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(54) Title (EN): METHODS AND APPARATUS FOR A STATISTICAL SYSTEM FOR TARGETING ADVERTISEMENTS

(54) Title (FR): PROCEDES ET APPAREIL POUR SYSTEME STATISTIQUE DE CIBLAGE D'ANNONCES PUBLICITAIRES

(57) Abstract:

(EN): A system examines a user profile based on a knowledge associated with a user. The system examines a content context profile associated with a type of application and an application environment. The system examines an advertisement profile associated with a plurality of advertisements that include a plurality of attributes. The system then conditionally selects at least one preferred advertisement from the plurality of advertisements for presentation to the user. The at least one preferred advertisement is selected based on a statistical analysis of the user profile, the advertisement profile, and the content context profile.

(FR): L'invention concerne un système qui examine un profil utilisateur sur la base d'une connaissance associée à un utilisateur. Le système étudie un profil de contexte de contenu associé à un type d'application et à un environnement d'application. Le système examine un profil d'annonce publicitaire associé à une pluralité d'annonces publicitaires comprenant une pluralité d'attributs. Le système choisit alors de manière conditionnelle, parmi la pluralité d'annonces publicitaires, au moins une annonce publicitaire préférée qui sera présentée à l'utilisateur. L'annonce publicitaire préférée est choisie sur la base d'une analyse statistique du profil utilisateur, du profil d'annonce publicitaire et du profil de contexte de contenu.

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Declarations:

Declaration made as applicant's entitlement, as at the international filing date, to apply for and be granted a patent (Rules 4.17(ii) and 51bis.1(a)(ii)), in a case where the declaration under Rule 4.17(iv) is not appropriate

Declaration made as applicant's entitlement, as at the international filing date, to claim the priority of the earlier application, where the applicant is not the applicant who filed the earlier application or where the applicant's name has changed since the filing of the earlier application (Rules 4.17(iii) and 51bis.1(a)(iii))