(57) Abridged/Abstract:
A media and marketing system built on an economy that reduces the cost of producing entertainment and commercial content, and fueled by consumers and advertisers who physically and digitally contribute and exchange value through the system.
(57) Abrégé(suite)/Abstract(continued):
Consumers contribute value to the system in exchange for opportunities to receive real-world brands, products and services by performing multiple work-related tasks interacting one-on-one with brands, products and services, inputting personal information and selecting brands, products and services for categorization, producing and submitting entertainment content, watching and rating content for categorization. Advertisers contribute value by supplying brands, products and services into the system as incentives and rewards while categorizing these according to industry, lifestyle, etc. In exchange, advertisers receive direct consumer engagement with their brands, products and services, direct contact with consumers through personal requests, data on brand, product and service preferences, and real-time consumer intelligence.
Title: ECONOMIC MEDIA AND MARKETING SYSTEM

Abstract: A media and marketing system built on an economy that reduces the cost of producing entertainment and commercial content, and fueled by consumers and advertisers who physically and digitally contribute and exchange value through the system. Consumers contribute value to the system in exchange for opportunities to receive real-world brands, products and services by performing multiple work-related tasks interacting one-on-one with brands, products and services, inputting personal information and selecting brands, products and services for categorization, producing and submitting entertainment content, watching and rating content for categorization. Advertisers contribute value by supplying brands, products and services into the system as incentives and rewards while categorizing these according to industry, lifestyle, etc. In exchange, advertisers receive direct consumer engagement with their brands, products and services, direct contact with consumers through personal requests, data on brand, product and service preferences, and real-time consumer intelligence.
Economic Media and Marketing System

TECHNICAL FIELD

The present document relates to media and marketing. More specifically, this document relates to an economic system that attracts, engages and rewards both advertisers and consumers through its real-world inputs, processes and outputs.

BACKGROUND

Technology is moving in the direction of providing corporations with direct communication with consumers and advanced consumer intelligence that more easily integrates with, adapts to, and complements their traditional and new media communications and marketing. In turn, corporations can produce marketing communications that are better tailored to connect with, educate and persuade consumers to purchase or consume more of a brand, product and/or service.

Regardless of how well advertisers communicate their costly marketing messages, however, consumers are still able to eliminate, ignore and/or skip such commercial content as advertisements embedded in traditional media (e.g., television, print media, and radio) or new media advertising formats, including online display/banner ads and search/pay-by-click methods.

As a result, corporations are looking for an economic system that will leverage the benefits of new marketing technologies while delivering higher rates of return on their marketing investment; achieve more direct communication with consumers and acquire more precise consumer intelligence; and attract, engage and retain consumers while constraining them to interact with and absorb their brand, product and/or service marketing messages.

SUMMARY

The inventors have recognized the need for an economic media and marketing system that increases the appeal, efficiency and effectiveness of traditional and new media advertising; reduces the cost of producing entertainment and commercial content; creates one-on-one consumer/brand connections that lead to increased revenues and profitability; and delivers more advanced consumer intelligence by providing precise real-time consumer data, preference and permission consumer requests, and a pay-by-performance business application.

This economic media and marketing system can be easily adapted to suit any advertisers’ needs while providing meaningful and relevant content and activities that consumers actually want to engage, absorb, enjoy and retain as part of their entertainment and real-life experiences.
Disclosed is a method of administering over a network of computing and communication devices exchanges of work for prizes, comprising: (a) presenting an assortment of prizes offered by at least one sponsor; (b) presenting an assortment of work of value to the at least one sponsor; (c) receiving a respective prize choice selection from each of a plurality of workers; (d) receiving a respective body of work performed by each of the plurality of workers; and (e) awarding to at least one of the plurality of workers, in response to his respective body of work, a selection of prizes and or a prize corresponding to his respective choice.

Also disclosed is a system for administering exchanges of work for prizes comprising: a computer-readable medium; a processor in a server; a plurality of computing and communication devices connected via a network to said server; and computer-readable instructions residing in said computer readable medium for processing by said processor, the system being configured to: present an assortment of prizes offered by at least one sponsor; present an assortment of work of value to the at least one sponsor; accept a respective prize choice selection from each of a plurality of workers; accept a respective body of work performed by each of the plurality of workers; and determine at least one of the plurality of workers to be awarded, in response to his respective body of work, a selection of prizes and or a prize corresponding to his respective choice.

This summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This summary is not intended to identify key or essential features of the claimed subject matter, nor is it intended to be used to limit the scope of the claimed subject matter. Furthermore, the claimed subject matter is not limited to implementations that solve any or all disadvantages noted in any part of this disclosure.

I. Overview

"Economy" has multiple meanings, including the following that convey a view of what the disclosed subject matter pertains to:

1. An orderly, functional arrangement of parts; an organized system;
2. Financial System;
3. Market;

This is an economic system; a media and marketing system that attracts 5 and rewards both advertisers and consumers. Referring to Fig. 1, consumers 1 input preferences 2 into the system 4 and receive relevant, real-world prizes 9, while advertisers 11 input material 12 into the system and receive relevant, real-world data 15.
Multi-Brand Niche Communities

This turnkey media and marketing system efficiently creates independent multi-brand communities, which provide stand-alone economies in which the system operates. Advertisers and consumers are the stakeholders of a given community’s economy; together they physically supply its materials and labor force as well as create its entertainment properties and market its domain.

By seamlessly integrating and embedding multiple brands, products and/or services at the heart of a community and economy that is relevant and meaningful to consumers, the system offers advertisers a comprehensive economic marketing and research system that leverages their assets and advertising dollars while reducing the cost of producing commercial content.

Micro-Marketing Platform

A community’s economy is engineered to monetize consumers’ participation through a new micro-marketing platform that guarantees consumers interact one-on-one with advertisers and their brand, product and/or service offerings, while providing real-time consumer intelligence.

The micro-marketing platform is programmed to automatically connect advertisers with not only precisely targeted consumers, but consumers based on a “pay for precision, preference, permission and performance” (P5) marketing system. As a result, the advertisers’ marketing efforts can be highly focused, personally engaging and tailored towards the most receptive consumers, rather than being wasted, for example, on marketing approaches that consumers’ eliminate, ignore and/or skip.

Advertisers pay for the data collected according to its quantity and quality. For example, permission given by a consumer to be called by the advertiser would be worth more than permission given to be emailed.

II. How it works

Referring again to Fig. 1, consumers input their real-world preferences into the economic media and marketing system 4, which effectively filters 6 and outputs 14 a set of high quality ordered data 15 that is delivered to 16 the advertisers 11. Likewise, advertisers input an assortment of real-world brands, products and/or services into the system 4, which converts them 6 into a set 8 of personally individualized prizes 9 to be won by and delivered to 10 the consumers 1.

For the sake of simplicity, the following description relates to only one of many embodiments possible and is intended to introduce the key concepts. An economic media and marketing system embodied in accordance with some aspects of the present invention desirably includes a combination of some or all of the following parts: (1) a Corporate Alliance, (2) Multi-Brand Showrooms, (3) an Incentive to Contribute, (4) an Incentive to Judge, (5) Traditional Media Overlays, and (6) an Economic Entertainment Engine. These parts, with the exception of Traditional Media Overlays, can be seen in Fig. 2, which also shows
the interaction between the various contributors in the system and the system's stages that work in a series. Furthermore, Figs. 3 and 3A respectively illustrate the hardware and the electronic process of the system.

Corporate Alliance

The system 4A teams a series of advertisers 11 in a Corporate Alliance 21. For example, there could be an alliance of three corporate advertisers. Since the advertisers are industry exclusive and/or product category exclusive, there is no competition between the Corporate Alliance members. While consumers 1 commonly build psychological and physical barriers 20 between themselves and such advertisers 11, the system 4 is specifically designed to penetrate 42 those barriers.

By sharing the cost of running a community, the Corporate Alliance members invest a fraction of the price of supporting a comprehensive incentive and rewards-driven program. Together, the Corporate Alliance members can also provide a community with a wide range of high-value prize assets 12 that can attract 5A large numbers of consumers 1, 30, 32, 36 to join and participate in a community in a short period of time.

Multi-Brand Showrooms

The Multi-Brand Showrooms 22 connects consumers 1 with advertisers 11 and their assets 12 to feed the micro-marketing platform.

Each advertiser 11 in the Corporate Alliance 21 displays 13 brands, products and/or services 12 in their own brand showroom 22 accessible via a web browser connected to the internet. Each advertiser can display multiple brands, products, and/or services within their showroom, as well as offer 23 consumers various opt-in opportunities such as product testing, receiving personal services, coupons, discounts, etc.

Using the Multi-Brand Showrooms 22, advertisers 11 are enabled to introduce and market brands through a superior consumer experience that is transparent, attractive, engaging and meaningful to consumers' personal needs/lifestyles. As consumers “walk” through 31 the showrooms, they select one 6a of the showcased items 12 from each showroom as part of a collection 9 of relevant prizes.

While within a particular showroom 22, consumers read and answer a series 23 of questions relating to that showroom's items and brands. The consumers' answers 3 provide 14 valuable micro-marketing information 15 that the system delivers to the advertiser for marketing purposes. For example, in a car showroom, consumers may be asked whether they would like to be called by a company representative to arrange a test drive for a specific model of vehicle.

In addition to receiving 16 consumer intelligence 15 through the Multi-Brand Showrooms, the advertisers also create increased brand awareness through a one-on-one brand/consumer interaction process.
Together, the Multi-Brand Showrooms and the Micro-Marketing Platform offer advertisers the attraction 5C and efficiency of only paying for data 15 that has been selected 6b for consumers that have recently interacted with the advertiser’s brands, products and/or services; chosen 6a an item relevant to the consumer’s needs; and opted-in for additional information and/or to be contacted 44 directly by the advertiser.

After consumers 30 have completed their tour of the Multi-Brand Showrooms, their selected prizes 9 act as relevant incentives 5B to participate in one or more of the community’s parallel-running contests 24, 27. These parallel-running contests fall into two category types as outlined in the “Incentive to Contribute” 24 and “Incentive to Judge” 27 sections below.

Incentive to Contribute

Consumers earn entries into the first type of contest 24 when they produce user-generated content 25 (e.g., a video, photo, recording, etc.) and submit it to the community by uploading it via the internet 7 to the Economic Entertainment Engine’s server 26. In the process, the consumer becomes a contestant 32 in the community’s user-generated content contest 24.

This contest involves contestants competing against other submitted user-generated content to win items they selected from the Multi-Brand Showrooms. In addition, the user-generated contest may also offer prizes up and above those represented in the Multi-Brand Showrooms. Contestants win by their user-generated content receiving the highest overall rating from the community’s members.

This contest also enables contestants to distribute their own entertainment content, and to enjoy other contestants’ entertainment content.

Incentive to Judge

Consumers earn entries into the second type of contest 27 when they review, 28 judge, and/or rate 29 content submitted for entry into the community’s user-generated content contest. In the process, the consumer becomes a contestant 32 in one or more of the community’s judging contests.

While participation in a judging contest does not require submitting any content, the judging contests’ prizes 9 are precisely the same as in the user-generated content contest (i.e., the prizes selected from the Multi-Brand Showrooms).

In contrast to the user-generated content contest, the judging contests utilize random draws to select one or more winners who receive one or more of their selected showroom items.

Again, the user-generated content contest and the judging contests run in parallel, and consumers can earn chances to win their selected items by entering as many or as few of the contests as desired.
Traditional Media Overlays

Traditional Media Overlays are the bridge between traditional media production, content and/or programs, shows, etc. and an online community. These overlays attract, engage, inform and entertain users; appear on one or a plurality of the community’s pages; temporarily display over the top of a page’s regular contents when open; can be “open” or “closed” by default; and can be opened or closed manually by users. In essence, the overlays are on-demand “windows” providing a glimpse into a traditional media format.

The overlays display a community’s real-life Host personality via pre-recorded videos and/or live camera feeds. The Host videos/feeds play over the top of and/or in an image that can be identical to the studio background “set” used in any related offline programming (e.g., TV commercials, show episodes, etc.) or can be original applications that correspond to the community’s overall theme. By presenting the real-life Host within the visually familiar context of the offline set, Traditional Media Overlays create the impression of watching a TV program, but enable the viewer to be part of a studio audience and/or a contestant on a program.

Rather than being a passive viewer or spectator, the overlay provides a form of an interactive programming that enables its viewers to immediately participate in its corresponding game, contest, show, special event, etc. Finally the Traditional Media Overlay and/or host application is a link between a community’s various online activities and its parallel-running contests.

Economic Entertainment Engine

In the process of participating in the community’s parallel-running contests, consumer/contestants effectively and voluntarily fuel 25 the Economic Entertainment Engine 28. By submitting user-generated content, they literally play such roles as writer, creator, director, photographer, producer, and distributor. By rating 29 a community’s user-generated content 28 in the judges contests 27, they play such roles as audience, casting agent, programming director, and, ultimately, the final judges of which content earns the highest ratings (e.g., based on popularity, quality, and/or particular interest) and which contestant(s) in the user-generated content contest wins.

In essence, the community’s content is created, produced, distributed, consumed, and regulated for free through the work of the community’s consumer/contestants, thereby producing a highly economic entertainment engine.

Community Self-Sustainability, Growth & Lifecycle

The process outlined to this point represents a linear progression, where a given consumer 1 visits 31 the Multi-Brand Showrooms 22 of the Corporate Alliance 21, participates in one or more of the community’s parallel-running contests 24, 27, and fuels 25 the Economic Entertainment Engine 28. However, Fig. 2 represents the cyclical activities of a community’s contestants; that is, by inviting 34 other consumers 36
to join 40 the community, contestants create a self-sustaining system that continues to grow in an "exponential" manner.

The motivation for contestants 32 to invite other consumers 36 is the “Viral Marketing Carrot” 5B. In its simplest sense, the Viral Marketing Carrot involves (a) consumers 32 that have been entertained by a community’s content 28 (b) sending invitations to 34 other consumers 36 via the community’s social networking and/or micro-blogging applications, word-of-mouth, social networking, other electronic means, and/or any other form of communication (c) to similarly enjoy that content (d) while offering 5A the potential to win their own selected showroom items by becoming 40 a contestant in one or more of the community’s contests.

In its more elaborate sense, the Viral Marketing Carrot involves contestants in the user-generated content contest strategically marketing 34 their own content to other consumers in hopes of earning higher content ratings. Such viral marketing invitations include the contestant’s personal offer of enjoying the content in question as well as the potential to win their own selected showroom items by joining the community and rating 29 that given content 28 and the content 28 of other contestants.

The system is designed to support and promote the Viral Marketing Carrot by enabling contestants to personally offer the community’s incentives and rewards to others through a form of promotional tie-in marketing campaign. In turn, contestants once again play a voluntary and economic role in a community’s success; in this case, through such promotional invitations. While the contestants’ viral marketing efforts directly promote their given entertainment content, they also market the community, promote the Multi-Brand Showrooms 22 of the Corporate Alliance 21, and expand the Economic Entertainment Engine 28.

A further incentive for consumers joining the community stems from its real-world rewards only being offered until the end of its contests. This “ticking clock” provides a sense of urgency, encouraging consumers to “get in” before the window of opportunity has closed.

While each community’s lifecycle ultimately comes to an end at the close of its final contests, the system’s ability to efficiently build turnkey economic communities means the whole process can be (1) repeated within the same niche-oriented community or a different one, (2) with the same Corporate Alliance or a different one, (3) and after or while any other communities are operating.

While the main hardware components of an example system are shown in Fig. 3, the functions of such a system are broadly illustrated in Fig. 3A. The system displays a home page 101 followed by a set of prizes in an online showroom 103. The system accepts 105 a user’s choice of prize then displays questions 107. The system accepts 109 the user’s responses and checks 111 whether there are more showrooms to be visited and repeats the loop if necessary. The system then assigns 113 a privilege to the user. The system categorizes the responses 115 and transmits 117 the responses to the providers of the prizes.
BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 shows a high level overview of the system, its inputs and its outputs.
Fig. 2 shows a view of an embodiment of the system and a context in which it may be used.
Fig. 3 shows hardware that is used in the system.
Fig. 3A is a summary flowchart of an example embodiment of the electronic process of the system.
Fig. 4 is a Schematic of Main Modules of the Invention and Their Interaction With Each Other
Fig. 5 shows the User Process and Data Flow of Modules 1 Watch, 2a Choose Rewards, and 2b Registration Form of Online Community
Fig. 6 shows the User Process and Data Flow of Contest Entries Module 3 Watch & Rate and Module 4 UGC Submissions
Fig. 7 is the User Process and Data Flow of Module 5 UGC Screening
Fig. 8 shows the System Process and Data Flow of Module 6 UGC Winners Selection
Fig. 9 shows the System Process and Data Flow of Module 7 Judges Winners Selection
Fig. 10 shows the User Process and Data Flow of Module 8 Share
Fig. 11 shows the User Process and Data Flow of Module 9 Invite to Watch & Rate
Fig. 12 shows the User Process and Data Flow of Module 10 Invite Friends
Fig. 13 is the User Process and Data Flow of Module 11 IT Engine Report Selection
Fig. 14 shows the User Process and Data Flow of Module 12 eBusiness and Module 13 Qualified Lead Reception
Fig. 15 depicts a Schematic of the Main Functions of Module 14 Community Administration
Fig. 16 shows the User Process and Data Flow of Module 14 Sub-Function: Presenter’s Admin
Fig. 17 is a wireframe illustration of the Home page.
Fig. 18 is a wireframe illustration of the Watch & Judge 1 page.
Fig. 19 is a wireframe illustration of the Watch & Judge 2 page.
Fig. 20 is a wireframe illustration of the Choose Rewards page.
Fig. 21 is a wireframe illustration of the Registration Form page.
Fig. 22 is a wireframe illustration of the Email Confirmation page.
Fig. 23 is a wireframe illustration of the member Login page.
Fig. 24 is a wireframe illustration of the My Game page.
Fig. 25 is a wireframe illustration of the Invite function of the My Game page.
Fig. 26 is a wireframe illustration of the Upload UGC page.
Fig. 27 is a wireframe illustration of the Member’s Showcase page.
Fig. 28 is a wireframe illustration of the Presenter’s Administration Home page.
Fig. 29 is a wireframe illustration of the Presenter’s Showroom Administration page.
Fig. 30 is a wireframe illustration of the Add/Edit Prizes function of the Presenter’s Showroom Administration page.
Fig. 31 is a wireframe illustration of the Add/Edit Questions function of the Presenter’s Showroom Administration page.
Fig. 32 is a wireframe illustration of the Presenter’s Administration Reporting Home page.
Fig. 33 is a wireframe illustration of the Presenter’s Administration Consumer Report Filtering page.
Fig. 34 is a wireframe illustration of the Presenter's Administration Consumer Report Data Configuration page.

