

(12) International Application Status Report

Received at International Bureau: 09 June 2017 (09.06.2017)

Information valid as of: 13 June 2019 (13.06.2019)

Report generated on: 19 September 2019 (19.09.2019)

(10) Publication number:

WO2018/225080

(43) Publication date:

13 December 2018 (13.12.2018)

(26) Publication language:

English (EN)

(21) Application Number:

PCT/IN2017/050231

(22) Filing Date:

07 June 2017 (07.06.2017)

(25) Filing language:

English (EN)

(51) International Patent Classification:

G06Q 30/02 (2012.01); G09F 19/22 (2006.01)

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(54) Title (EN): SYSTEM AND METHOD OF HYPER LOCALLY TARGETTING MEDIA CONTENT

(54) Title (FR): SYSTÈME ET PROCÉDÉ DE CIBLAGE HYPER-LOCAL DE CONTENU DE MÉDIA

(57) Abstract:

(EN): A system and method for hyper-locally targeting media content comprises a portable media device, a memory unit, and a processor. The memory unit stores a database comprising records associated with the media content item, and a set of program modules. The processor executes the set of program modules. An input module receives from at least one user terminal at least one image and a location reference. Further, the input module receives from at least one server a traffic density data, and a second demographic data set. A viewer count estimation module analyzes the at least one image and estimates a second viewer count based on analysis. An output module renders the media content item via a portable media device, based on the first viewer count being lesser than the second viewer count, and the first demographic data set being identical to the second demographic data set.

(FR): La présente invention concerne un système et un procédé de ciblage hyper-local de contenu de média, comportant un dispositif portable de média, une unité de mémoire et un processeur. L'unité de mémoire stocke une base de données comportant des enregistrements associés à l'élément de contenu de média, et un ensemble de modules de programme. Le processeur exécute l'ensemble de modules de programme. Un module d'entrée reçoit, en provenance d'au moins un terminal d'utilisateur, au moins une image et une référence de localisation. En outre, le module d'entrée reçoit, en provenance d'au moins un serveur, une donnée de densité de trafic, et un second jeu de données démographiques. Un module d'estimation de comptage de spectateurs analyse l'image ou les images et estime un second comptage de spectateurs d'après l'analyse. Un module de sortie restitue l'élément de contenu de média via un dispositif portable de média, sur la base d'une situation où le premier comptage de spectateurs est inférieur au second comptage de spectateurs, et où le premier jeu de données démographiques est identique au second jeu de données démographiques.

International search report:

Received at International Bureau: 01 August 2017 (01.08.2017) [IN]

International Report on Patentability (IPRP) Chapter II of the PCT:

Not available

(81) Designated States:

AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW

European Patent Office (EPO) : AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR

African Intellectual Property Organization (OAPI) : BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG

African Regional Intellectual Property Organization (ARIPO) : BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW

Eurasian Patent Organization (EAPO) : AM, AZ, BY, KG, KZ, RU, TJ, TM

Declarations:

Declaration of inventorship (Rules 4.17(iv) and 51bis.1(a)(iv)) for the purposes of the designation of the United States of America