

Title (en)
INTERACTIVE ADVERTISING AND MARKETING METHOD

Title (de)
INTERAKTIVES WERBE- UND MARKETINGVERFAHREN

Title (fr)
PROCÉDÉ INTERACTIF DE MERCATIQUE ET DE PUBLICITÉ

Publication
EP 3317838 A4 20190703 (EN)

Application
EP 16821868 A 20160705

Priority
• US 201514791459 A 20150705
• US 2016040945 W 20160705

Abstract (en)
[origin: WO2017007751A1] An interactive advertising and marketing system that operates to provide users with an opportunity to identify objects within video media and create virtual hotspots with respect to the objects, which allows viewers the ability to select objects within the video media that are associated with one of the hotspots, and transmits their interest in the selected object to one or more users. Preferably, the system operates such that hotspots can be created for previously created video, newly created video media, as well as live broadcasts.

IPC 8 full level
G06Q 30/02 (2012.01); **H04N 21/254** (2011.01); **H04N 21/2547** (2011.01); **H04N 21/258** (2011.01); **H04N 21/4725** (2011.01); **H04N 21/4788** (2011.01)

CPC (source: EP)
G06Q 30/0201 (2013.01); **H04N 21/2542** (2013.01); **H04N 21/2547** (2013.01); **H04N 21/25866** (2013.01); **H04N 21/4725** (2013.01); **H04N 21/4788** (2013.01)

Citation (search report)
• [I] US 2013074121 A1 20130321 - BERRY III LINCOLN [US], et al
• See references of WO 2017007751A1

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 2017007751 A1 20170112; EP 3317838 A1 20180509; EP 3317838 A4 20190703

DOCDB simple family (application)
US 2016040945 W 20160705; EP 16821868 A 20160705