Fig. 35 is a wireframe illustration of the Presenter's Administration Consumer Report Download page.

Fig. 36 is a wireframe of an example Traditional Media Overlay/Host Drawer

DETAILED DESCRIPTION

The following detailed description includes references to the accompanying drawings, which form a part of the detailed description. The drawings show, by way of illustration, specific embodiments in which the system and methods may be practiced. These embodiments, which are also referred to herein as "examples" or "options," are described in enough detail to enable those skilled in the art of marketing to practice the present invention. The embodiments may be combined, other embodiments may be utilized, or structural or logical changes may be made without departing from the scope of the invention.

In this document, the terms "a" or "an" are used to include one or more than one, and the term "or" is used to refer to a nonexclusive "or" unless otherwise indicated. In addition, it is to be understood that the phraseology or terminology employed herein, and not otherwise defined, is for the purpose of description only and not of limitation.

I. Glossary

The following definitions apply to the detailed description below and in relation to the figures.

Consumer: It will be appreciated that as used herein the term "consumer" broadly refers to a person that provides consumer intelligence to the computerized system.

Consumer Intelligence: Information provided by consumers that may benefit one or more entities associated with the system.

Entity: Examples of entities that may benefit from consumer intelligence information include advertisers, advertising agencies, traditional media companies, entertainment companies, and new media companies, although various other entities may benefit from the program. Furthermore, entities associated with the system may benefit from different aspects of the consumer information depending on the needs of the entity. As such, the computerized system may be configured to offer the entities consumer intelligence information that may be specific to their individual needs.

Program: As used herein "program" refers to software or firmware components that may be executed by, or utilized by one or more computing devices of the computerized system, and is meant to encompass individual or groups of executable files, data files, libraries, drivers, scripts, database records, etc.

System generally refers to the technology disclosed herein, either in whole or in part. There are also subsystems, such as a proprietary software system. The system may include software, firmware, hardware, computing devices, communications networks, media networks, the internet, traditional, new
and still-to-emerge media, entertainment devices and publications, programming, broadcasting and advertising signals, and other components, devices and/or features.

User, when used without any qualification, refers to any person using or interacting with any part of the disclosed system. It may be interpreted to refer to an incorporated body or a human individual.

Prime User refers to the owner of the disclosed system, a user to whom the disclosed system is licensed or sold, or a user authorized by one of the foregoing. The prime user may be corporate or human and is typically responsible for operating the disclosed system and coordinating the various parties involved with and benefiting from the technology, such as advertising, marketing and television companies.

Corporate User is used synonymously with corporate sponsor. A corporate user may be someone employed, appointed or authorized by a corporation or other business entity.

Internet User, Visitor refers to a member of the public who interacts with the system via the internet, whether it be hardwired, wireless or mobile. An internet user or visitor may or may not be a participant or an entrant, and may or may not have yet participated or entered a contest.

Online Participant denotes a visitor that has begun interactive participation of the online community via initial internet registration. This is also someone referred to as an Online Community Participant, Community Participant, Internet Participant, Community Member, Member, or Participant. An Online Participant may participate in the building of a community, or group, by simply joining the community or additionally by performing further tasks such as uploading content to it or inviting others to it.

Entrant, Contestant refers to an online participant who has fulfilled the entry requirement to one or more contests.

End-user refers to a user engaged in one or more of the modules of the software of the system, and the term is used when describing the functionality of a specific module. An end-user may be a prime user, a corporate user or an internet user, depending on the module. An end-user generally makes use of the software of the system as written or set up, and generally has a limited selection of options for controlling the software.

Administrative user refers to someone who generally controls the software and is responsible for setting up initial options, which are subsequently fixed for end-users. The administrative user is likely to be authorized by the prime user.

Screener user refers to someone who uses the software to screen user generated content (UGC) that online participants upload to an online community. The screener user is authorized by the prime user.

Vignette refers to a short video scene or clip from a longer production. It may present advertising, entertainment or both.
Branded Items includes products and services produced, supplied or provided by corporate entities, where the corporate entity wishes to advertise itself or its products and services. It includes items such as cars, televisions, holidays, houses, mortgage payments, or others. It includes cash prizes provided by a corporate entity, individual or sponsoring body.

Watch and Review refer to the process of consuming user generated content (UGC) or any other type of content within an online community. The terms can interchangeably refer to any form of reviewing or consuming such content, whether it be watching, listening to, looking at, or any others.

Prize refers to a physical product, such as a car, or it may be a service, such as insurance, a vacation, a sum of money, the right to decide how to spend a sum of money, a coupon, an incentive, reward points, privileges, membership of a group, the opportunity to appear on a show, the right to enter a contest, etc. A prize may be selected by an entrant or it may be predefined by others. A prize, or selection of multiple prizes can be made by an entrant. An award that is made to an entrant may correspond to the entrant’s prize selection in full or in part.

Work has been used to describe the information, tasks and activities that entrants provide to the system. A body of work may include one or more tasks, and may, for example, comprise providing one’s name, opinions on products or other goods, or uploading a video clip. In relation to this, entrants can be described as workers.

Sponsor includes the term Corporate User, but can also include other providers of prizes. For example, a sponsor may provide a prize that is produced by someone else. A sponsor could include an individual, a charity, a government, a partnership, a club, an association or any other entity able to offer a prize.

A scenario can refer to the setting in which prizes are offered. For example, a scenario could be a real-life situation, a plot, an event, an event that may be sponsored, a challenge, a contest, etc. A worker may also present a scenario as part of the body of work.

An embodiment of the disclosed system will now be described in detail starting with reference to Fig. 3. (For descriptions of Fig.1 and Fig. 2, refer to sections I. Overview and II. How it works in the SUMMARY)

II. Hardware

Fig. 3 is an embodiment 4B of the computerized system 4 shown in greater detail. The computerized system 4B uses a user client device 60 comprising a processor 61 configured to execute one or more of a plurality of application programs 62 residing in memory 65, via an application programming interface (API) 63. Application programs 62 are configured to communicate marketing data for each of a plurality of users via an interactive service program 89 to an online server system 80. The interactive service program 89 is configured to store the marketing data in a profile 70 for each user. The data in profile 70 is made available to the plurality of different application programs 62 by the application
programming interface 63 and the service program 89, which are configured to receive and process via read and write requests for the marketing data in the user profiles, from each of the application programs 62, as described in detail below.

It will be appreciated that the interactive service program 89 may include a local component and an online component. The local component may be a local service program 64 executed on the user client device 60, and the online component may be an online service program 84 residing in electronic memory 83 executed by the processor 81 in an online server system 80. The local component 64 may function as a subset of the online component functionality 84 in the event that connectivity is not available. Alternatively, the local component may be a “thin client” (e.g. a Web browser) to which application software and services are communicated via the Internet. Whether the learning application programs are displayed on the user client device via a thin client, which is served remotely, or reside as standalone applications, they are described herein to be executed on the client device.

The profile 70 may be stored in the user client device 60, in a peripheral device 66 associated with the user client device 60 as illustrated at 70A, or on a data store 82 associated with the online server system 80, as illustrated at 70B. The user client device 60 and the online server system 80 are configured to communicate via a computer network 90, such as the internet, which may include a wide area network (WAN) 92. The learning application programs 62 of the user client device 60 may be configured to communicate over WAN 92 with the online service program 84 via the application programming interface 63 and local service program 64. In other embodiments, for example, the computer network 90 may be a wireless telephone network configured to communicate with computer-enabled wireless telephones or other mobile computing devices.

The user client device 60 may be a personal computer, computer-enabled wireless telephone, portable data assistant (PDA), or other computing device on which a computer operating system is configured to interact with the application programs 62. The user client device 60 may include a processor 61 connected via a bus to memory 65, either volatile (e.g., Random Access Memory), non-volatile (e.g. Read Only Memory), and/or a mass storage device (e.g. a hard drive). The user client device 60 further may be configured to receive input from one or more of associated user input device 67, such as a keyboard, mouse, stylus, camera, game controller, and/or microphone, and to send output to output devices such as a display 68. It will be appreciated that these input and output devices may be integrated into the user client device 60, such as in a laptop or mobile telephone. The user client device 60 may also include various standard components not shown in Fig. 3.

As noted above, a peripheral device 66 equipped with a non-volatile storage for storing a copy of the profile 70A may also be provided. The peripheral device 66 may be, for example, a memory-equipped stylus, mouse, portable USB flash drive, etc., and may be configured to connect directly, or via a wired or wireless connection to the user client device 60.

The computerized system 4B further includes a plurality of other client devices connected to the computer network 90, such as remote client devices 75. Like the user client device 60, each of the
remote client devices is configured to run one or more of the application programs 62 and the local service program 64. As these devices are configured similarly to device 60, they will not be described in detail. It will be appreciated that the computer network 90 may further include a local area network (LAN), and local client devices connected to it may be configured to communicate with the user client device 60 via the LAN. The LAN may be a wireless or wired network.

Remote peer client devices 75 typically connect to WAN 92 of the computer network 90. It will be appreciated that the primary difference between local peer client devices and remote peer client devices is their respective point of contact with the computer network 90, and a single computing device, such as a portable laptop computer or web-enabled mobile telephone, may transition between network access points and alternately assume the role of locally and remotely connected peer device.

Continuing with reference to Fig. 3, each of the local service program 64 and the online learning service program 84 also may include a variety of software engines configured to provide specific functionality. In the illustrated configuration, a copy of each engine is provided at each of the local learning service program and the online learning service program. The collection of software engines is illustrated to include an information processing engine 85, a consumer interface engine 86, an entity interface engine 87, an entertainment engine 91 and an administration engine 93. These engines may be generally described without specifying a location, or may be specifically described by reference to the location of the engine as local or online. It will be appreciated that the engines may reside both locally and online, or may be provided at one or the other of the local service program or online service program. The function of each of the engines listed above will be described in detail below.

As mentioned above, the computerized system 4B may include the data store 82 configured to communicate with or be part of the online server system 80. The data store 82 may be configured to store data used by the online server system 80, including profiles 70, as discussed above and illustrated at 70B. The function of these data types is also described in detail below.

Entities 88 such as advertisers may interact with the online server system 80 using client devices such as that described at 60.

Other remote consumers such as shown at 77 may interact with the online server system via traditional methods. For example, a remote consumer 77 may receive communications from the online server system via a television or radio broadcast network 78, or via a newspaper publisher. Such a consumer may provide communications back to the online server system via a traditional telephone system 76.

III. Functional Modules

The functional modules are presented in terms of block diagrams and flowcharts which show how the system operates, how it interacts with the various users, the users' perspectives of the system and how data is exchanged at different points with the main database of the system.
As introduced above, functions of an example embodiment of the system are illustrated in Fig. 3A. In step 101, the system causes a home page to be displayed via a web browser on a user’s remote terminal, which could be a computer or smart phone, for example. A button is provided, or a link is provided on the home page, that when clicked by the user, causes the display of a set of prizes in an online showroom 103. The system is configured to accept 105 an input from the user defining a choice of a prize from the set of prizes displayed. The system then displays one or more questions 107 to which the user responds by entering text or checking boxes, for example. The system accepts 109 the user’s responses and then checks 111 whether there is another showroom to be visited. If there is another showroom that the user has not yet visited, the system reverts to step 103 and displays another set of prizes in another showroom. The process repeats the loop until all the showrooms have been visited and the questions answered. When there are no more showrooms to be visited by the user, the system assigns 113 a privilege to the user. This may be the eligibility to win one or more of the selected prizes, the ability to enter one or more contests, the eligibility to join a group or a community, or anything else that may be beneficial to the user. The system categorizes the responses 115, and, together with responses from other users that use the system, transmits 117 the responses to the sponsors who are presenting the prizes in the showrooms.

The various functions as described in Fig. 3A can be combined or divided into modules in many different ways when implementing the system. For example, functions 101, 103, 105, 107, 109 and 111 may be embodied in Modules 2a and 2b described below. Function 113 may be embodied in Modules 3, 4, 8, 9 and 10 described below. Function 115 may be embodied in Modules 11 and 12, and function 117 may be embodied in Module 13. Further modules may be added to facilitate the interoperability of those already mentioned.

Fig. 4 is a Schematic of Main Modules of the Invention and their Interaction with Each Other. Fig. 4 is an integrated diagram of the public user process Box 100, the corporate user process Box 138, the system administration process Box 144, and the system’s information processing functions Box 126. These processes are comprised of Modules 1 through 14, which are illustrated in further detail in Fig. 5 through Fig. 16.

An online community is configured by the prime user and other authorized admin users through the Community Admin module processes 146.

Internet visitors 102 then review the community’s user generated content (UGC) and/or other community content 104 (as noted in Fig. 4, reviewing content may not be a visitor’s first action; reviewing content is not necessarily required; and both members and non-members can review a community’s content).

If internet visitors choose to join the community to participate in its contests and/or use its social networking functions, they begin the registration process by choosing the prizes/rewards they desire to win 106. The registration process also involves submitting a registration form that collects basic profile information 108.
Either before or after registering, visitors can choose to share a particular instance of UGC with others by sending them emails that link to a webpage in the community where the UGC in question can be viewed 110 (as noted in Fig. 4, sharing UGC need not precede or follow any other step; is not necessarily required; and can be performed by both members and non-members).

Once the registration process is complete, the visitors become members of the community 112, and can now both watch and rate UGC to enter the community’s Judges contests 114 (as noted in Fig. 4, watching and rating content can occur in any order when it comes to the actions selected by a member, and is not necessarily required). When a member rates UGC, the rating in question and all other related information is saved 122 in the system’s database to be used when selecting the Judges contest winners 130.

Members can also submit UGC to enter the community’s UGC contest 116 (as noted in Fig. 4, submitting content can occur in any order when it comes to the actions selected by a member, and is not necessarily required). If screening is turned on, submitted UGC is subsequently screened based on the community’s screening protocols 128 (as noted in Fig. 4, the screening process need not occur immediately after UGC is submitted, and is not necessarily required). The related information for all approved UGC entries is saved in the system’s database to be used, in conjunction with the UGC ratings, when selecting the UGC contest winner(s) 132.

Members can also choose to invite others to join the community to watch and rate both the members’ UGC and/or any other UGC by sending them emails that link to a webpage in the community where the inviting member’s UGC can be viewed 118 (as noted in Fig. 4, inviting others to watch and rate can occur in any order when it comes to the actions selected by a member, and is not necessarily required).

Members can also choose to invite others to join their list of community Friends by sending them emails that link to the appropriate webpage within the community for the invitee to join the member’s Friends list 120 (as noted in Fig. 4, inviting others to join a Friends list can occur in any order when it comes to the actions selected by a member, and is not necessarily required).

As members choose to watch and rate 114, submit UGC 116, and send invitations to watch and rate 118 or to join their Friends lists 120, the system saves 124 information related to those member activities in the Information Technology (IT) Engine 134, which also receives information related to the Judges contests 130 and the UGC contest 132. The system’s eBusiness Function 136 interacts with the IT Engine to enable the community’s Corporate Sponsors to received qualified leads 140 in the form of report data. The IT Engine also saves information related to the Corporate Sponsors’ qualified lead reporting activities 142.

The modules shown in Fig. 4 may reside in memory 83 of the online server system 80, and may additionally involve functions that run as one or more local service programs 64 in a client device 60. Module 1, Watch 104, Module 3 Contest Entry Watch and Rate 114, Module 4 Contest Entry: UGC Submissions 116, Module 8 Share 110, Module 9 Invite to Watch and Rate 118 and Module 10 Invite
Friends 120 may reside in an Entertainment Engine 91. Modules 2a Choose Rewards 106 and 2b Registration Form 108 both reside in the Consumer Interface Engine 86. The Online Community 100 predominantly interacts with the Consumer Interface Engine 86 and the Entertainment Engine 91.

Module 14 Community Admin 146 and Module 5 UGC Screening 126 reside in the Admin Engine 93. Module 7 Judges Contest Winners Selection 130, Module 6 UGC Ranking / Winners Selection 132, Module 11 Information Technology Engine 134 and Module 12 eBusiness Function 136 are located in the Information Processing Engine 85. Module 13 Qualified Lead Reception 140 is a part of the Entity Interface Engine 87.

