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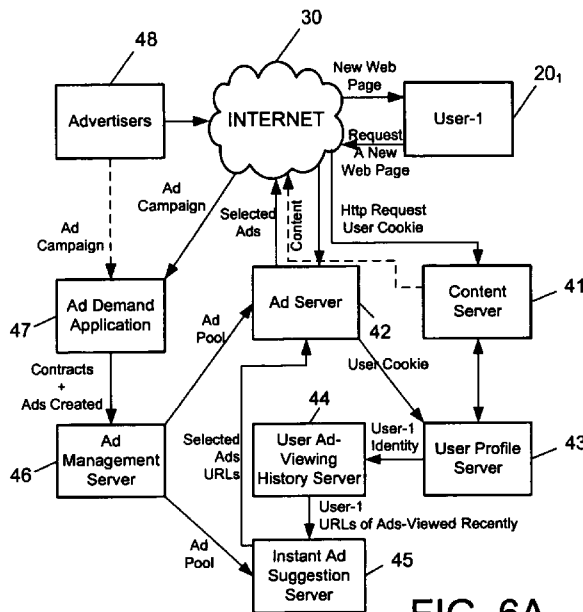
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(54) Title: METHOD AND SYSTEM FOR DISPLAYING CORRELATED ADVERTISEMENTS TO INTERNET USERS



(57) Abstract: Broadly speaking, the present invention fills the need of selecting correlated advertisements for displaying to users by utilizing the advertisement-viewing data collected on users of a web site. The advertisement-viewing (ad-viewing) data of users of a web site can be correlated to extract similarities and patterns of ads being viewed by users of the web site. The correlated ad-viewing data of all users of the web site, along with URLs (Uniform Resource Locators) of ads viewed by a particular user, can be used to select advertisements that are likely to be interests to the particular user. Ad-viewing data correlation allows the web site to select ads to display to users in real-time based on users' latest ad-viewing data. Since selection of ads to display is based on mathematical calculation using a correlation table of ad-viewing that has been generated ahead of time, the method can be scaled to meet demands of a large amount of users, such as millions. In addition to ad-viewing correlation table and users' latest ad-viewing data, advertisement pool of advertisements paid by advertisers is also taken into consideration during the ad-selection process.

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A. CLASSIFICATION OF SUBJECT MATTER*G06Q 30/00(2006.01)i, G06Q 50/00(2006.01)i*

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC8: G06F 17/00, G06F 17/30, G06F19/00, G06Q10/00-99/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models since 1975.
Japanese utility models and applications for utility models since 1975.

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) "advertisement, web, user, view, profile, correlation, history, display"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	EP 1160702 A1 (Isao Corporation) 05 December 2001 See abstract; figures 1-14; claims 1-4	1-20
Y	US 2002/0007393 A1 (HAMEL) 17 January 2002 See abstract; figures 1-6B; paragraphs 0070-0107; claims 1-24	1-20
A	JP 2002-099830 A (ZION LTD) 05 April 2002 See abstract; figures 1-6; claims 1-10	1-20
A	US 2005/0216823 A1 (PETERSEN et al.) 29 September 2005 See abstract; figures 1-4; claims 1-24	1-20

 Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:

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"&" document member of the same patent family

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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