS SE SI SK SM TR

DOCDB simple family (publication)
WO 2016109584 A1 20160707; EP 3241170 A1 20171108; EP 3241170 A4 20181031

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