

Title (en)

SYSTEMS AND METHODS FOR PRESENTING SUPPLEMENTAL INFORMATION RELATED TO AN ADVERTISEMENT CONSUMED ON A DIFFERENT DEVICE WITHIN A THRESHOLD TIME PERIOD OF AN END OF A CORRESPONDING ADVERTISEMENT SLOT

Title (de)

SYSTEME UND VERFAHREN ZUM PRÄSENTIEREN VON ZUSÄTZLICHEN INFORMATIONEN BEZÜGLICH EINES WERBEKONSUMS AUF EINER UNTERSCHIEDLICHEN VORRICHTUNG IN EINER SCHWELLENZEITPERIODE EINES ENDENS EINER ENTSPRECHENDEN WERBEZEITNISCH

Title (fr)

SYSTÈMES ET PROCÉDÉS DE PRÉSENTATION D'INFORMATIONS SUPPLÉMENTAIRES PORTANT SUR UNE PUBLICITÉ VUE SUR UN DISPOSITIF DIFFÉRENT DANS UNE PÉRIODE DE TEMPS SEUIL DEPUIS LA FIN D'UN CRÉNEAU TEMPOREL DE PUBLICITÉ CORRESPONDANTE

Publication

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Application

**EP 18743192 A 20180626**

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Abstract (en)

[origin: WO2019005855A1] Systems and methods are described for presenting supplemental information to a user that is related to an advertisement consumed by the user that the user found interesting. It may be determined that a user is interested in receiving supplemental information based on the user starting to use a device within a threshold time period from consuming the advertisement on a different device. The threshold time period may be determined based on the length of the advertisement slot including the advertisement (e.g., the threshold time period may be 30 seconds if the length of the advertisement slot is 30 seconds). In response to determining that the user started using the first device within the threshold period of time from the end of the advertisement, supplemental information associated with the advertisement may be presented to the user.

IPC 8 full level

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