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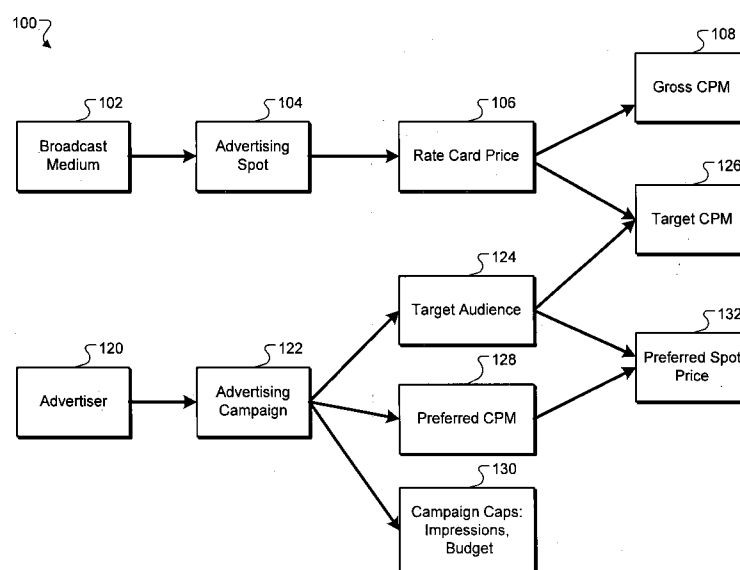
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(54) Title: CUSTOMIZED DISTRIBUTION OF ADVERTISING IMPRESSIONS



(57) Abstract: Among other things, a computer-implemented method for customizing the distribution of advertising impressions includes generating a target number of advertising impressions for one or more advertising categories based, at least in part, on a non-uniform percentage distribution of advertising impressions for an advertising campaign, the percentage distribution corresponding to the one or more advertising categories. A determination is made on whether enough advertising inventory is available to fulfill the target number of advertising impressions. When a shortage of available inventory is detected in the one or more advertising categories, an actual number of advertising impressions for the one or more advertising categories is generated.



WO 2009/018552 A3



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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/00(2006.01)i**

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC8: G06Q 30/00; G06F 3/00; G06F 17/00; G06F 17/60

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 since 1975.

Japanese utility models and applications for utility models since 1975.

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

e-KIPASS(KIPO internal) "advertise, customization, geographical market, weight, demographics, time"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2003/0101454 A1 (STUART OZER et al.) May 29 2003 See the abstract, figures 1-9, pages 1-3, claims 1-42	1-30
A	US 2004/0243623 A1 (STUART OZER et al.) December 02 2004. See the abstract, figures 1-9, pages 1-3, claims 1-9.	1-30
A	KR 10-2001-0066991 A (SYSWILL INC.) July 12 2001 See the abstract, figures 2-4, pages 3-5, claims 1, 3.	1-30
A	KR 10-2004-0106011 A (YU, KYUNG JIN) December 17 2004 See the abstract, figures 2, 5, claims 1-6.	1-30



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See patent family annex.

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"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

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"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

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Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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US 2004/0243623 A1	02.12.2004	None	
KR 10-2001-0066991 A	12.07.2001	None	
KR 10-2004-0106011 A	17.12.2004	None	