

Title (en)  
METHODS, APPARATUS, AND SYSTEMS FOR SURVEILLANCE OF THIRD-PARTY DIGITAL TECHNOLOGY VENDORS PROVIDING SECONDARY CONTENT IN AN INTERNET CONTENT PUBLISHER'S WEB PAGE

Title (de)  
VERFAHREN, VORRICHTUNG UND SYSTEME ZUR ÜBERWACHUNG VON VERKÄUFERN DIGITALER TECHNOLOGIEN VON DRITTANBIETERN, DIE SEKUNDÄREN INHALT AUF DER WEBSEITE EINES INTERNETSEITENINHALTSHERAUSGEBERS BEREITSTELLEN

Title (fr)  
PROCÉDÉS, APPAREIL ET SYSTÈME POUR LA SURVEILLANCE DE VENDEURS DE TECHNOLOGIE NUMÉRIQUE TIERS INTRODUISANT UN CONTENU SECONDAIRE DANS UNE PAGE WEB D'ÉDITEUR DE CONTENU INTERNET

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Application  
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Abstract (en)  
[origin: WO2016141109A1] Analysis of an Internet content publisher's web pages to identify third-party vendor tags, as well as piggyback vendor tags called during execution of a given web page, that ultimately cause various types of secondary ("foreign") content (e.g., ads, trackers, analytics, widgets, privacy assets) to be present in the content publisher's web pages when rendered by a browser on a client computing device. Such analysis also reveals the sources of the tags and the foreign content, and parent-child relationships ("parentage") amongst vendor tags. A graphical representation is then rendered that includes one or more visualizations of the identified vendor tags, and the corresponding sources of the tags and the foreign content in the content publisher's web pages, as well as other information relating to the tags, the foreign content and their sources (e.g., parentage, classification of content, timing of called tags, latency resulting from tags, secure/unsecure calls to foreign resources, etc.).

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CPC (source: EP)  
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Citation (search report)  
• [I] US 2014052851 A1 20140220 - NIELSEN PATRICK MYLUND [SE]  
• [I] US 5974572 A 19991026 - WEINBERG AMIR [IL], et al  
• [A] WO 2013184653 A1 20131212 - UNIV TEXAS [US]  
• [I] US 2011185016 A1 20110728 - KANDASAMY DAVID RAJENDRAN [US], et al  
• See references of WO 2016141109A1

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