Fig. 5 shows the User Process and Data Flow of Modules 1 Watch, 2a Choose Rewards, and 2b Registration Form of Online Community. Fig. 5 is an integrated diagram of the user process Box 176 and data flow Box 178 involved in the Online Community. Fig. 5 means to illustrate the interactive process from an internet user’s perspective, and the dynamic data flow between the internet user’s activity and the Proprietary Software.

Internet users begin the online interactive experience by entering the branded home page of the Online Community (or various other branded landing pages, as noted in Fig. 5) 148. A community’s theme, content and design may vary according to the community’s online and/or traditional marketing elements. The home page includes such content as a welcome message and links to a login section, the new visitor registration process, and additional content. This page inputs data into the proprietary software about the visitors’ originating URL, IP location, time of entry, and other generic website traffic statistics 180.

Whether or not visitors have already registered to become an Online Participant, from the introductory page, they may choose 150 to 152 watch user generated content (UGC), webcasts, episodes and/or vignettes 158, and share UGC with others 160, as outlined in Fig. 10. Data from all actions are tracked by the system, measuring exits and other generic website visitor statistics 182.

For visitors that have already registered to become an Online Participant, from the introductory page, they may choose to login to the system 156, 174 (i.e., this action is dependent on visitor status as a member, as noted in Fig. 5). The system detects 192, from the login and password, that the participant has authorized access to be redirected to their My Game page, which is outlined in Fig. 12.

For visitors that have not already registered to become an Online Participant, from the introductory page, they may choose to register to the system 154 (i.e., this action is dependent on visitor status as a non-member, as noted in Fig. 5). Visitors register if they wish to participate in the contests offered by the Online Community and/or to use its social networking functions.

The first stage of the registration process involves “playing” an Interactive Online Game, or activity: “Choose Your Own Rewards” 162. The game consists of various Product Showrooms or Brand Galleries hosted by industry exclusive and/or product category exclusive corporate sponsors/advertisers offering multiple choices of rewards that visitors select from 164.
Included in each Product Showroom / Brand Gallery is a questionnaire section that displays several multiple-choice questions, ranging in scope, that visitors answer 166. These questions are derived from the marketing goals of the corporate sponsors/advertisers. Data regarding brand selection 184, questionnaire answers, and “opt-in” permission to be contacted is saved in the system database 186.

Upon completion of the Interactive Online Game 168, participants will have built a customized package of preferred brands, products and/or services that suit their own personal needs.

The second stage of the registration process involves entering information into and submitting a registration form 170. The registration form sends basic profile information such age range, name, address, phone, email and password to the software database 188.

Once the registration form is submitted, an email is automatically sent to the email address entered in the registration form. When the registering visitor receives the email, and clicks a link contained in it 172, the community login page loads in a web browser 174, and data regarding the completion of the registration process is sent to the system database 190.

The new Online Participant may now login for the first time. The system detects 192, from the login and password, that the participant has authorized access to be redirected to their My Game page, which is outlined in Fig. 12.

Fig. 6 shows the User Process and Data Flow of Contest Entries Module 3 Watch & Rate and Module 4 UGC Submissions. Fig. 6 is an integrated diagram of the user process Box 194 and data flow Box 328 of Contest Entries Module 3 Watch & Rate and Module 4 UGC Submissions. Fig. 6 means to illustrate the interactive process from an internet user’s perspective, and the dynamic data flow between the internet user’s activity and the Proprietary Software. This diagram assumes that the internet user entering the contest(s) is a registered member of the community.

The member begins the contest entries processes by logging in to the system 196. The system detects, from the login and password, that the member has authorized access to enter the community’s contests 330. The system inputs data into the proprietary software, tracking login stats and generic website traffic statistics such as location/origin and traffic 332.

The user then selects from member-specific options 198 through their My Game page, such as inviting others to Watch & Rate 200, as outlined in Fig. 11; inviting others to join their Friends list 202, as outlined in Fig. 12; or choosing to enter one or more of the community’s contests 204 (These options can be selected in any order, and are not necessarily required, as noted in Fig. 6).

If the member chooses 206 to enter the current Judges contest 208, they select and watch a specific instance of UGC 302 while the system tracks and saves related view stats in the database 336. The member then rates the selected UGC 304, and the system tracks and saves the related rating information
in the database 338. By rating the selected UGC, the member completes the Judges contest entry process and initiates the Judges Winners Selection process 306, as outlined starting at Point A of Fig. 9.

If the member chooses 206 to enter the current round of the UGC contest 300, they upload their own instance of UGC and enter related UGC metadata 308. The system saves the uploaded UGC and metadata in the database 334.

Once the member’s UGC contest entry (i.e., UGC and metadata) has been uploaded and saved into the system, the entry retains a “non-live” UGC status until the entry is approved. The approval process differs depending on whether the system’s Screening process is turned on or off 310, as determined by the community’s administration settings.

If Screening is off, the member enters their My Game page and selects the UGC entry in question, which is labeled to indicate it is available “for approval” 312, as determined by the UGC status stored in the system database 340.

The member then chooses from different entry approval options 316: if the member is not satisfied with the UGC entry, they can choose to delete it and end the UGC contest entry process, in which case, the system deletes the UGC and the contents of the entry record from the database 342; if the member is satisfied with the UGC entry, they can choose to approve it; if the member chooses to do nothing, they have a preset amount of time in which to choose from the options mentioned above 320.

If the member approves the UGC entry, or if the preset amount of time passes and the member has still done nothing, the status of the UGC entry in question is updated to “live” and can be reviewed on any community page that allows for UGC viewing 322 as determined by the updated UGC entry status in the database 344.

By approving the UGC entry, the member completes the UGC contest entry process and initiates the UGC Winners Selection process 324, as outlined starting at Point A of Fig. 8.

In contrast to the UGC entry approval process described above, if Screening is on, the member enters their My Game page and selects the “non-live” UGC entry in question, which is labeled to indicate it is “being reviewed” 314, as determined by the UGC status stored in the system database 340.

The member then chooses from different entry approval options 318: if the member is not satisfied with the UGC entry, they can choose to delete it and end the UGC contest entry process, in which case, the system deletes the UGC and the contents of the entry record from the database 342; if the member chooses to do nothing (i.e., to not delete the entry in question), they wait to learn the outcome of the Screening process 326, which is outlined in Fig. 7.
Fig. 7 is the User Process and Data Flow of Module 5 – UGC Screening. Fig. 7 is an integrated diagram of the end-user perspective of Module 5, UGC Screening. Module 5 is a function of the system software and is not meant for use by the public. The diagram assumes that the user is the prime user or a screener user in cooperation with the prime user.

Box 346 contains the user interfaces of the user generated content (UGC) screening process. Box 378 contains the data stored in the database of the system, which is similar to data collected from the Online Community previously identified in Fig. 6.

The authorized end-user begins by logging into the system 348. The system software detects, from the login and password that the end-user has authorized access to data associated with the system and its UGC 380.

The user then selects the UGC which they wish to review 350 from those instances of UGC stored within the system database 382. With a specific instance of UGC selected, the user then reviews the actual UGC as well as any metadata associated with the UGC in question (e.g., title; keywords) 352 as delivered by the system database 384.

Once the UGC and its metadata have been reviewed, the user chooses from various UGC status options 354 based on the community's screening protocols.

If the user approves the UGC 356, it becomes "live" on those pages within the community where UGC can be watched/reviewed 360, and the system database saves the updated status of the UGC 386. A confirmation email is also automatically sent to the online participant who uploaded the UGC in question 356. Since the UGC has been approved and made live, it now qualifies as an official entry in the UGC contest 368, initiating the UGC Winners Selection process 370, as outlined starting at Point A in Fig. 8.

If the user rejects the UGC, the system interface is used to compose and send a rejection email to the online participant who uploaded the UGC in question 362. The email explains the reason why the UGC was rejected, and that the UGC will not be made live. The system database also saves the updated status of the UGC in question 386.

The user chooses to flag the selected UGC 358 when unsure of its appropriate status based on the community's screening protocols. The user uses the system interface to compose and send a flagging email to another user that has more authority (e.g., prime user) 364. The user also uses the system interface to compose and send an email to the online participant who uploaded the UGC in question 372, explaining why the UGC was flagged, and that it will not be live until such time that the UGC is accepted by the appropriate user. The system database also saves the updated status of the UGC in question 386.

After choosing to accept, reject or flag the selected UGC, if more instances of UGC are available for screening 374, the user can choose to select the next instance of UGC to screen 376 or decide to exit the system.
Fig. 8 shows the System Process and Data Flow of Module 6 – UGC Winners Selection. Fig. 8 is an integrated diagram of the system process of Module 6, the UGC Winners Selection process. This process is determined by community-specific contest configurations that administrative users create, as outlined in Fig. 15.

Box 388 contains the module functions that online participants are directly aware of and interact with. Box 414 contains the data stored in and accessed by the database of the system software or programs coded within the system.

The UGC Winners Selection process starts when an online community’s first regular UGC contest round begins 390, as determined by the contest configurations saved in the system database 416. During the portion of the contest round when entries can be collected, online participants upload their UGC 392, as outlined in Fig. 6. During the portion of the contest round when that round’s entries can be judged, online participants rate UGC entries 394, as outlined in Fig. 6.

The first regular UGC contest round ends 396 when the window for judging that round’s entries closes, as determined by the contest configurations 418. The top rated UGC entries are automatically identified as that round’s entries for the UGC contest’s first finalist round 398, and the system saves that information in the database 420.

If there are more regular UGC contest rounds 400, as determined by the community’s contest configurations, those contest rounds move through the same process as outlined above for the first regular UGC contest round.

Once all the regular UGC contest rounds are completed, the community’s first finalist UGC contest round begins 402, as determined by the contest configurations in the system database 422. During the portion of the first finalist round when that round’s entries can be judged, online participants rate the finalist UGC entries that were automatically selected from each of the regular contest rounds 404.

The first finalist UGC contest round ends 406 when the window for judging that round’s entries closes, as determined by the contest configurations 424. The top rated UGC entries are automatically identified as that round’s entries for any subsequent finalist rounds 408, and the system saves that information in the database 426.

If there are more finalist UGC contest rounds 410, as determined by the community’s contest configurations, those contest rounds move through the same process as outlined above for the first finalist UGC contest round.

Once all the finalist UGC contest rounds are completed, the top rated UGC entry/entries are automatically identified as the winner/winners of the community’s UGC contest 412. The system saves that information in the database 428, and the UGC Winners Selection process is complete.
Fig. 9 shows the System Process and Data Flow of Module 7 – Judges Winners Selection. Fig. 9 is an integrated diagram of the system process of Module 7, the Judges Winners Selection process. This process is determined by community-specific contest configurations that administrative users create, as outlined in Fig. 15. The Contest Administrator is an authorized individual of the prime user that has been granted specific access to the Judges Winners Selection admin area.

Box 430 contains the module functions that online participants are directly aware of and interact with, as well as the non-public module functions that a Contest Administrator interacts with. Box 452 contains the data stored in and accessed by the database of the system software or programs coded within the system.

The Judges Winners Selection process starts when an online community’s first Judges contest begins 432, as determined by the contest configurations saved in the system database 454. During the contest, online participants rate UGC entries 434, as outlined in Fig. 6.

When the first Judges contest ends 436, as determined by the contest configurations 456, the system utilizes its randomizing functionality to automatically select potential winners for the given contest 438. The system then saves that information in the database 458.

The system then automatically retrieves the contact information of the selected potential winners from the database 458, and sends the Contest Administrator an email that contains the contact information in question 440. The Contest Administrator then contacts the potential winners to verify their legitimacy as Judges contest entrants 442 according to the community’s posted rules and regulations.

Once the maximum number of Judges contest winners are verified, as determined by the contest configurations, the Contest Administrator logs into the system’s Judges Winners Admin area 444. The system detects, from the login and password, that the user has authorized access to the community’s Judges contests winners data 460.

The Contest Administrator then selects the specific Judges contest that the verified winners are related to 446, as delivered by the contest configurations 462, and enters such winners’ information into the system as name, prizes won, and photo 448. The system saves the information in the database 464 for public display on select community web pages.

If there are more Judges contests 450, as determined by the community’s contest configurations, the same process is repeated, as outlined above for the first Judges contest. If there are no more Judges contests, the Judges Winner Selection process is complete.
Fig. 10 shows the User Process and Data Flow of Module 8 – Share. Fig. 10 is an integrated diagram of the user process Box 466 and data flow Box 492 of Module 8, Share. Fig. 10 means to illustrate the interactive process from an internet user's perspective, and the dynamic data flow between the internet user's activity and the Proprietary Software.

Internet users begin the interactive Share process by selecting a specific instance of UGC to review 468. Whenever individual web pages are loaded and interacted with throughout the Share process, the system inputs data into the proprietary software regarding generic website traffic statistics such as clickthroughs, view stats, and exits 494, 496, 498.

The original visitor, having selected a specific instance of UGC, enters the Watch & Rate screen 470. If the original visitor desires to share the UGC in question with others, they select to initiate the Share process on the Watch & Rate screen 472. The original visitor then selects which particular sharing delivery method to use 474 from such options as email, Facebook, MySpace, Twitter, Delicious, StumbleUpon, or others. Regardless of which sharing delivery method is selected, the system then generates a UGC-specific link that is shared 476 with the intended recipients 480.

The original visitor can then select to review more UGC 478 or may choose to exit the system.

The receiving visitor receives the UGC link 482 via whichever sharing delivery method was selected by the original visitor, and chooses to click the link 484. When clicked, the link loads the Watch & Rate screen and the shared UGC in question in a web browser connected to the internet 486. The receiving visitor reviews the shared UGC 488, and then decides to review more instances of UGC 490, as outlined starting at Point A of Fig. 5, or can decide to exit the system.

Fig. 11 shows the User Process and Data Flow of Module 9 – Invite to Watch & Rate. Fig. 11 is an integrated diagram of the user process Box 500 and data flow Box 532 of Module 9, Invite to Watch & Rate. Fig. 11 means to illustrate the interactive process from an internet user's perspective, and the dynamic data flow between the internet user's activity and the Proprietary Software. This diagram assumes that the internet user sending the invitation is a registered member of the community.

Members begin the Invite to Watch & Rate process by logging in to the system 502. The system detects, from the login and password that the user has authorized access to data belonging to the member in question 534. The member then enters their My Game page 504. Whenever individual web pages are loaded and interacted with throughout the Invitation process, the system inputs data into the proprietary software regarding generic website traffic statistics such as clickthroughs, view stats, and exits 536, 542.

Members then select to send invitation emails to others 506. They use the system interface to enter the desired recipients' email addresses, compose a message that includes a member-specific link generated by the system, and send the email messages 508. The system stores the invitee(s) email addresses in the database 538.
Members can then choose from other system options 510, as outlined in Fig. 6, or may choose to exit the system.

The invitee(s) receive the invitation emails 512, and choose to click the link to visit the community 514. When clicked, the link loads the inviting member's Showcase page in a web browser connected to the internet 516, with the page being populated by the member's information as delivered by the system's database 540. The invitee(s) select from the member's UGC 518, and then enter the Watch & Rate screen with the selected UGC loaded for review 520. The invitee(s) then review the member's selected UGC 522.

The invitee(s) can then decide 524 to review more instances of UGC 526, or can decide to rate the selected UGC 528. If the invitee(s) are not registered members of the community 530, before they can rate UGC, they first enter the registration process, as outlined starting at Point B of Fig. 5.

If the invitee(s) are already registered members of the community, they enter the UGC rating process, as outlined starting at Point A of Fig. 6.

Fig. 12 shows the User Process and Data Flow of Module 10 – Invite Friends. Fig. 12 is an integrated diagram of the user process Box 544 and data flow Box 582 of Module 10, Invite Friends. Fig. 12 means to illustrate the interactive process from an internet user's perspective, and the dynamic data flow between the internet user's activity and the Proprietary Software. This diagram assumes that the internet user sending the invitation is a registered member of the community.

Members begin the Invite Friends process by logging in to the system 546. The system detects, from the login and password, that the user has authorized access to data belonging to the member in question 584. The member then enters their My Game page 548. When the My Game page is loaded and interacted with throughout the Invitation process, the system inputs data into the proprietary software regarding generic website traffic statistics such as clickthroughs and exits 586.

Members then select to send emails to others for the purpose of inviting them to join the Members' list of Friends 550. They use the system interface to enter the desired recipients' email addresses, compose a message that includes a member-specific link generated by the system, and send the email messages 552. The system stores the invitee(s) email addresses in the database 588.

Members can then choose from other system options 556, as outlined in Fig. 6, may choose to exit the system; or may choose to view their Friends list 558. If any of the Members’ Friend invitations have been accepted, the new Friends are displayed in their updated Friends lists 560.

Members can then choose 562 to exit the system; may choose from other system options, as outlined in Fig. 6; or may choose to send more Friends invitations.
Meanwhile, the invitee(s) receive the Friends invitation emails 564, and choose to click the link to become the inviting Member’s Friend 566. When the link is clicked, if the invitee(s) are not existing members of the community 568, they enter the registration process 570, as outlined starting at Point B of Fig. 5. Once they have completed the registration process to become new online participants, they login to the community for the first time 572.

If the invitee(s) are existing members of the community, they login to the system 572. The system detects, from the login and password, that the user has authorized access to data belonging to the member in question 590.

