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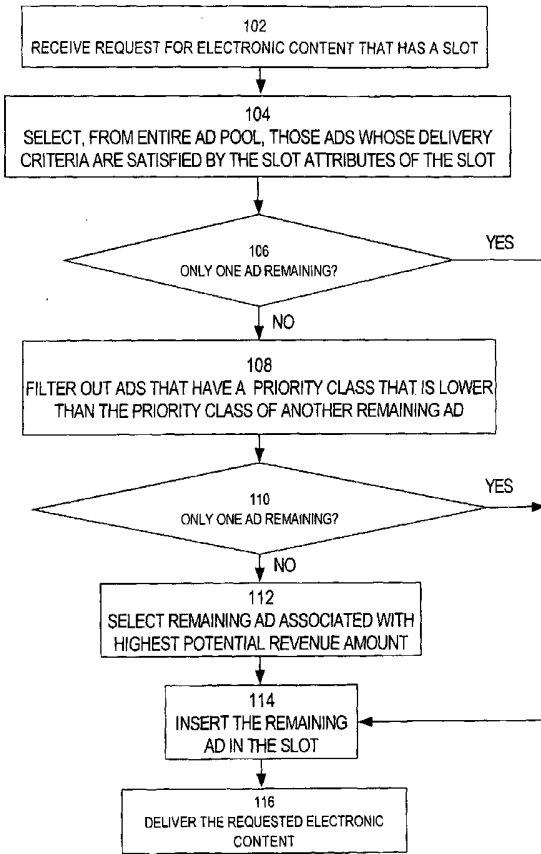
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(54) Title: PREDICTING INVENTORY AVAILABILITY AND PRIORITIZING THE SERVING OF COMPETING ADVERTISEMENTS BASED ON CONTRACT VALUE



(57) Abstract: Techniques are provided for selecting among the advertisements that are competing for a slot based, at least in part, on the potential revenue amounts associated with the advertisements (104). Each of the potential revenue amounts may, for example, reflect a value that a provider expects to receive in exchange for the provider's performance of the delivery obligations associated with the advertisements (312). Other factors may also be considered in selecting among the competing advertisements, such as whether the slot has been reserved for buyers that satisfy a set of criteria (202).

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A. CLASSIFICATION OF SUBJECT MATTER		
IPC(8) : G06Q 30/00 US CL : 705/14		
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. : 705/1, 705/10, 705/14, 705/20, 705/26, 705/27, 705/40, 707/3, 707/4, 707/5, 707/104.1 and 707/532		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched NONE		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) U.S. Patent and Trademark Office Patent Full-Text and Full-Page Database; PatentCafe ICO semantic search engine of US Patent, US Published Applications, WIPO, Great Britain, Japan, Germany, European Patent Office (EPO).		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2003/0028432 A1 (TROYANSKY et al.) 06 February 2003 (06.02.2003) see the abstract, paragraphs 7, 9, 11, 21, 40-49 and 51, 176, 210, 204-220, step 110 in figure 1, step 410 in figure 4, step 430 in figure 4, and the "selector" 640 and the "database" 650 in figure 6.	1-15 1-15
A	US 5,933,811 A (ANGLES et al.) 03 August 1999 (03.08.1999) see abstract.	1-15
A	US 2003/0149618 A1 (SENDER et al.) 07 August 2003 (07.08.2003) abstract and figures 1 and 2.	1-15
A	WO 03/052651 A2 (ALSAFADI et al.) 26 June 2003 (26.06.2003) page 6 line 22 -page 8 line 27.	1-15
A	US 6,253,189 B1 (FEEZEL et al.) 26 June 2001 (26.06.2001) see entire document.	1-15
A	US 6,760,916 B2 (HOLTZ et al.) 06 July 2004 (06.07.2004) see abstract.	1-15
A	US 2003/0135460 A1 (TALEGON et al.) 17 July 2003 (17.07.2003) see abstract and figure 1.	1-15
A	US 6,928,414 B1 (KIM) 09 August 2005 (09.08.2005) see entire document.	1-15
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
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Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201		Authorized officer: Blaine R. Copenheaver Telephone No. 571-272-7774