(54) Title: ACTIVE AUDIENCE CONTROL

![Diagram of ACTIVE AUDIENCE CONTROL](image)

(57) Abstract: An active control of advertising is enhanced through the use of solicited information to gain knowledge about a desired population of users. In some examples, this knowledge about users provides a self-identification of target users, and this self-identification is used to select further users with similar characteristics, who would also be likely to self-identify themselves as target users.
Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))

— as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

Published:

— with international search report (Art. 21(3))

(88) Date of publication of the international search report: 13 March 2014
### INTERNATIONAL SEARCH REPORT

**A. CLASSIFICATION OF SUBJECT MATTER**

**IPC:**

G06Q 30/02 (2012.01)

**USPC:**

705/14.66

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)

U.S.: 705/14.66

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

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

Please See Continuation Sheet

### C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
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<td></td>
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<td>4, 6, 7 and 13-15</td>
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<tr>
<td>Y</td>
<td>US 2009/0216619 A1 (TAVERNIER) 27 August 2009 (27.08.2009), entire document.</td>
<td>4</td>
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<tr>
<td>Y</td>
<td>US 2008/0077478 A1 (KIM) 27 March 2008 (27.03.2008), entire document.</td>
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☐ Further documents are listed in the continuation of Box C.  ☐ See patent family annex.

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∗∗∗ document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

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■ document member of the same patent family

**Date of the actual completion of the international search:**

11 December 2013 (11.12.2013)

**Date of mailing of the international search report:**

16 Dec 2013

**Name and mailing address of the ISA/US**

Mail Stop PCT, Attn: ISA/US Commissioner for Patents

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Form PCT/ISA/210 (second sheet) (April 2007)
Continuation of B. FIELDS SEARCHED Item 3:
EAST: US-PGPUB; USPAT
Search Terms: solicit$5, respond$3, second, match$3, poll$3, advertise$5, integrate$3, advertising, exchange, interactive