Whether the invitee(s) go through the registration process to become new members of the community and then login, or login as existing members of the community, they enter their My Game page 574. When they enter the page, the system automatically updates the appropriate Friends records in the system database 576: adds the invitee(s) to the Friends list belonging to the inviting member; adds the inviting member to the Friends lists belonging to the invitee(s) 592. The system also stores a record of the accepted Friends invitation in connection with the inviting member’s identification number 592.

When the invitee(s) view their Friends list on their My Game page, the system displays the updated Friends list status 578.

Invitee(s) can then choose to exit the system; may choose from other system options 580, as outlined in Fig. 6; or may choose to send Friends invitations of their own, as outlined starting at Point A of Fig. 12.

Fig. 13 shows the User Process and Data Flow of Module 11 – Information Technology Engine Report Selection. Fig. 13 is an integrated diagram of the end-user perspective of Module 11, the system’s Information Technology Engine Report Selection. This module is the main engine of the software and is not meant for use by the public. This diagram assumes that the end-user of Module 11 is an authorized individual of the prime user or select corporate users that have been granted access by the prime user.

Box 594 contains the user interfaces of the reporting functions of the Proprietary Software. Box 640 contains the data stored in the database of the IT Engine, which is essentially the same data collected from the Online Community previously identified in Fig. 5 and Fig. 6.

The authorized end-user begins by logging into the system 596. The system detects, from the login and password, that the user has authorized access to data belonging to the online community 642.

The end-user then has access to multiple analytics reports 598, each of which collate data from the system database. These reports may include Web Analytics, Referral Links, and Community Analytics, or others. Fig. 13 illustrates the end-user flow for three of these reports.

If the user selects the Web Analytics report 600, the report’s data is retrieved from the system database 644, collated by the system, and then displayed within a web page 606. The report includes such industry
standard pieces of information as total number of visits, unique visitors, returning visitors, etc. The user can then choose to exit the system or select other reports.

If the user selects the Referral Links report 602, the report’s data is retrieved from the system database 646, collated by the system, and then is displayed within a web page 608. The report includes inbound referral activity across referral links associated with the community’s corporate sponsors. If the user accessing the report is a corporate user, the database only delivers referral data associated with the corporate user in question. If the user accessing the report is the prime user, they can select which corporate users’ referral data will be represented in the report. Whether a corporate user or prime user, the user can then choose 610 to download the report’s data in various file formats (e.g., PDF, HTML, tab delimited, plain text) 612, exit the system, or select other reports.

If the user selects the Community Analytics report 604, the report functions begin 614 with the first of three report filtering levels to choose from: Level 1, Level 2 and Level 3. Each filtering level offers a greater degree of data-filtering precision. For example, a Level 1-filtered report may contain parameters with respect to “location” and “age range” for the internet participants represented in the report, as delivered by the system database 648; a Level 2-filtered report, in addition to the Level 1 filter parameters, may contain parameters with respect to the internet participants’ brand/services selections, as delivered by the system database 650; and a Level 3-filtered report, in addition to the Level 1 and Level 2 parameters, may filter according to the internet participants’ answers to the Brand Gallery questions, as delivered by the system database 652.

The end-user selects the Level 1 filter parameters that coincide with the user’s research and/or marketing objectives 614. If those objectives require greater lead filtering 616, the end-user proceeds to add the appropriate Level 2 filter parameters 618. If those objectives require still greater lead filtering 620, the end-user proceeds to add the appropriate Level 3 filter parameters 622. When choosing from the Level 2 and/or Level 3 filtering levels, if the user accessing the report is a corporate user, the database only delivers online participant data associated with the showroom of the corporate user in question. If the user accessing the report is the prime user, they can determine what online participant data will be included in the report by selecting which showrooms of which corporate users will be represented. By adjusting these filtering parameters, the user can generate a virtually unlimited number of reports.

Once the end-user is satisfied with the filtering parameters, they proceed to generate the report data 624.

Based on the filtering parameters across Level 1, Level 2 and/or Level 3, the report’s data is retrieved from the system database, collated by the system 654, and then is displayed within a web page 626. The report includes information on the activities of a community’s members, such as number of members, percentage of members that uploaded UGC, number of members that judged UGC in each contest round, number/percentage of members that selected a specific prize from a specific showroom, etc.
The end-user then has the option 628 to save and name their selected report parameters 630 so that the filter parameters are saved in the system database for future activity 656. For example, the end-user could save the report parameters, and name the saved report “Baby Boomers”.

The end-user may then choose 632 to download the report data 634 in the desired file format (e.g., PDF, XML, plain text). The end-user may then choose 636 to return to the main report selection screen to create other Community Analytics reports with different filtering, or to obtain other reports 638. The end-user may also choose to exit the system.

Fig. 14 shows the End-User Process and Data Flow of Module 12 eBusiness and Module 13 Qualified Lead Reception. Fig. 14 is an integrated diagram of the end-user perspective of Module 12 eBusiness and Module 13 Qualified Lead Reception. Modules 12 and 13 are not meant for use by the public. This diagram assumes that the end-user of Modules 12 and 13 is the prime user or an authorized individual of the prime user, which may include corporate sponsors.

Box 658 contains the end-user interfaces of the eBusiness component. Box 692 contains the data stored in the database of the system software or programs coded within the system.

The authorized end-user begins by logging into the system 660. The system software detects, from the login and password, that the end-user has authorized access to data associated with the system and its Corporate Sponsors 694.

The end-user then selects the Qualified Lead Reception function, which ultimately generates the Consumer Report 662. Fig. 14 illustrates the end-user flow for the Qualified Lead Reception function.

The Qualified Lead Reception function begins 664 with the first of three lead filtering levels to choose from: Level 1, Level 2 and Level 3. Each filtering level offers a greater degree of data-filtering precision to Corporate Sponsors/Advertisers, with each level representing a greater monetary investment. For example, a Level 1-filtered report may contain parameters with respect to “contact information” and “age range” for an internet participant, as delivered by the system database 696; a Level 2-filtered report, in addition to the Level 1 filter parameters, may contain parameters with respect to an internet participant’s brand/services selections, as delivered by the system database 698; and a Level 3-filtered report, in addition to the Level 1 and Level 2 parameters, may contain an internet participant’s answers to the Brand Gallery questions, as delivered by the system database 700.

The end-user selects the Level 1 filter parameters that coincide with the Advertiser/Corporate Sponsor’s research and marketing objectives 664. If those objectives require greater lead filtering 666, the end-user proceeds to add the appropriate Level 2 filter parameters 668. If those objectives require still greater lead filtering 670, the end-user proceeds to add the appropriate Level 3 filter parameters 672. By adjusting these filtering parameters, the user can generate a virtually unlimited number of reports.

Once the end-user is satisfied with the filtering parameters, they proceed to generate the report data 674.
The end-user reviews the report summary 676, as delivered by the IT and eBusiness system 702 based on the filtering parameters across Level 1, Level 2 and/or Level 3. The report summary includes a count of the total number of matching internet participant leads that have "opted in" to be contacted by the producers, publishers or sponsors. The report summary represents the total set of data that is available for selection and purchase.

After obtaining a count for the selected lead filtering 678, the end-user may then narrow down the lead quantity by strategically modifying the report through choosing new filtering parameters. For example:

- Obtain "regional-based" leads by modifying Level 1 filtering to only select leads from a specific State/Province.
- Obtain "brand-based" leads by modifying Level 2 filtering to only select leads that indicated a particular brand preference.
- Obtain "buyergraphic-based" leads by modifying Level 3 filtering to only select leads that chose specific answers to the Brand Gallery questions.

Alternately, after obtaining a count for the selected lead filtering 676, the end-user may then increase the lead quantity by further modifying the filter parameters and/or reducing the number of filter parameters. Any revised filter parameters are sent to the IT and eBusiness system, which provides an updated count of the total number of matching internet participant leads that have "opted in" to be contacted by the producers, publishers or sponsors. The end-user reviews the new report summary 676, which indicates the matching set of internet participant data that is available for selection and purchase. The end-user may revise the search filter parameters repeatedly until they are satisfied with the filter parameters.

While viewing the report summary 676, the end-user is also offered post-filtering options for reducing the number of matching leads returned by the report. These options include a "desired quantity" variable that enables the end-user to manually enter a number that is less than the report's matching lead number to limit the number of leads returned while lowering the monetary investment associated with the report. An additional post-filtering option is the variable to "not include leads already represented in reports previously run" for the Advertiser/Sponsor in question.

Once the end-user is satisfied with the report filtering and number of matching leads, they proceed to configure the data about to be acquired 680. Data configuration options include selecting a preferred data sorting method across such parameters as "Last Name," "Location," "Sign Up Date/Time," and "Last Active Date/Time." Data configuration options also include selecting a preferred file format in which the report data will be delivered, such as XML, Tab Delimited, or Plain Text. The system then configures the report data based on the end-user's configuration settings 704.
The end-user then has the option 682 to save and name their selected report parameters 684 so that the combination of filter and configuration parameters are recorded by the IT and eBusiness System for future activity 706. For example, they could save the report parameters, and name the saved report “Baby Boomers”.

The end-user then proceeds to download the report data 686, which sends the final selection of report parameters to the IT and eBusiness System 708, along with tracking order details, such as the cost of the report, the quantity of leads purchased, and the Advertiser/Sponsor the report was run for.

The end-user downloads the generated report file 686. The end-user may then choose 688 to return to the main report selection screen to obtain additional lead reports 690 or exit the system.

Fig. 15 depicts a schematic of the main functions of Module 14 — Community Administration. Fig. 15 specifically illustrates the Admin User Process of Contest Building and Management in greater detail. Fig. 15 is intended to illustrate how an authorized administrative user would build and manage the contests associated with an Online Community using the administration module of the proprietary software.

An authorized administrative user first logs in to the admin module 710. The end-user then has access to multiple administrative functions, such as Users 712 and Content functions 714. Fig. 15 illustrates the end-user flow for the Contests administration functions in greater detail 716.

If an Online Community does not yet have any contests built, the user selects 718 to build contests 720. The system software automatically builds a default set of contests according to the community’s preset parameters, and saves the contests’ configurations in the database. The end-user then selects a specific contest to edit from those that were just built 722. The end-user then edits the default contest parameters as needed to suit the community in question 724, and the system software saves the edited contest data in the database. If there are more contests to be edited 726, the end-user selects the contest in question and repeats the editing process. Once the process of building and editing contests is complete, the end-user can exit the system.

If an Online Community already has contests built, the end-user selects to manage contests 728. The end-user selects a specific contest to edit from those already existing in the database 730. The end-user then edits the existing contest parameters as needed to suit the community in question 732, and the system software saves the edited contest data in the database. If there are more contests to manage 734, the end-user selects the contest in question and repeats the editing process. Once the process of managing contests is complete, the end-user can exit the system.

Fig. 16 shows the End-User Process and Data Flow of Module 14 Sub-Function: Presenter’s Admin. Module 14 is not meant for use by the public. This diagram assumes that the end-user of Module 14 is an authorized individual of the prime user.
Box 736 contains the end-user interfaces of the Presenter’s Admin component. Box 758 contains the data stored in the database of the system software or programs coded within the system.

The authorized end-user begins by logging into the system 738. The system software detects, from the login and password, that the end-user has authorized access to data associated with the system and Corporate Sponsor 760. The end-user then selects the Showroom administration function 740.

During the Showroom administration function, the end-user selects from three distinct administration functions: Global Configuration and Upload, Add/Edit Prizes, and Add/Edit Questions. These functions can be selected in any order, as noted in Fig. 16.

In the Global Configuration and Upload administration function 742, the end-user enters global showroom data (e.g., Corporate Sponsor name) and uploads a Corporate Sponsor logo. The end-user can also upload a new logo or edit any existing global data already stored in the system database for the given showroom. The system software saves the global data and logo in the database 762.

In the Add/Edit Prizes administration function, the end-user begins 744 by adding a new prize to be displayed in the showroom. The system software saves a record of the new prize in the database 764. The end-user can also select a prize to edit from any prize records already existing in the database which are associated with the showroom in question 744.

Once a new prize has been added or an existing prize has been selected for editing, the end-user enters and configures prize information (e.g., name, description, visibility) and uploads a prize image 746. The system software saves the information and image in the database 764.

The end-user then has the option 748 to add or edit more prizes.

In the Add/Edit Questions administration function, the end-user begins 750 by adding a new question to be displayed in the showroom. The system software saves a record of the new question in the database 766. The end-user can also select a question to edit from any question records already existing in the database which are associated with the showroom in question 766.

Once a new question has been added or an existing question has been selected for editing, the end-user enters the question wording and the potential responses that may be selected when the question is being answered by online participants 752. The system software saves the information in the database 766.

The end-user then has the option 754 to add or edit more questions.

The end-user also has the option 756 to repeat any of the Showroom administration functions as needed to support the different languages a given online community supports.

Once the showroom administration process is complete, the end-user can exit the system.
Fig. 17 is a wireframe illustration of an example Home page. There is a Presenters, Offer and Call to Action Content Area, a Newest Entries Content Area, a Recent Judges Contest Winners Content Area, and a News Area. There are certain rules, given for example only, that may optionally be used to control the content that is displayed on the page. For example: the rating does not show once semi-finals begins; the “finalist” icon is only shown if the entry has been selected as a finalist; rating modification is not possible in this view; the displayed rating shows this entry’s overall rating (not the user’s rating, if any); the “favorite” icon is only shown if this entry has been selected as a favorite; and the “my upload” icon is only shown if the entry was uploaded by the user. In the News Content Area, content can be updated throughout the lifecycle of the community, and is optionally displayed only when content is available. Recent Judges Contest Winners may be displayed in reverse chronological order. Further, a traditional media overlay pertaining to an entertainment program, game, contest and/or the community Show Host may be expanded.

Fig. 18 is a wireframe illustration of an example Watch & Judge 1 page, as found or alluded to in Figs. 4, 5, 6, 8, 9, 10 and 11. On this page there could be a pop-up displaying a member’s judges contest activity and requirements, e.g. “You have rated X entries today. You need to rate Y more to gain an entry in the judges contest”.

In the Uploads area, tabs in this section can be defaulted to depending on where the user is coming from and what time frame the contest is currently in (for example, when semi-finals are on, the semi-finals tab would be the default here). The semi-finals tab may require a further level of filtering navigation if there are several rounds.

There could be a traditional media overlay and/or Show Host area. Clicking anywhere here rolls out the traditional media overlay and/or show host (as illustrated on one or a plurality of the supplied wireframe figures). The overlay and/or show host could immediately begin playing once buffered. This area may animate (in a low visual impact manner) to call attention to itself and/or automatically be open and playing when a user arrives at one or any one of the screens when programmed to do so.

Fig. 19 is a wireframe illustration of an example Watch & Judge 2 page, as found or alluded to in Figs. 4, 5, 6, 8, 9, 10 and 11. The page’s specific user-generated content can be shared with others using known sharing solutions. If a user is logged on, rating stars will be shown, otherwise a message such as “Join & Judge to Win” may be displayed. The user must be logged on to comment, and may delete comments related to entries he has uploaded himself. The entry shortcuts and title of the entry shortcuts section are dependent on which area the user got to this page from. For example, if the user clicked on a Movers entry from Watch & Judge 1, then they would see Movers-related entry shortcuts and the Movers title on this page; if they clicked on a Semi-Finalists entry from Watch & Judge 1, then they would see Semi-finalist entry shortcuts and the Semi-Finalists title here.

Fig. 20 is a wireframe illustration of an example Choose Rewards page, as found or alluded to in Figs. 4 and 5. The Your Showroom tab is always included (no matter how many Showcases are displayed). It displays the prizes you have selected to win. Clicking any of the prize shortcuts on this page takes the
user to the appropriate showcase tab. Your Showcase shows all the rewards the user has chosen. A user needs to complete all Reward Showcase tabs to go on to the next step. Prizes that have not been selected yet by the user are clearly marked. The Continue button is greyed out until the user has selected a prize for all Showcases. Rolling over either the button or the help icon displays a tool tip, “You must select all your prizes before continuing”. Once the user has selected all of their products, the button changes state such that it can be clicked.

Fig. 21 is a wireframe illustration of an example Registration Form page, as found or alluded to in Figs. 4 and 5. Fig. 22 is a wireframe illustration of an example Email Confirmation page, as found or alluded to in Fig. 5. Fig. 23 is a wireframe illustration of an example member Login page, as found or alluded to in Figs. 5, 6, 11 and 12.

Fig. 24 is a wireframe illustration of an example My Game page, as found or alluded to in Figs. 6, 11 and 12, showing a Judges Contest area and a Players Contest area. A Friends area displays the user’s friends sorted by last online time with Online Now at the top. The wall shows messages that the user or the user’s Friends have posted on his wall. The most recently posted item ends up at the top of the wall. The wall does not do any type of message threading. The wall may show pagination if the number of items displayed in the wall would affect performance. The user may delete any post on his own wall. Clicking “Add a Friend” pops-up the lightboxed dialogue box shown in Fig. 25, which is a wireframe illustration of an example Invite function of the My Game page, as found or alluded to in Figs. 4, 6, 11 and 12.

Fig. 26 is a wireframe illustration of an example Upload UGC page, as found or alluded to in Figs. 4, 6 and 8.

Fig. 27 is a wireframe illustration of an example Member’s Showcase page, as found or alluded to in Fig. 11. The Judges Contest Favorites area displays the last two entries that the user has made their favorites. The Players Contest Entries area displays the last two uploaded entries by this user.

