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(54) Titre : PROCÉDES ET SYSTEMES POUR PRESENTER DES ELEMENTS DE CONTENU EN LIGNE SUR LA BASE D'INFORMATIONS AMENEES A ETRE STOCKEES SUR UN DISPOSITIF DE COMMUNICATION PAR UN FOURNISSEUR DE SERVICE

(54) Title: METHODS AND SYSTEMS FOR PRESENTING ONLINE CONTENT ELEMENTS BASED ON INFORMATION CAUSED TO BE STORED ON A COMMUNICATION APPARATUS BY A SERVICE PROVIDER

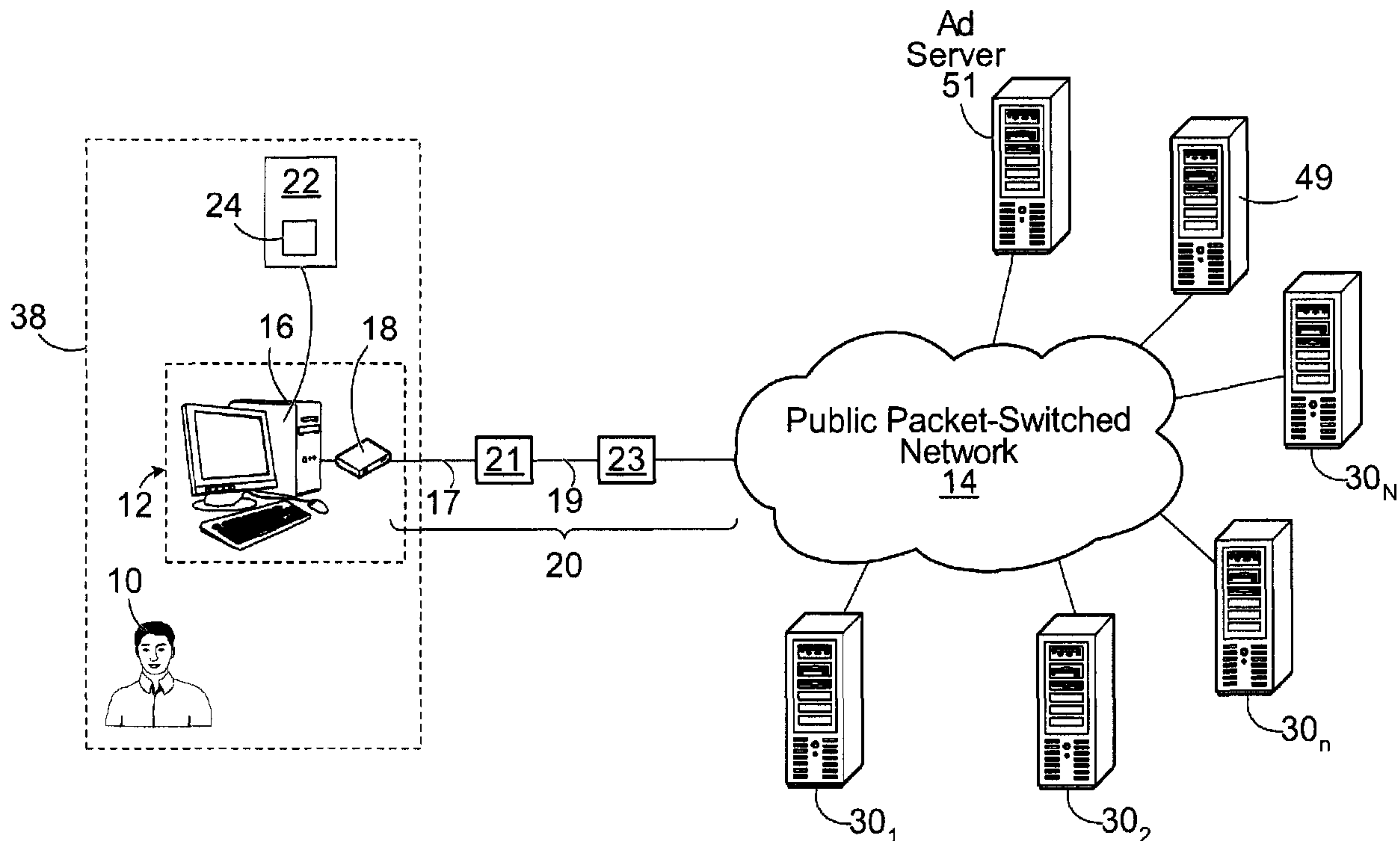


FIG. 1

(57) Abrégé/Abstract:

Methods and systems for presenting online content elements based on information caused to be stored on a communication apparatus by a service provider. One of the methods is a method for presenting online content at a communication apparatus. The

(57) **Abrégé(suite)/Abstract(continued):**

method comprises: obtaining information caused to be stored on the communication apparatus by a service provider providing network access to the communication apparatus, the information pertaining to a profile maintained by the service provider; determining an online content element to be presented at the communication apparatus based on the information; and causing the communication apparatus to present the online content element. The online content element may be an advertising content element forming an online advertisement, a primary content element of a network site, or an online page. The information may include location information, personal information, and/or bandwidth information. Servers for implementing the methods are also provided.