

Title (en)

MEANS FOR BROADCASTING A PERSONALIZED CONTENT IN A COMMUNICATION NETWORK

Title (de)

MITTEL ZUM RUNDSENDEN EINES PERSONALISIERTEN INHALTS IN EINEM KOMMUNIKATIONSNETZ

Title (fr)

MOYENS DE DIFFUSION D'UN CONTENU PERSONNALISÉ DANS UN RÉSEAU DE COMMUNICATION

Publication

EP 3494494 A1 20190612 (FR)

Application

EP 17757809 A 20170804

Priority

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- FR 2017052197 W 20170804

Abstract (en)

[origin: WO2018024999A1] The present invention is adapted to be implemented for a search engine allowing iterations during the search for content. The invention determines and broadcasts a personalized content, by: • collecting information relating to at least one interaction of a user • determining at least one centre of interest of the user, • determining at least one measurement of the commitment of the user, • determining a context characterization related to the current session and a characterization of a degree of interest of the user • broadcasting, to the navigation module, a content personalized as a function of the characterization of the centre of interest and of the degree of commitment determined.

IPC 8 full level

G06Q 30/02 (2012.01)

CPC (source: EP KR US)

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Citation (search report)

See references of WO 2018024999A1

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