Fig. 28 is a wireframe illustration of an example Presenter’s Administration Home page, as found or alluded to in Figs. 4, 13, 14 and 16. Fig. 29 is a wireframe illustration of an example Presenter’s Showroom Administration page, as found or alluded to in Fig. 16. Fig. 30 is a wireframe illustration of an example Add/Edit Prizes function of the Presenter’s Showroom Administration page, as found or alluded to in Fig. 16. Fig. 31 is a wireframe illustration of an example Add/Edit Questions function of the Presenter’s Showroom Administration page, as found or alluded to in Fig. 16.

Fig. 32 is a wireframe illustration of an example Presenter’s Administration Reporting Home page, as found or alluded to in Figs. 4, 13 and 14. Fig. 33 is a wireframe illustration of an example Presenter’s Administration Consumer Report Filtering page, as found or alluded to in Figs. 4 and 14. Fig. 34 is a wireframe illustration of an example Presenter’s Administration Consumer Report Data Configuration page, as found or alluded to in Figs. 4 and 14. Fig. 35 is a wireframe illustration of an example Presenter’s Administration Consumer Report Download page, as found or alluded to in Figs. 4 and 14.
IV. Example of Use

Examples of multiple usages of various embodiments listed below exploit the disclosed method and system and achieve one or more of the advantages described herein:

The disclosed method and system is flexible and transferable, it enables the creation of myriad economic media and marketing systems that increase the appeal, efficiency and effectiveness of traditional and new media advertising; reduce the cost of producing entertainment and commercial content; create one-on-one consumer/brand connections that deliver more advanced consumer intelligence by providing precise real-time consumer data, preference and permission consumer requests, and a pay-by-performance business application.

The disclosed method and system is a turnkey economic media and marketing system that efficiently creates independent multi-brand communities, which provide stand-alone economies in which the system operates. It enhances traditional media business models with a new revenue generating model that turns both advertiser and consumers into community stakeholders, members/participants – establishing a fully-integrated system that allows for a significantly more influential, entertaining, social networking, precision marketing system for advertising agencies, advertisers and media companies to better communicate and retain consumers. The method and system enable advertisers, agencies and media companies to reward consumers for engaging one-on-one with brands, product placements and preference, referral and permission marketing.

The disclosed method and system can be easily adapted to suit any advertisers' needs while providing meaningful and relevant content and activities that consumers actually want to engage, absorb, enjoy and retain as part of their entertainment and real-life experiences.

The method and system can be utilized by any traditional media (TV, radio, newsprint) and new media (Internet, mobile) company, as well as, advertising agencies and advertisers to create unique entertainment, rewards and marketing programs that increase revenues and profitability.

The embodiments of the disclosed system achieve one or more of the advantages described above, in whole or in part. Below is a detailed description of at least one of the embodiments of the disclosed system.

The list of programs that could be created with and/or benefit from the disclosed method and system is extensive; below is an example of a small fraction of possible ideas, variations and uses;
Original Programs

The disclosed method and system enable the creation of myriad original economic media and marketing communities. As an example of how the disclosed method and system can be the basis for new interactive entertainment and rewards programs based on sports, shopping, philanthropy and Christmas, let's look at the following: MV Sports Fan, Shopping Star, Angel Effect, Invite Santa;

Most Valuable Sports Fan (MV Sports Fan)

MV Sports Fan is a program where loyal fans of the game become contestants, stars and heroes on a national field of dreams. The Olympics of appreciation, the decathlon of devotion, MV Sports Fan compels its players to go the distance, to prove to one and all they are the greatest fan of a given sport. From high school to semi-pro, from armchair athletes to the real thing, fans of the game get the chance to win their place in media history, major league prize packages, and grand slam titles!

MV Sports Fan has broad appeal: it can be formulated to fit any professional and or amateur sport, attract any target demographic, and operate at either the national level, at team level, or both in a progressive system of competition. From the sublime to the ridiculous, the outrageous to the uplifting, entries to MV Sports Fan promise to be as inspirational and entertaining as the game itself. Drawing on the power of a nation mad for its sports, MV Sports Fan unites imagination and competition in a thrilling challenge to claim the stage and experience sports fan fame!

MV Sports Fan pushes interactivity beyond other programs by drawing on the grassroots base of its audience, enabling them to play, co-produce, and star in future episodes of the same series they're watching.

MV Sports Fan seamlessly channels two of the most powerful human drives—creativity and competition—into a dynamic franchise that fuses uplifting, real-life human interest stories with the allure of exciting, competitive adventures viewers participate in. Integrated with an incentive and rewards program, MV Sports Fan is a compelling fan appreciation format that provides viewers inspiring entertainment, extraordinary realities, and thrilling prizes!

Shopping Star

Can you imagine flying to the nation’s top cities and shopping at their most famous stores?! - From New York to Los Angeles, from Miami to San Francisco, Shopping Star takes you on a whirlwind ride around the country as we turn your fantasy into reality. From automobiles to diamonds to credit cards filled with cash, Shopping Star injects a dose of adrenaline into the motto “Shop ‘til you drop”!

A dedicated online community drawn together by their shared passion for the finer things in life, Shopping Star members compete in a selection and voting system where their peers decide who gets to star in,
play, and win weekly online challenges and the grand prize. Whether they be stories of need, desire, charity, or hope, the most entertaining entries are rewarded with the opportunity to compete for the attention of the nation—and to become its Shopping Star!

Shopping Star pushes interactivity beyond other programs by drawing on the grassroots base of its audience, enabling them to play, co-produce, and star in future episodes of the same series they’re watching.

It seamlessly channels two of the most powerful human drives—creativity and competition—into a dynamic series that fuses uplifting, real-life human interest stories with the allure of exciting, competitive adventures viewers participate in. Integrated with an incentive and rewards program, Shopping Star provides viewers inspiring entertainment, extraordinary realities, and thrilling prizes!

Angel Effect

Angel Effect is a series based on a national incentive and rewards program, that gives winning contestants the exhilarating power to transform someone else’s life—and in the process potentially change their own. Having won the nation over with a heart-warming story—of need, hope, charity, perhaps even redemption—successful entrants waltz into the life of a deserving friend, family member, or community group armed with a $100,000 package of cash and brand assets guaranteed to alter a life!

Angel Effect seamlessly channels three powerful human qualities—kindness, creativity, and competition—into a force for change, dynamic social network that illuminates the positive power of competition and real-life human interest stories fused with uplifting, exciting adventures. Integrated into an incentive and rewards program, Angel Effect provides viewers and participants with the twin benefits of inspired entertainment and thrilling prizes!

The Angel Effect pushes interactivity beyond other entertainment and rewards programs by drawing on the grassroots base of its audience, enabling them to watch, play, and possibly star in future episodes of the same series they’re watching.

Invite Santa

Have you ever, or do you still dream of Santa Claus visiting your home with a sleigh-full of toys, big and small? If you could ask Saint Nick for one special delivery, what would it be? And would you wish it for yourself, for your family, or for someone near and dear?

Built upon an economic media and marketing system offering and incentive and rewards program, Invite Santa is an original TV, Internet and mobile game, contest and show that challenges viewers to convince Father Christmas he should make a dramatic detour on his holiday rounds, bearing gifts to fulfill their wish. Invite Santa marries the magic of Christmas with new media and technology to give the child in all of us a chance to light up the night, and the nation.
With $1 million in prizes, once-in-a-lifetime experiences and a taste of stardom, Invite Santa combines the excitement of the online virtual world with a skill game and reality TV competition to create a revolutionary TV, Internet and mobile social networking experience.

Invite Santa pushes interactivity beyond other programs by drawing on the grassroots base of its audience, enabling them to play, co-produce, and star in future episodes of the same series they’re watching.

Invite Santa seamlessly channels two of the most powerful human drives—creativity, and competition—into a dynamic series that fuses uplifting, real-life human interest stories with the allure of exciting, competitive adventures viewers participate in. Integrated with an incentive and rewards program, Invite Santa provides viewers inspiring entertainment, extraordinary realities, and thrilling prizes!

Other Programs

The disclosed method and system enable the enhancement and/or transformation of myriad existing entertainment properties, including talk shows, reality shows, game shows, talent shows, documentaries, sitcoms sporting events, news programs, etc.

The following examples represent only a small fraction of ideas, variations and uses of how the method and system can be the basis of integrating within a TV series and/or an entire TV program to create interactive spin-offs and incentive and reward programs based on formats such as a late night talk show, day-time talk show, primetime show, and talent show, let’s look at the following examples that use existing programs; David Letterman’s “TOP-TEN segment”, OpraH’s “Favorite Things segment,” “90210,” and “The Oscars”:

Specific Examples:

David Letterman’s “TOP-TEN”

TOP TEN America is a ground-breaking Internet that turns into a TV and mobile challenge to find the country’s Wittiest writers, producers and hosts. From high school students to corporate executives, from David Letterman fanatics to FaceBook addicts, contestants have the chance to win a grand prize package and a place in TV history as the guest host of David Letterman’s Top Ten!

From the subversive to the ridiculous, the clever to the outrageous, entries to TOP TEN America promise to entertain audiences and reinvigorate a late-night comedy staple. Drawing on the power of an established national fan base and adding the lure of an online incentive and rewards program, TOP TEN America offers the opportunity to expand across a new demographic. TOP TEN America unites classic comedy with competition in a thrilling challenge to claim the stage and experience Late Night Heaven!
TOP TEN America pushes interactivity beyond other programs by drawing on the grassroots base of its audience, enabling them to play, co-produce, and star in future episodes of the same series they’re watching.

TOP TEN America seamlessly channels two of the most powerful human drives—creativity and competition—into a dynamic series that fuses uplifting, real-life human interest stories with the allure of exciting, competitive adventures viewers participate in. Integrated with an incentive and rewards program, TOP TEN America provides viewers inspiring entertainment, extraordinary realities, and thrilling prizes!

OPRAH’S “Favorite Things”

AMERICA’S Favorite Things is an original Internet program that expands Oprah’s Favorite Things TV segment into an interactive game, contest and show. AMERICA’S Favorite Things turns the audience’s favorite things into prizes contestants then attempt to prove they deserve. Built upon the disclosed method and system, America’s Favorite Things challenges contestants to demonstrate why they should receive a truckload of goodies – including the truck!

AMERICA’S Favorite Things offers a new twist on one of Oprah’s most popular existing episodes: it transfers the power to choose from Oprah to her audience, creating a 24 hour interactive rewards and audience appreciation program. The multi-platform format will expand the segment’s scope and audience experience from daytime America to anytime America!

With $1 million in prizes, once-in-a-lifetime experiences and a taste of stardom, AMERICA’S Favorite Things combines the excitement of the online virtual world with a skill game and reality TV competition to create a revolutionary TV, Internet and mobile social networking experience.

AMERICA’S Favorite Things pushes interactivity beyond other programs by drawing on the grassroots base of its audience, enabling them to play, co-produce, and star in future episodes of the same series they’re watching. AMERICA’S Favorite Things seamlessly channels two of the most powerful human drives—creativity and competition—into a dynamic series that fuses uplifting, real-life human interest stories with the allure of exciting, competitive adventures viewers, participate in. Integrated with an incentive and rewards program, AMERICA’S Favorite Things provides viewers inspiring entertainment, extraordinary realities, and thrilling prizes!

90210 (902-U-WON-0)

Are you as fine as Naomi? As talented as Silver? Can you outperform Ethan—on and off the field? If so, log onto 902-U-WON-0.com and you could find yourself attending class at Hollywood’s hottest high school—and winning some sweet BLING-BLING too!
902-U-WON-0 is built upon the disclosed method and system and challenges America's teens to prove they've got the talent to score a guest-starring role on this season's must-see TV. Invited to imagine themselves in the role of their dreams, entrants must showcase a winning character and story idea, grab the attention of their peers and the eyes of the producers, then social network themselves into a place in Hollywood's priciest post code!

With $1 million in prizes, once-in-a-lifetime experiences and a taste of stardom, 902-U-WON-0combines the excitement of the online virtual world with a skill game and reality TV competition to create a revolutionary TV, Internet and mobile social networking experience.

902-U-WON-0pushes interactivity beyond other programs by drawing on the grassroots base of its audience, enabling them to play, co-produce, and star in future episodes of the same series they're watching.

902-U-WON-0seamlessly channels two of the most powerful human drives—creativity and competition—into a dynamic series that fuses uplifting, real-life human interest stories with the allure of exciting, competitive adventures viewers participate in. Integrated with an incentive and rewards program, 902-U-WON-0provides viewers inspiring entertainment, extraordinary realities, and thrilling prizes!

STAIRWAY to the OSCARS

STAIRWAY to the OSCARS is an international Internet rewards program built upon the disclosed method and system that enables movie fans from around the globe to experience what it's like to have the power to vote and to attend one of the greatest events on television. STAIRWAY to the OSCARS expands the reach of one of the most famous nights of the movie industry by enabling audiences to become judges, months before the main event. Movie buffs become contestants that generate content to tell their views and have the power to judge and vote 24/7 as they compete with other movie buffs internationally to prove they deserve a place in TV, Internet and Mobile history!

Built upon an incentive and rewards program, STAIRWAY to the OSCARS challenges contestants to demonstrate why they should receive a national judging position and spot light to give their opinion. Contestants vote for their favorite movie actors, directors, produces and stars, and in the process they could win an academy prize package along with an invitation to a special event they will never forget!

STAIRWAY to the OSCARS offers a new twist on the one night of the year event: It extends the excitement and perpetuates more excitement – enabling millions of movie goers around the world to become dedicated judges that choose the best. Creating an interactivity that the current program cannot achieve, STAIRWAY to the OSCARS is a multi-platform format able to expand the famous night's scope and audience experience from its original time slot into an OSCAR size movie audience, incentive, rewards and appreciation series!
With $1 million in prizes, once-in-a-lifetime experiences and a taste of stardom, STAIRWAY to the OSCARS combines the excitement of the online virtual world with a skill game and reality TV competition to create a revolutionary TV, Internet and mobile social networking experience.

STAIRWAY to the OSCARS pushes interactivity beyond other programs by drawing on the grassroots base of its audience, enabling them to play, vote, co-produce, and star in future episodes of the same series they’re watching.

V. Variations of Embodiments

The variations of embodiments listed below can be utilized by myriad corporations, organizations and people, nationally and internationally, by one and/or simultaneously by a plurality of users, including but not limited to the following: advertising agencies, advertisers, traditional media, television, radio, newprint and new media, Internet, mobile and satellite networks, sponsorship marketing, product placement, film, charities, music, live event, concert promoters, producers, production companies, individual sports teams, sports franchises, Olympic committees, etc.

Additionally, the variations of embodiments listed below have myriad uses; they can be used for one and/or simultaneously for a plurality of uses, including but not limited to membership, games, contests, sporting events, rewards-programs, Internet communities, corporate websites, voting applications, surveys, talent casting and competitions, judging, elections, skill competition, social networks, special occasions, game shows, talk shows, traditional and new media events, traditional and new media properties, Internet and live events, digital and live concerts and festivals, special events, etc.

Each of the variations of embodiments below utilizes one part or a plurality of parts of the method and system detailed in I. OVERVIEW and II. HOW IT WORKS of this document.

1. Interactive TV

The method and system enable a TV broadcast and/or cable network to produce a new interactive format of programming that attracts audiences and generates revenue through interactive entertainment programs in a new manner. The programming enables the creation of near-real time TV and Internet programs that enable audiences to participate in the programs’ production, content creation, and plots, with the potential of influencing their outcomes through the real-time interactive Internet platform. These interactive TV programs/series attract, engage and retain audiences with pop-culture interactivities that include incentive and rewards, games, competitions and/or marketing campaigns. Ultimately, traditional TV broadcast and/or cable networks utilize the method and system as a new economic electronic production platform and new business paradigm. The new model is based on a comprehensive corporate
sponsorship franchise with a fully supported and easily re-produced marketing package that can be licensed and exploited nationally and/or internationally.

With the disclosed method and system, traditional TV broadcast and/or cable networks exploit the Internet in manner that leverages their mass-media capabilities and adds a precision, preference, permission and performance based eBusiness application. The application therefore enables the traditional TV broadcast and/or cable company to offer a dynamic interactive entertainment and advertising method and system to production companies, producers, advertising agencies and/or advertisers that leverages the best of TV mass-media and Internet micro-marketing with a performance based eBusiness model.

The disclosed method and system combines (a) the mass audience-drawing power of traditional TV media with (b) the pop-cultural influence of reality entertainment, talent competitions, online games and social networking with (c) the precision and accountability of the Internet. It offers myriad corporations/advertisers an innovative two-way production and communications system that engages specific target audiences one-on-one with their entertainment programs as well as brands/products/services, while providing a unique pay for precision, preference, permission and performance marketing model. It also transforms advertising, marketing and research campaigns/applications into engaging interactive entertainment, incentive and rewards programs, social networking activities and extraordinary opportunities that consumers are actually drawn to, and want to engage in.

2. Sports marketing

The method and system relate to a fan appreciation and incentive and rewards program built upon a precision and performance based sports marketing franchise that can attract, engage and retain sports fans of any sport. The method and system increases the effectiveness and efficiency of traditional advertising practices by unifying consumers with industry-exclusive corporate sponsors who provide the assets and products needed to create extraordinary sport-related events and entertainment programs, where corporate sponsors are united with contestants in a compelling manner.

