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(54) **Title:** NEW OPEN INSERTION ORDER SYSTEM TO INTERFACE WITH AN EXCHANGE FOR INTERNET AD ME-  
DIA

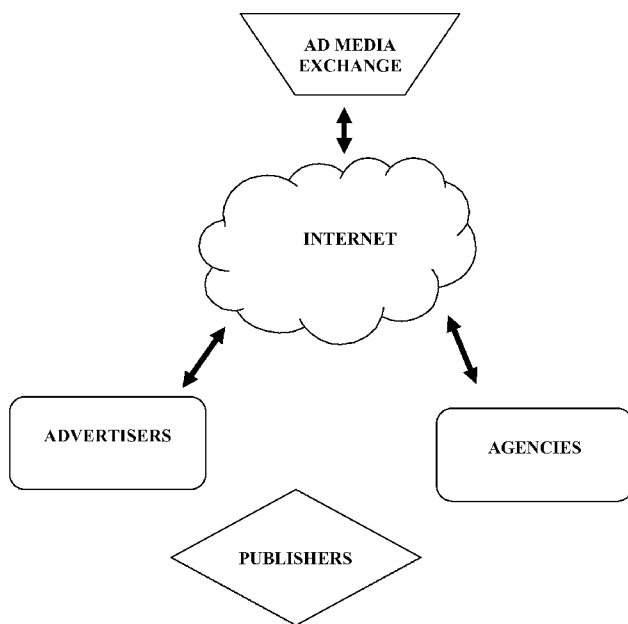


Fig. 1

(57) **Abstract:** An online exchange system and method supports open insertion order operations for online advertising markets displaying inefficiencies when delivering advertising media. Inefficiencies occur in an open ad exchange for online advertising when there is an under delivery of advertising content to identified target recipients. The online exchange system anticipates under deliveries and automatically fills instances of under delivery with impressions from the publisher inventory of the exchange according to fill requirements of the ad agency providing the advertising content (for example, budget limits and types of impressions to be used for filling the under delivery). The online exchange system also provides a mechanism for issuing a billing credit or discount to the agency if the bill for total impressions delivered according to the original campaign order and the automated under delivery fills exceeds a campaign budget.

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**PCT/US2009/051407****A. CLASSIFICATION OF SUBJECT MATTER***G06Q 30/00(2006.01)i, G06Q 50/00(2006.01)i*

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

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

G06Q 30/00; G06F 17/60; G06F 7/00

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

Korean utility models and applications for utility models  
Japanese utility models and applications for utility models  
(Chinese Patents and application for patent)

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

eKOMPASS(KIPO internal) &amp; Keywords: advertisement, exchange

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X A	US 2007-0192356 A1 (O'KELLEY, C. B.) 16 August 2007 See abstract, figure 1 and paragraphs [0036]-[0050].	1-4 5-18
X A	US 2007-0022009 A1 (CATALDI, J. M. et al.) 25 January 2007 See abstract, figure 6, claim 1 and paragraphs [0013]-[0016], [0068]-[0069].	1-4 5-18
X A	WO 2007-120956 A2 (CONTEXTWEB, INC.) 25 October 2007 See abstract and page 8 line 5 - page 11 line 10.	1-4 5-18
A	US 6324519 B1 (ELDERING, C. A.) 27 November 2001 See abstract and column 1 line 35 - column 2 line 20.	1-18
A	US 2004-0068435 A1 (BRAUNZELL, S.) 08 April 2004 See abstract, figure 1 and paragraphs [0020]-[0023].	1-18

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

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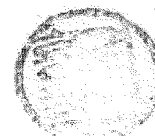
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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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