Title: TARGETED CONTENT DELIVERY FOR NETWORKS

Abstract: Target content delivery from a service provider. The target content delivery includes receiving a content request from a network node, and facilitating delivery of requested content to the network node responsive to the content request. The target content delivery further includes requesting selection information from a different service provider at least in part by reporting to the different service provider one or more characteristics of the requested content, and receiving selection information from the different service provider. In this way, selection information received from the different service provider is used to facilitate delivery of targeted content to the network node.
For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.
INTERNATIONAL SEARCH REPORT

A CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 30/00 (2007.01)
USPC - 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 base)
IPC(8) G06Q 30/00 (2007 01)
USPC 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
IPC(8) G06Q 30/00 (2007 01)
USPC 709/201, 202, 725/34, 705/14

Electronic database consulted during the international search (name of database and, where practical, search terms used)
PubWEST(USPT,PGPB,EPAB,JPAB), Google Scholar

Search Terms: content, delivery, service provider, targeted ad, advertisement online, cookie, javascript

C DOCUMENTS CONSIDERED TO BE RELEVANT

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<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No</th>
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<td>US 2004/0010546 A1 (Krug et al) 15 January 2004 (15 01 2004), para [0010], [0011], [0014]-[0018], [0046], [0060], [0106]</td>
<td>1, 5 14, 18-25</td>
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Date of mailing of Int'l Search Report 11 SEP. 2QSL

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