The method and system can be tailored to suit any one and/or a plurality of sports, where sponsors’ signature brands, products and services are part of a game, contest, show and/or plot. Sports fans are free to watch series highlights, cast ballots, network with fellow members, upload user-generated content, and build exciting reward packages any time, any place. And with each moment offering the chance to experience a taste of fame, receive an extraordinary real-life opportunity, or win a grand prize, sports fans remain actively engaged throughout the span of the series.

The method and system result in dedicated, traditional and new media communities composed of members who invite friends and family into their network to collaborate. These community members actively participate in multiple aspects of the entertainment production, promotion and viral marketing campaigns.
The method and system is founded on an integrated, leveraged cross-marketing formula that provides advertisers with one-on-one consumer/brand engagement several times that which traditional marketing practices offer, at a fraction of the cost.

3. Electronic business entry

The method and system relate to an electronic entry application using Multi-Brand Showrooms where corporate sponsors and/or advertisers are enabled to introduce and market brands through a superior consumer experience that is transparent, attractive, engaging and meaningful to consumers' personal needs/lifestyles. As consumers "walk" through the virtual showrooms, they select one of the showcased items from each showroom as part of a collection of possible rewards for participating in one or more of the following: membership, game, contest, sporting event, rewards program, Internet community, corporate website, voting application, survey, talent casting, judging, skill competition, social network, game show, talk show, traditional media show and/or event, new media property, Internet and live event, digital and live concert and festival, etc.

4. Corporate Sponsorship

The method and system relate to a corporate sponsorship application that increases the effectiveness and efficiency of traditional marketing practices and is packaged as a complete marketing program that can be licensed to increase revenues and profitability. Corporations and organizations that could exploit the method and system include but are not limited to: advertising agencies, traditional and new media companies, sponsorship marketing organizations, charities, concert promoters, sports franchises, Olympic committees, etc.

The corporate sponsorship system contains Multi-Brand showrooms that feed a micro-marketing platform. Multiple industry-exclusive corporate sponsors can display their brands, products and/or services in their own brand showroom accessible via a web browser connected to the internet. Each sponsor can display multiple brands, products, and/or services within their showroom, as well as offer consumers various opt-in opportunities such as product testing, receiving personal services, coupons, discounts, etc.

Using the Multi-Brand Showrooms, sponsors are enabled to introduce and market brands through a superior consumer experience that is transparent, attractive, engaging and meaningful to consumers' personal needs/lifestyles. As consumers "walk" through the showrooms, they select one of the showcased items from each showroom as part of a collection of possible rewards for participating in one or more of the following: membership, game, contest, sporting event, rewards program, Internet community, corporate website, voting application, survey, talent casting, judging, skill competition, social network, game show, talk show, traditional media event, new media property, Internet and live event, digital and live concert and festival, etc.
Together, the Multi-Brand Showrooms and the Micro-Marketing Platform offer sponsors the attraction and efficiency of only paying for data that has been selected for consumers that have recently interacted with the sponsor's brands, products and/or services; chosen an item relevant to the consumer's needs; and opted-in for additional information and/or to be contacted directly by the sponsor.

5. Product placement

The method and system relate to a seamless marketing integration of a brand, product and/or service at the heart of one or a plurality of the following: entertainment program, incentive and rewards program, traditional and new media program and/or event and/or Internet domain, portal or community that are relevant and meaningful to consumers. The system offers advertisers a comprehensive economic marketing and research system that leverages their advertising dollars while reducing the cost of producing commercial content.

The method and system enables the creation of turnkey marketing programs with independent multi-brand communities, which provide stand-alone economies in which the system operates. Advertisers and consumers are the stakeholders of these programs; together they physically supply its materials and labor force as well as create its entertainment properties and market its domain.

The method and system increase the effectiveness and efficiency of traditional marketing practices and is packaged as a product placement marketing application that can be licensed to increase revenues and profitability. Corporations and organizations that could exploit the method and system include but are not limited to: advertising agencies, traditional and new media companies, sponsorship marketing organizations, charities, concert promoters, sports franchises, Olympic committees, etc.

6. P5 Marketing

The method and system relate to a micro-marketing platform that enables advertisers to collect real-time consumer intelligence. The micro-marketing platform is programmed to connect advertisers with not only precisely targeted consumers, but consumers based on a "pay for precision, preference, permission and performance" (P5) marketing system. As a result, the advertisers' marketing efforts can be highly focused and tailored towards the most receptive consumers, rather than being wasted, for example, on blanket coverage marketing approaches that consumers' eliminate, ignore and/or skip.

Advertisers pay for the data collected according to its quantity and quality. For example, permission given by a consumer to be called by the advertiser would be worth more than permission given to be emailed. The method and system is a turn-key software application; a Software as a Service (SaaS) for international licensing. It can be utilized for myriad applications, including but not limited to: membership, participation in games, contests, reward programs, voting applications, surveys, talent casting, judging, skill competitions, social networking, game shows, talk shows, traditional and new media presentations, events, concerts, festivals, etc. It enables media companies, advertising agencies and advertisers to
exploit a comprehensive sponsorship program to gain in-depth consumer intelligence, access permission and preference based qualified leads, and increase revenues and profitability.

7. Special occasion celebration and marketing

The method and system relate to a precision and performance based special occasion marketing franchise that can attract, engage and retain people interested in celebrating special occasions, including but not limited to: birthdays, anniversaries, Valentines, Christmas, graduations, festivals, St. Patrick’s day, sporting events, music events, religious events, etc.

At every stage of a celebration program, sponsors’ signature brands, products and services are part of the plot that unites imagination, competition and commerce. With 24/7 access, participants are free to watch series highlights, cast ballots, network with fellow members, upload user-generated content, and build exciting reward packages any time, any place. And with each moment offering the chance to experience a taste of fame, receive an extraordinary real-life opportunity or win a grand prize, viewers and members remain actively engaged throughout the span of the series.

The method and system result in dedicated, traditional and new media communities composed of members who invite friends and family into their network to collaborate and celebrate like-minded events and programs. These community members actively participate in multiple aspects of the entertainment production, promotion and viral marketing campaigns. The system is founded on an integrated, leveraged cross-marketing formula that provides advertisers with one-on-one consumer/brand engagement several times that which traditional marketing practices offer, at a fraction of the cost.

8. Economic Entertainment Production

The method and system relate to an economic means of producing entertainment content for traditional media, TV, radio, and newsprint, and new media, Internet, satellite and mobile devices. The method and system enable a process where people participate in parallel-running contests, consumer/contestants effectively and voluntarily fuel the Economic Entertainment Production. By submitting user-generated content, including but not limited to videos, music, photographs, stories, etc., they literally play such roles as writer, creator, director, singer, photographer, producer, and distributor. By rating the submitted user-generated content in the judge’s contests, they play such roles as audience, casting agent, programming director, and, ultimately, the final judges of which content earns the highest ratings (e.g., based on popularity, quality, and/or particular interest) and which contestant(s) in the user-generated content contest wins.

In essence, the community’s content is created, produced, distributed, consumed, and regulated for free through the work of the community’s consumer/contestants, thereby producing a highly economic entertainment engine.
9. Brand entertainment

The method and system relate to an entertainment program where an advertiser’s brands, products and services are primary props and are a primary part of the plot. At every stage of a program, sponsors’ signature brands, products and services are part of a plot and a system that unites brands and entertainment with imagination, competition and commerce.

The method and system result in dedicated, traditional and new media communities composed of members who invite friends and family into their network to collaborate and celebrate. These community members actively participate in multiple aspects of the brand entertainment production, promotion and viral marketing campaigns. The system is founded on an integrated, leveraged cross-marketing formula that provides advertisers with one-on-one consumer/brand engagement several times that which traditional marketing practices offer, at a fraction of the cost.

The program is utilized to launch and maintain brand marketing and promotion campaigns that recruit participants, encourage viral marketing, and attract and retain consumers, ensuring they engage one-on-one with advertisers and their portfolios.

10. Global-precision marketing

The method and system relate to global pay for precision, preference, permission and performance marketing that increases the effectiveness and efficiency of traditional advertising practices. An advertising agency and/or advertiser exploit traditional and new media by selecting precise consumer profiles and online engagement performance with brands, and invest in the final result of a unified mass-media advertising and micro-marketing campaign. The method and system ensure consumers perform a series of offline and online tasks, including but not limited to joining an Internet community where consumers select preferred brands, answering a series of questionnaires, social networking, and submitting user generated content. eBusiness technology tracks consumer actions, networking activities, brand marketing interactions, and requests and behaviors, automatically categorizing and storing in-depth real-time consumer research data according to the advertising agency and/or advertiser’s criteria, who ultimately only pay by the precision and performance of their campaign. Advertising agencies and advertisers utilize the system to gain consumer intelligence, access in-depth permission and preference based qualified leads, and increase revenues and profitability.

11. Convergence of traditional and new media

The method and system relate to integrated entertainment and advertising content distributed via traditional and new media. The convergence of traditional and new media occurs through the entertainment and advertising programs that are produced and distributed by a dedicated Internet portal that is sustained by Multi-Brand Showrooms and a community that attracts audiences and engages them in multiple offline and online tasks, ultimately bridging the gap between traditional and new media through relevant content that is viewed and/or interacted with through both mediums.
The method and system enable an economic means of producing entertainment and commercial content for traditional media, TV, radio, and newsprint, and new media, Internet, satellite and mobile devices that can be used by one or a plurality of traditional and new media avenues.

12. Social marketing

The method and system relate to social marketing that connects consumers and an advertiser's brands, products and/or services through an interactive program and/or incentive-driven social networking application, series and/or events, including but not limited to: membership, games, contests, sporting events, rewards programs, Internet communities, corporate websites, voting applications, surveys, talent casting and competitions, judging, elections, skill competition, social networks, special occasions, game shows, talk shows, traditional and new media events, traditional and new media properties, Internet and live events, digital and live concerts and festivals, special events, etc.

13. Surveys and research

The method and system relate to electronic surveys and in-depth consumer research. The method and system contain one or more of the following: real-time consumer-intelligence, consumer profiling and qualified lead generation. The method and system's data is generated by individual consumers who voluntarily share personalized brand, product and/or service preferences; complete multiple questionnaires about their preferred brands, products and/or services; create and/or submit user generated content specific to their preferred brands, products and/or service portfolio; and indicate if they give permission to be contacted directly. The method and system offer advertisers a comprehensive precision and performance based marketing solution that's more efficient than traditional advertising practices. The consumer intelligence data contains information that includes, but is not limited to: country, state/province, city, zip/postal code, age range, gender, brand/product/service preferences, opt-in permission to be contacted.

14. Leveraged marketing

The method and system relate to leveraged marketing where a plurality of industry-exclusive advertisers or corporate sponsors form an alliance, pooling portions and/or entire advertising budgets for a particular time period and/or marketing mandate to participate in a mutually beneficial interactive marketing campaign. The method and system maintains each advertiser's brand marketing autonomy while providing several times the efficiency and one-on-one interactive consumer-brand engagement than traditional advertising and marketing practices, at a fraction of the cost.

15. Micro-marketing e-business

The method and system relate to an Internet community that connects consumers directly with advertisers and their brand, product and/or service portfolio. The community contains dynamic user
interfaces that are seamlessly adapted to suit myriad advertising, micro-marketing and research applications, and offer advertisers a pay for precision, preference, permission and performance micro-marketing solution. The interactive application is licensed to corporations and provides several times the efficiency and one-on-one interactive consumer-brand engagement than traditional advertising and marketing practices, at a fraction of the cost.

16. Parallel running contests

The method and system relates to parallel running incentive and rewards programs utilizing one or more of the following: games, contests, shows, special events, traditional and new media programs and events. These programs offer participants one or more of the following for participation: extraordinary real-life experiences, grand prizes, a taste of stardom. The method and system relate to people earning entries into the first type of contest when they produce user-generated content (e.g., a video, photo, recording, etc.) and submit it via the internet to a server. In the process, the people become contestants in the user-generated content contest.

This contest involves contestants competing against other submitted user-generated content to win items they selected from the Multi-Brand Showrooms. Contestants win by their user-generated content receiving the highest overall rating.
This contest also enables contestants to distribute their own entertainment content, and to enjoy other contestants' entertainment content.

The method and system relate to people earning entries into the second type of contest when they review, judge, and/or rate content submitted for entry into the user-generated content contest. In the process, the consumer becomes a contestant in one or more of the judging contests.

While participation in a judging contest does not require submitting any content, the judging contests' prizes are precisely the same as in the user-generated content contest (i.e., the prizes selected from the Multi-Brand Showrooms).
In contrast to the user-generated content contest, the judging contests utilize random draws to select one or more winners who receive one or more of their selected showroom items. Again, the user-generated content contest and the judging contests run in parallel, and consumers can earn chances to win their selected items by entering as many or as few of the contests as desired.

17. Integrated brand entertainment, engagement, and experience

The method and system relate to an integrated brand entertainment, engagement and experience marketing application where a group of industry-exclusive advertisers showcase their brands and/or product placements as props and as parts of the main plots in social networking applications, series, and/or events, including but not limited to: membership, games, contests, sporting events, rewards programs, Internet communities, corporate websites, voting applications, surveys, talent casting and competitions, judging, elections, skill competition, social networks, special occasions, game shows, talk
shows, traditional and new media events, traditional and new media properties, Internet and live events, digital and live concerts and festivals, special events, etc.

18. User-generated content

The method and system relate to user-generated content that’s created by an entertainment and marketing program linked to an online community designed as a rating and creative department. The method and system enable audiences to create, produce and submit user generated entertainment and advertising content, and win rewards for their submissions. Participants develop a dynamic user-generated content library containing grass-roots stories and unique personal content by collaborating with one or more of the following: advertising agency, advertiser, media network, producer. The content is created, produced and submitted by specific target audiences around their shared passions for one or more of the following: brands, products, sports, entertainment, special events, lifetime achievements, movies, contents, talent competitions, personal and extraordinary experiences, TV and radio shows, celebrities, sports figures, etc.

In the process of participating, consumer/contestants effectively and voluntarily fuel an entertainment program. By submitting user-generated content, they literally play such roles as writer, creator, director, photographer, producer, and distributor. By rating the program’s user-generated content in a judges application, they play such roles as audience, casting agent, programming director, and, ultimately, the final judges of which content earns the highest ratings (e.g., based on popularity, quality, and/or particular interest) and which contestant(s) are rewarded for their user-generated content submission(s).

19. Mobile entertainment and marketing

The method and system relate to an integrated mobile entertainment, rewards and marketing program that enable mobile device users to watch, play, and win. The method and system provides incentive and rewards-driven, interactive entertainment, games and challenges that run on mobile devices and/or traditional and new media networks. These programs can offer one or more for the following: dynamic entertainment, extraordinary real-life experiences, personal life-time achievements, taste of stardom, and grand prizes.

20. Interactive entertainment format

The method and system relate to an entertainment and/or special events series/program that enable audiences to watch, play, and star in future episodes and/or special events of the same series/program that they are watching. It provides entertainment content and incentive and rewards driven games and/or contests that run on one or more traditional media platforms (TV, Radio, Newspaper) and one or more new media platforms (Internet and mobile devices). The Interactive entertainment and/or special events series/program offers participants one or a plurality of the following: extraordinary real-life experiences, personal life-time achievements, taste of stardom, and grand prizes. To participate, audience members join a series/program through an online community, built for, and dedicated exclusively to, the Interactive
entertainment and/or special events series/program. Members of the community become contestants and compete with other contestants to win the rewards and extraordinary experiences offered by the series/program. The method and system is packaged as a turn-key solution, licensed and distributed by, and/or to, traditional and new media companies, advertising agencies and/or advertisers nationally and/or internationally. It enables licensees to exploit a turn-key multiplatform solution that attracts, engages and influences consumers/audiences, and increases revenues and profitability.

Many other variations are also possible without departing from the scope of the claimed invention.
CLAIMS

1. A method of administering over a network of computing and communication devices exchanges of work for prizes, comprising:
   (a) presenting an assortment of prizes offered by at least one sponsor;
   (b) presenting an assortment of work of value to the at least one sponsor;
   (c) receiving a respective prize choice selection from each of a plurality of workers;
   (d) receiving a respective body of work performed by each of the plurality of workers; and
   (e) awarding to at least one of the plurality of workers, in response to his respective body of work, a selection of prizes corresponding to his respective choice.

2. A method as claimed in claim 1, wherein:
   (a) presenting an assortment of prizes includes presenting an assortment of sets of prizes; and
   (b) receiving a respective prize choice selection includes receiving a respective prize choice selection that selects one prize from each set.

3. A method as claimed in claim 2, wherein at least one of presenting an assortment of prizes and presenting an assortment of work includes presenting in association with corporate assets.

4. A method as claimed in claim 2, wherein corporate assets include indicators of brand.

5. A method as claimed in claim 1, wherein the assortment of work includes:
   (a) uploading user-generated-content for sharing over the network; and
   (b) granting a license for the user-generated-content.

6. A method as claimed in claim 1, wherein the assortment of work includes judging user-generated-content shared over the network.

7. A method as claimed in claim 1, wherein the assortment of work includes encouraging others to become workers.

8. A method as claimed in claim 1, wherein the assortment of work includes providing information.

9. A method as claimed in claim 8, wherein providing information includes:
   (a) providing personal information; and
   (b) granting a license for the personal information.

10. A method as claimed in claim 9, wherein granting a license includes granting permission to be contacted.

11. A method as claimed in claim 8, wherein providing information includes providing an opinion about the at least one sponsor.
12. A method as claimed in claim 8, wherein providing information includes providing an opinion about at least one of the prizes.

13. A method as claimed in claim 12, wherein providing an opinion about at least one of the prizes includes opining on a fair price.

14. A method as claimed in claim 1, wherein presenting an assortment of prizes includes at least one of:
   (a) presenting at least one of the assortment of prizes in a virtual showroom;
   (b) presenting at least one of the assortment of prizes as a prop in an interactive entertainment;
   (c) presenting at least one of the assortment of prizes as an element for inclusion in user-generated-content;
   (d) presenting at least one of the assortment of prizes as a focus in at least one special event;
   (e) presenting at least one of the assortment of prizes in association with a series highlight; and
   (f) presenting at least one of the assortment of prizes in a printed publication.

15. A method as claimed in claim 14, wherein presenting the at least one of the assortment of prizes includes presenting a scenario that is affected by the at least one of the assortment of prizes.

16. A method as claimed in claim 15, wherein the scenario includes at least one of:
   (a) a plot;
   (b) a contest;
   (c) a choice of contests;
   (d) a real-life situation;
   (e) an event; and
   (f) a challenge.

17. A method as claimed in claim 15, wherein presenting an assortment of work of value to the at least one sponsor includes presenting a scenario to urge workers to perform at least one of the assortment of work.

18. A method as claimed in claim 17, wherein presenting a scenario to urge workers to perform at least one of the assortment of work includes presenting a scenario to urge workers to perform the at least one of the assortment of work in a particular way.

19. A method as claimed in claim 1, further comprising categorizing the plurality of workers.

20. A method as claimed in claim 19, wherein categorizing the plurality of workers includes categorizing the respective prize choice selections of each of the plurality of workers.

21. A method as claimed in claim 1, further comprising categorizing the bodies of work.
22. A method as claimed in claim 21, further comprising providing a set of community-building tools to the plurality of workers for building communities corresponding to the categories.

23. A method as claimed in claim 22, wherein the workers engage in building a community.

24. A method as claimed in claim 23, wherein the assortment of work includes a plurality of mandatory tasks that must be performed for at least one of the following to occur:
   (a) an applicant to be recognized as one of the plurality of workers;
   (b) one of the plurality of workers to be recognized as a member of a community; and
   (c) one of the plurality of workers to win a selection of prizes corresponding to his respective choice.

25. A method as claimed in claim 24, wherein some of the plurality of mandatory tasks must be performed in a predetermined relation.

26. A method as claimed in claim 25, wherein the predetermined relation is a predetermined order.

27. A method as claimed in claim 25, wherein the assortment of work includes a plurality of optional tasks.

28. A method as claimed in claim 27, wherein the plurality of workers increase their respective membership seniority in a community by performing the plurality of optional tasks.

29. A method as claimed in claim 27, wherein the plurality of workers increase their respective probability of winning a selection of prizes corresponding to their respective choice by performing the plurality of optional tasks.

30. A method as claimed in claim 27, wherein input from workers is a factor in setting at least one of:
   (a) the assortment of work;
   (b) the plurality of mandatory tasks; and
   (c) the plurality of optional tasks.

31. A method as claimed in claim 27, wherein input from members of a community is a factor in setting at least one of:
   (a) the assortment of work;
   (b) the plurality of mandatory tasks; and
   (c) the plurality of optional tasks.

32. A method as claimed in claim 21, further comprising broadcasting a categorized body of work.
33. A method as claimed in claim 21, further comprising providing a categorized body of work to the at least one sponsor.

34. A method as claimed in claim 33, wherein providing a categorized body of work to the at least one sponsor includes obtaining remuneration from the at least one sponsor.

35. A method as claimed in claim 34, wherein the remuneration is a function of at least one of:
   (a) the precision of the categorized body of work;
   (b) the degree to which the categorized body of work includes purchasing preferences;
   (c) the degree to which the categorized body of work includes permission for the sponsor to interact with the categorized plurality of workers; and
   (d) the actual performance of sales to the categorized plurality of workers.

36. A method as claimed in claim 1, further comprising broadcasting a portion of the body of work over a television or radio network.

37. A method as claimed in claim 36, wherein the broadcasting occurs during a show or during a commercial.

38. A method as claimed in claim 1, further comprising awarding a prize additional to the prize choice selection.

39. A method as claimed in claim 1, further comprising presenting an assortment of work of value to members of the general public.

40. A method as claimed in claim 1, wherein the assortment of work includes a plurality of mandatory tasks that must be performed for an applicant to be recognized as a member of a community.

41. A method as claimed in claim 1, wherein the assortment of work includes a plurality of mandatory tasks that must be performed for an applicant to gain access to a plurality of parallel running contests.

42. A system for administering exchanges of work for prizes comprising:
   a computer-readable medium;
   a processor in a server;
   a plurality of computing and communication devices connected via a network to said server; and
   computer-readable instructions residing in said computer readable medium for processing by said processor,

   the system being configured to:
(a) present an assortment of prizes offered by at least one sponsor;
(b) present an assortment of work of value to the at least one sponsor;
(c) accept a respective prize choice selection from each of a plurality of workers;
(d) accept a respective body of work performed by each of the plurality of workers; and
(e) determine at least one of the plurality of workers to be awarded, in response to his respective body of work, a selection of prizes corresponding to his respective choice.

43. A system as claimed in claim 1, wherein:
   (a) an assortment of prizes includes an assortment of sets of prizes; and
   (b) a respective prize choice selection includes a respective prize choice selection that selects one prize from each set.

44. A system as claimed in claim 43, further configured to present at least one of an assortment of prizes and an assortment of work in association with corporate assets.

45. A system as claimed in claim 44, wherein corporate assets include indicators of brand.

46. A system as claimed in claim 42, wherein the assortment of work includes:
   (a) user-generated-content for sharing over the network; and
   (b) grant of a license for the user-generated-content.

47. A system as claimed in claim 42, wherein the assortment of work includes a judgment of user-generated-content shared over the network.

48. A system as claimed in claim 42, wherein the assortment of work includes an encouragement to others to become workers.

49. A system as claimed in claim 42, wherein the assortment of work includes the provision of information.

50. A system as claimed in claim 49, wherein information includes:
   (a) personal information; and
   (b) a license for the personal information.

51. A system as claimed in claim 50, wherein a license includes a grant of permission to be contacted.

52. A system as claimed in claim 49, wherein information includes an opinion about the at least one sponsor.
53. A system as claimed in claim 49, wherein information includes an opinion about at least one of the prizes.

54. A system as claimed in claim 53, wherein an opinion about at least one of the prizes includes an opinion on a fair price.

55. A system as claimed in claim 42, wherein the system is further configured to:
   (a) present at least one of the assortment of prizes in a virtual showroom;
   (b) present at least one of the assortment of prizes as a prop in an interactive entertainment;
   (c) present at least one of the assortment of prizes as an element for inclusion in user-generated content;
   (d) present at least one of the assortment of prizes as a focus in at least one special event;
   (e) present at least one of the assortment of prizes in association with a series highlight; and
   (f) present at least one of the assortment of prizes in a printed publication.

56. A system as claimed in claim 55, further configured to present at least one of the assortment of prizes in association with a scenario that is affected by the at least one of the assortment of prizes.

57. A system as claimed in claim 56, wherein the scenario includes at least one of:
   (a) a plot;
   (b) a contest;
   (c) a choice of contests;
   (d) a real-life situation;
   (e) an event; and
   (f) a challenge.

58. A system as claimed in claim 56, further configured to present an assortment of work of value to the at least one sponsor in association with a scenario to urge workers to perform at least one of the assortment of work.

59. A system as claimed in claim 58, wherein a scenario to urge workers to perform at least one of the assortment of work includes a scenario to urge workers to perform the at least one of the assortment of work in a particular way.

60. A system as claimed in claim 42, further configured to categorize the plurality of workers.

61. A system as claimed in claim 60, wherein the plurality of workers is categorized by the respective prize choice selections of each of the plurality of workers.

62. A system as claimed in claim 42, further configured to categorize the bodies of work.
63. A system as claimed in claim 62, further configured to provide a set of community-building tools to the plurality of workers for building communities corresponding to the categories.

64. A system as claimed in claim 63, configured to allow the workers to build a community.

65. A system as claimed in claim 64, wherein the assortment of work includes a plurality of mandatory tasks that must be performed for at least one of the following to occur:
   (a) an applicant to be recognized as one of the plurality of workers;
   (b) one of the plurality of workers to be recognized as a member of a community, and
   (c) one of the plurality of workers to win a selection of prizes corresponding to his respective choice.

66. A system as claimed in claim 65, wherein some of the plurality of mandatory tasks must be performed in a predetermined relation.

67. A system as claimed in claim 66, wherein the predetermined relation is a predetermined order.

68. A system as claimed in claim 66, wherein the assortment of work includes a plurality of optional tasks.

69. A system as claimed in claim 68, further configured to provide the plurality of workers an increase in their respective membership seniority in a community in response to them performing the plurality of optional tasks.

70. A system as claimed in claim 68, further configured to provide the plurality of workers an increase in their respective probability of winning a selection of prizes corresponding to their respective choice in response to them performing the plurality of optional tasks.

71. A system as claimed in claim 68, wherein input from workers is a factor in setting at least one of:
   (a) the assortment of work;
   (b) the plurality of mandatory tasks; and
   (c) the plurality of optional tasks.

72. A system as claimed in claim 68, wherein input from members of a community is a factor in setting at least one of:
   (a) the assortment of work;
   (b) the plurality of mandatory tasks; and
   (c) the plurality of optional tasks.

73. A system as claimed in claim 62, further configured to broadcast a categorized body of work.

74. A system as claimed in claim 62, further configured to provide a categorized body of work to the at least one sponsor.
75. A system as claimed in claim 74, further configured to obtain remuneration from the at least one sponsor.

76. A system as claimed in claim 75, wherein the remuneration is a function of at least one of:
   (a) the precision of the categorized body of work;
   (b) the degree to which the categorized body of work includes purchasing preferences;
   (c) the degree to which the categorized body of work includes permission for the sponsor to interact with the categorized plurality of workers; and
   (d) the actual performance of sales to the categorized plurality of workers.

77. A system as claimed in claim 42, further configured to broadcast a portion of the body of work over a television or radio network.

78. A system as claimed in claim 77, wherein the broadcast occurs during a show or during a commercial.

79. A system as claimed in claim 42, further configured to determine at least one of the plurality of workers to be awarded a prize additional to the prize choice selection.

80. A system as claimed in claim 42, further configured to present an assortment of work of value to members of the general public.

81. A system as claimed in claim 42, wherein the assortment of work includes a plurality of mandatory tasks that must be performed for an applicant to be recognized as a member of a community.

82. A system as claimed in claim 42, wherein the assortment of work includes a plurality of mandatory tasks that must be performed for an applicant to gain access to a plurality of parallel running contests.

83. A computer-readable medium carrying computer-readable instructions for administering over a network of computing and communications devices exchanges of work for prizes, said instructions process able to:
   (a) present an assortment of prizes offered by at least one sponsor;
   (b) present an assortment of work of value to the at least one sponsor;
   (c) accept a respective prize choice selection from each of a plurality of workers;
   (d) accept a respective body of work performed by each of the plurality of workers; and
   (e) determine at least one of the plurality of workers to be awarded, in response to his respective body of work, a selection of prizes corresponding to his respective choice.
84. A means for administering exchanges of work for prizes configured to:

(a) present an assortment of prizes offered by at least one sponsor;

(b) present an assortment of work of value to the at least one sponsor;

(c) accept a respective prize choice selection from each of a plurality of workers;

(d) accept a respective body of work performed by each of the plurality of workers; and

(e) determine at least one of the plurality of workers to be awarded, in response to his respective body of work, a selection of prizes corresponding to his respective choice.

85. A system for gathering information in return for providing prizes comprising a computer-readable medium; a processor in a server; a plurality of remote terminals connected via the internet to said server; and computer-readable instructions residing in said computer readable medium for processing by said processor, the system being configured to:

a. display information relating to a plurality of sets of items on a remote terminal, each set offered by a different provider;

b. accept a plurality of first inputs from said remote terminal, each first input representing a selection of an item from each of the sets;

c. display on said remote terminal, for each of the sets, one or more questions relating to the items in the set;

d. accept from said remote terminal, for each of the sets, one or more second inputs representing responses to said questions relating to the items in the set;

e. define the selected items as a prize package conditional upon receiving a second response for each of the sets; and

f. for each set, transmit information representative of said second inputs to the provider of the set.

86. A system for marketing comprising a computer-readable medium; a processor in a server; a plurality of remote terminals connected via the internet to said server; and computer-readable instructions residing in said computer readable medium for processing by said processor, the system being configured to:

a. display information relating to a plurality of sets of items on a remote terminal, each set offered by a different provider;

b. accept a plurality of first inputs from said remote terminal, each first input representing a selection of an item from each of the sets;

c. display on said remote terminal, for each of the sets, one or more questions relating to the items in the set;

d. accept from said remote terminal, for each of the sets, one or more second inputs representing responses to said questions relating to the items in the set;
e. define the selected items as a prize package conditional upon receiving a second response for each of the sets;

f. for each set, transmit information representative of said second inputs to the provider of the set;

g. accept from said remote terminal an input from a user representing permission to be contacted by a first provider; and

h. transmit sufficient information to said first provider to enable said first provider to contact said user.

87. A system for permitting individuals to join a group comprising a computer-readable medium; a processor in a server; a plurality of remote terminals connected via the internet to said server; and computer-readable instructions residing in said computer readable medium for processing by said processor, the system being configured to:

a. display information relating to a plurality of sets of items on a remote terminal, each set offered by a different provider;

b. accept a plurality of first inputs from said remote terminal, each first input representing a selection of an item from each of the sets;

c. display on said remote terminal, for each of the sets, one or more questions relating to the items in the set;

d. accept from said remote terminal, for each of the sets, one or more second inputs representing responses to said questions relating to the items in the set;

e. define the selected items as a prize package conditional upon receiving a second response for each of the sets;

f. for each set, transmit information representative of said second inputs to the provider of the set; and

g. after defining the prize package, accept from said remote terminal a third input from an individual representing information pertaining to said group.

88. A system for providing entertainment comprising a computer-readable medium; a processor in a server; a plurality of remote terminals connected via the internet to said server; and computer-readable instructions residing in said computer readable medium for processing by said processor, the system being configured to:

a. display information relating to a plurality of sets of items on a first remote terminal, each set offered by a different provider;

b. accept a plurality of first inputs from said first remote terminal, each first input representing a selection of an item from each of the sets;

c. display on said first remote terminal, for each of the sets, one or more questions relating to the items in the set;

d. accept from said first remote terminal, for each of the sets, one or more second inputs representing responses to said questions relating to the items in the set;

e. define the selected items as a prize package conditional upon receiving a second response for each of the sets;
f. for each set, transmit information representative of said second inputs to the provider of the set;

g. after step (e), accept from said first remote terminal a third input from a user representing a video clip; and

h. display said video clip on a second remote terminal.

89. A system for sports marketing and media presentation comprising a computer-readable medium; a processor in a server; a plurality of remote terminals connected via the internet to said server; and computer-readable instructions residing in said computer readable medium for processing by said processor, the system being configured to:

a. display information relating to a plurality of sets of sports items on a first remote terminal, each set offered by a different provider;

b. accept a plurality of first inputs from said first remote terminal, each first input representing a selection of a sports item from each of the sets;

c. display on said first remote terminal, for each of the sets, one or more questions relating to the sports items in the set;

d. accept from said first remote terminal, for each of the sets, one or more second inputs representing responses to said questions relating to the sports items in the set;

e. define the selected sports items as a prize package conditional upon receiving a second response for each of the sets;

f. for each set, classify information representative of said second inputs into a price category;
g. for each provider, transmit information in a selected price category representative of said second inputs to the provider of the set;

h. accept from said remote terminal an input from a user representing permission to be contacted by a first provider;

i. after step (e), accept from said first remote terminal a third input from a user representing a video clip submitted to a sports related contest; and

j. display said video clip on a second remote terminal.

90. A system for managing a contest comprising a computer-readable medium; a processor in a server; a plurality of remote terminals connected via the internet to said server; and computer-readable instructions residing in said computer readable medium for processing by said processor, the system being configured to:

   a. display information relating to a plurality of sets of items on a remote terminal, each set offered by a different provider;

   b. accept a plurality of first inputs from said remote terminal, each first input representing a selection of an item from each of the sets;

   c. display on said remote terminal, for each of the sets, one or more questions relating to the items in the set;

   d. accept from said remote terminal, for each of the sets, one or more second inputs representing responses to said questions relating to the items in the set;

   e. define the selected items as a prize package conditional upon receiving a second response for each of the sets;

   f. for each set, transmit information representative of said second inputs to the provider of the set; and

   g. after defining the prize package, accept from said remote terminal a third input from a user representing an entry to a contest.

91. A system as claimed in claim 90 wherein said contest requires an upload of a video clip.

92. A system as in claim 90 wherein said contest requires the judging of a video clip.

93. A system as in claim 90 wherein said contest provides an opportunity to win a further prize not in said prize package.

94. A system as in claim 90 further configured to provide a choice of contests for a user to enter, where each contest has a prize that corresponds to a prize package.

95. A system for publicizing sponsorship of an event comprising a computer-readable medium; a processor in a server; a plurality of remote terminals connected via the internet to said server; and computer-readable instructions residing in said computer readable medium for processing by said processor, the system being configured to:
a. display information relating to a plurality of sets of items on a remote terminal, each set offered by a different provider;
b. accept a plurality of first inputs from said remote terminal, each first input representing a selection of an item from each of the sets;
c. display on said remote terminal, for each of the sets, one or more questions relating to the items in the set;
d. accept from said remote terminal, for each of the sets, one or more second inputs representing responses to said questions relating to the items in the set;
e. define the selected items as a prize package conditional upon receiving a second response for each of the sets;
f. for each set, transmit information representative of said second inputs to the provider of the set;
g. accept from said remote terminal an input from a user representing permission to be contacted by a first provider;
h. transmit sufficient information to said first provider to enable said first provider to contact said user; and
i. accept an input from said user representing an interest to receive a benefit related to said event.

96. A system as in claim 95 wherein at least one provider is a sponsor of said event.

97. A system for combining entertainment and marketing comprising a computer-readable medium; a processor in a server; a plurality of remote terminals connected via the internet to said server; and computer-readable instructions residing in said computer readable medium for processing by said processor, the system being configured to:
   a. display information relating to a plurality of items on a remote terminal;
   b. accept a login input from a remote terminal;
   c. display one or more video clips of a television contest having entries, entrants and one or more winning entrants to be selected from the entrants, wherein a winning entrant is chosen by voting;
   d. accept from a remote terminal one or more inputs representing an entry to said television contest;
   e. accept from a remote terminal one or more inputs representing a desired prize comprising one or more of said items;
   f. accept from a remote terminal an input representing a vote for an entrant; and
   g. count the votes for each entrant;
wherein a winning entrant receives a desired prize.

98. A method for providing a television broadcast comprising the steps of:
   a. providing information pertaining to one or more items;
   b. permitting entrants to choose desired prizes selected from said one or more items;
   c. accepting entries comprising one or more of a video clip, an audio clip and a written text;
d. broadcasting one or more entries;
e. accepting votes for one or more entries;
f. permitting voters to choose desired rewards selected from said one or more items;
g. counting the votes for each entrant;
h. providing the entrant having the most votes with a desired prize; and
i. providing a desired reward to a voter who voted for the entrant with the most votes.

99. A method for providing a series of television broadcasts comprising the steps of:
   a. providing information pertaining to one or more items;
   b. permitting entrants to choose desired prizes selected from said one or more items;
   c. accepting first entries comprising one or more of a video clip, an audio clip and a written text;
   d. broadcasting one or more first entries;
   e. accepting after step (d) second entries comprising one or more of a video clip, an audio clip and a written text;
   f. broadcasting one or more second entries;
   g. accepting votes for one or more entries; and
   h. awarding the entrant who provided the entry having the most votes with a desired prize.

100. A method according to claim 99 wherein step (f) occurs one week after step (d).
101 Display home page

103 Show prizes in a showroom

105 Accept prize choice

107 Display questions

109 Accept responses

111 Another showroom?

Y

N

113 Assign privilege

115 Categorize responses

117 Transmit to sponsor

Fig. 3A
Fig. 4

* Can be done in any order and is not necessarily required
* Modules may also be accessible by members
Fig. 5
Fig. 7
System Process of UGC Ranking and Winners Selection

Start

Regular UGC Contest Round Begins

Module 4 UGC Entries Collected

Module 3 UGC Ratings Collected

UGC Contest Round Ends

Top Rated UGC Entries Proceed to Next Level

Yes More Regular Rounds

No

Finalist Round Begins

Module 3 UGC Ratings Collected

Finalist Round Ends

Top Rated Finalist Entries Proceed to Next Level

Yes More Finalist Rounds

No

Top Rated Finalist Entry Selected as Winner

Exit

Data Input/Output from/to Database of Module 11

Contest Configurations

Finalist Entries

Winning UGC Entry

Legend:
- Independent Process
- User Flow
- Dynamic Data Flow

Fig. 8
System and Admin Perspective of Judges Winner Selection

Start

432

Judges Contest Begins

A

Module 3
USG Ratings Collected

434

Judges Contest Ends

436

Potential Winners Selected Randomly

438

System

Contrast Administrator

440

Receives Potential Winners' Info

442

Verifies Winners

444

Logs into System's Winners' Admin Area

446

Selects Related Judges Contrast in Winners' Admin

448

Enters Winners' Info in System

450

Yes

More Judges Contest

No

EXIT

Legend:

Independent Process

User Flow

Dynamic Data Flow

Data Input/Output from/to Database of Module 11

Context Configurations

Member Id, Name, Phone, Email, Judges Contest Id

User Permissions

Context Configurations

Name, Prizes Won, Photo

Fig. 9
**Watch, Vote, Play and Win!**

*C'mon Habs fans! Get in there an vote!*


*Assertively evolve long-term high-impact values through visionary solutions.*

----

### Newest Entries

<table>
<thead>
<tr>
<th>Media Title</th>
<th>[Media Title]</th>
<th>[Media Title]</th>
<th>[Media Title]</th>
<th>[Media Title]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finalist</td>
<td>Finalist</td>
<td>Finalist</td>
<td>Finalist</td>
<td>Finalist</td>
</tr>
<tr>
<td>(25,063 views)</td>
<td>(5,056 views)</td>
<td>(5,056 views)</td>
<td>(5,056 views)</td>
<td>(5,056 views)</td>
</tr>
<tr>
<td>(Round 1)</td>
<td>(Round 1)</td>
<td>(Round 1)</td>
<td>(Round 1)</td>
<td>(Round 1)</td>
</tr>
</tbody>
</table>

### Recent Judges Contest Winners

<table>
<thead>
<tr>
<th>Winners Headshot</th>
<th>Prize Won</th>
<th>Winners Headshot</th>
<th>Prize Won</th>
<th>Winners Headshot</th>
<th>Prize Won</th>
<th>Winners Headshot</th>
<th>Prize Won</th>
</tr>
</thead>
<tbody>
<tr>
<td>Won by E. Monet</td>
<td>on 01/01/2010</td>
<td>Won by EnriqueBeau</td>
<td>on 01/01/2010</td>
<td>Won by EnriqueBeau</td>
<td>on 01/01/2010</td>
<td>Won by EnriqueBeau</td>
<td>on 01/01/2010</td>
</tr>
</tbody>
</table>

---

Fig. 17
# Watch & Judge

## Player Uploads

<table>
<thead>
<tr>
<th>Media Title</th>
<th>Media Title</th>
<th>Media Title</th>
<th>Media Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Round 1]</td>
<td>[Round 1]</td>
<td>[Round 1]</td>
<td>[Round 1]</td>
</tr>
</tbody>
</table>

## My Favourites

<table>
<thead>
<tr>
<th>Media Title</th>
<th>Media Title</th>
<th>Media Title</th>
<th>Media Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Round 1]</td>
<td>[Round 1]</td>
<td>[Round 1]</td>
<td>[Round 1]</td>
</tr>
</tbody>
</table>

## Production Videos

<table>
<thead>
<tr>
<th>Media Title</th>
<th>Media Title</th>
<th>Media Title</th>
<th>Media Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Round 1]</td>
<td>[Round 1]</td>
<td>[Round 1]</td>
<td>[Round 1]</td>
</tr>
</tbody>
</table>

---

**Fig. 18**
Join the [Community Name]!

Choose Your Rewards

If you win either the Players Contest or the Judges Contest then you'll be eligible to win the rewards you pick here. Choose all X rewards to continue.

[Showroom Intro]  [Reward Showcase 1]  [Reward Showcase 2]  [Reward Showcase 3]  [Your Showroom]

Choose the Ford car you'd like to win:

[Product Name]  [Product Name]  [Product Name]  [Product Name]  [Product Name]

[Short Product Description Goes Here]  [Short Product Description Goes Here]  [Short Product Description Goes Here]  [Short Product Description Goes Here]  [Short Product Description Goes Here]

Select as my Reward  Select as my Reward  Select as my Reward  Select as my Reward  Select as my Reward

[Product Name]  [Product Name]  [Product Name]  [Product Name]  [Product Name]

[Short Product Description Goes Here]  [Short Product Description Goes Here]  [Short Product Description Goes Here]  [Short Product Description Goes Here]  [Short Product Description Goes Here]

Select as my Reward  Select as my Reward  Select as my Reward  Select as my Reward  Select as my Reward

Fig. 20
Join the [Community Name]!

1. Choose Your Rewards  
2. Enter Your Info  
3. Confirm Your Email

Your Information

Joining the [Community Name] Community allows you to participate in major contests. You will NOT be contacted unless you opt in or win. All the information you enter will be validated if and when you win a contest. In other words, only enter accurate information to ensure your chances of winning.

Username: 
Password: 
Verify Password: 

Enter the code shown: UX743

The following information will never be publicly displayed anywhere on this site. Please review our Privacy Policy for details:

E-mail Address: 
First Name: 
Last Name: 
Address 1: 
Address 2: 
City: 
State/Province: 
Country: (Select a Country) 
Daytime Phone #: ( )- 
Age Range: (Select an age range) 
Settings: I'd like to be e-mailed about future contests

I agree to the [Site Name]'s and 

< Back  
Continue >
Congratulations you’ve completed registration and are now eligible to win the prizes you have selected.

The last step before you can begin judging and uploading is to confirm your e-mail address. We’ve sent you an e-mail to email@isp.com. Please check your e-mail and look for a confirmation request from us. Within the e-mail there is a link which will confirm your address.

Once you’ve confirmed your e-mail you’ll be able to login and being judging and uploading.

If the e-mail does not arrive within a few minutes, please check to make sure it hasn’t been moved to your spam folder.

---

**Fig. 22**

Log into your {contest name} account:

- E-mail:
- Password:
  - Remember me on this computer

Forgot your password?
Not A Member? Join Now!

**Fig. 23**
My Game

My Profile
EwoodBlues
Chicago, IL
This is my signature sprite

Judges Contest Reminder: [Settings] Set a daily reminder of your Judges Contest votes

Players Contest Reminder: [Settings] Set a daily reminder of your Players Contest votes

Edit My Profile

Judges Contest
Judge videos to try and gain daily entries into the Judges Contest and be eligible to win your prize.
- You may vote on X more videos today to gain a daily entry in the Judges Contest.
- You have X entries in the current Judges contest (IG)
- You have Voted on X videos
- You have commented X times
- You have uploaded X videos

Players Contest
[Media Title]
[Media Title]

Finalist 5:01
[25,000] views
5 stars
(2/5)
***
Uploaded a Video

My Rewards
(Product Name)  (Product Name)  (Product Name)  (Product Name)  (Product Name)

My Friends

My Wall

Fig. 24
Invite Friends

You can add anyone with an e-mail address to your friends list even if they aren't current part of this contest.

Enter up to 10 e-mail addresses to invite your friends to the game:

Friend's E-mail:
Friend's E-mail:
Friend's E-mail:
Friend's E-mail:
Friend's E-mail:
Friend's E-mail:
Friend's E-mail:
Friend's E-mail:
Friend's E-mail:
Friend's E-mail:

Message: {Invite Template Text Goes Here}

Fig. 25
Upload a Contest Entry Video

Uploading videos is easy. Simply select the browse button to select the video from your local computer. Enter a descriptive video title that everyone will see associated to your entry. Finally enter in a few keywords that describe your entry separated by commas (ex. "Canuck, Family, Fun, Crazy")

Select a video to upload:
Browse

Video Title:

Keywords about the video:

Contest Round: 4
Type: Production
Display Date: 21 / 07 / 2009

Back

About | Privacy | Service | Rules | Help

Fig. 26
ElwoodBlues' Showcase

Judges Contest Favourites

Players Contest Entries

My Rewards

ElwoodBlues' Friends

ElwoodBlues' Wall

Fig. 27
Presenters Home

People

Showroom

Reports

Referrals

Fig. 28
### Showroom

**Showroom Language:** English (US)

#### General Settings

**Showroom Name:** [Showroom 1]

**Showroom Logo:**

Would you like to gather contact information about members who respond to your Showroom questions?

- **YES**

Contact Permission Question:

> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus. Suspendisse tincidunt Cras et sem at odio porttitor maiores?

#### Prizes

- **This showroom has 4 active prizes of a maximum of 7:**
  1. [Prize Name 1]
  2. [Prize Name 2]
  3. [Prize Name 3]
  4. [Prize Name 4]
  5. [Prize Name 5]

#### Questions

- **This showroom has 3 active questions of a maximum of 5:**
  1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus. Suspendisse tincidunt Cras et sem at odio porttitor maiores?
  2. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus. Suspendisse tincidunt Cras et sem at odio porttitor maiores?
  3. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus. Suspendisse tincidunt Cras et sem at odio porttitor maiores?
  4. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus. Suspendisse tincidunt Cras et sem at odio porttitor maiores?
Add/Edit Prize:

Prize Name: [Prize 1]
Prize Short Description: [Description]
Prize Image:

Prize URL: http://
See rules for regulations surrounding linked prize pages
Active: ✓ Display this prize in your showroom

Fig. 30
Add/Edit Question:

A Question is a multiple choice question that the user is asked to answer. You may enter up to 10 possible responses to your question.

Question: [Question Text]
Response 1: [Drop-down menu item name]
Response 2: [Drop-down menu item name]
Response 3: [Drop-down menu item name]
Response 4: [Drop-down menu item name]
Response 5: [Drop-down menu item name]
Response 6: [Drop-down menu item name]
Response 7: [Drop-down menu item name]
Response 8: [Drop-down menu item name]
Response 9: [Drop-down menu item name]
Response 10: [Drop-down menu item name]
Active: Yes, Display this question with your showroom

Fig. 31
Reporting

Referral Links Report
This report presents data related to click-through from Referrer services and unique referral links.

Community Analytics
This report presents data related to members only across various activities on the site. This report is free.

Scheduled Reports: [Report Name] ▼ View

Saved Reports: [Report Name] ▼ View

Web Analytics Report
This report presents general website-related data such as unique hits and page views.

Consumer Report
This report presents raw data on individual members. This report may change a per contact fee.

Scheduled Reports: [Report Name] ▼ Edit Delete

Saved Reports: [Report Name] ▼ Edit Delete

Recently Run Reports
Here you can download reports that you have previously run. The previous X reports are shown below.

- [Report 1 Name]
- [Report 2 Name]
- [Report 3 Name]
- [Report 4 Name]
- [Report 5 Name]

Last Run: 23:59, 01-Feb-09 (Download)
Last Run: 23:59, 01-Feb-09 (Download)
Last Run: 23:59, 01-Feb-09 (Download)
Last Run: 23:59, 01-Feb-09 (Download)
Last Run: 23:59, 01-Feb-09 (Download)

More Reports

Fig. 32
### Consumer Report Filters

*Pay for Precision, Preference, Permission & Performance*

1. **Select Report Type**
2. **Select Filters**
3. **Configure Data**
4. **View & Download Report**

#### Demographic Filter

- **Country:**
- **City:**
- **State/Province:**
- **Zip/Postal Code:**

#### Age Range:

- **1** to **85**

- **Gender:**

#### Sign-up Date:

- **/ /** to **/ /**

#### Last Active Date:

- **/ /** to **/ /**

#### Other Filters:

- [ ] Have voted on at least 1 video
- [ ] Have uploaded at least 1 video

---

### Question and Prize Filter

---

---

**Fig. 33**
### Consumer Report Configuration

**Pay for Precision, Preference, Permission & Performance**

#### Configure Contact Data

<table>
<thead>
<tr>
<th>Include All Members?</th>
<th>✓ Include data on members from previously generated customized reports?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your filters matched:</td>
<td>100 members</td>
</tr>
<tr>
<td>Price Ranges:</td>
<td>0 - 999 member contacts = $x per record</td>
</tr>
<tr>
<td></td>
<td>1000 - 9999 member contacts = $x per record</td>
</tr>
<tr>
<td></td>
<td>10000 - 100000 member contacts = $x per record</td>
</tr>
<tr>
<td>Desired Number of Members:</td>
<td>1023 (~ $x xx at $x per record)</td>
</tr>
<tr>
<td>Sort Report By:</td>
<td>Last Name</td>
</tr>
<tr>
<td></td>
<td>Location</td>
</tr>
<tr>
<td></td>
<td>Sign-up Date</td>
</tr>
<tr>
<td></td>
<td>Last Active Date</td>
</tr>
</tbody>
</table>

#### Data You'll Get Access to for Each Member:

- Last Name
- First Name
- Email Address
- City
- Province/State
- Country
- Age
- Gender
- Selected Prizes
- Questionnaire Answers

---

**Fig. 34**
Consumer Report
Pay for Precision, Preference, Permission & Performance


Download Options:  PDF (644k)  PDF (full) (344k)  Print (344k)

The following is merely a summary of the report. Download the report in XML format to see all the data.

Consumer Report Summary
Sponsor: [name]
Showroom(s): [name] [name] [name]
Number of Records: [number]
Includes all members? [Yes/No (repeated members omitted)]
Sorted By: [sort]
Report Cost: [$]
Date: [date]

Download Options:  PDF (644k)  PDF (full) (344k)  Print (344k)

About | Privacy | Safety | Rules | Help
https://www.consumerreport.org/about/
[Instructional text about the community goes here...]
- Step 1
- Step 2
- Step 3
- Step 4

[More instructional text about the community goes here...]

1. Example
2. Example
3. Example

Fig. 36