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(54) Title: AUDIENCE MATCHING NETWORK WITH PERFORMANCE FACTORING AND REVENUE ALLOCATION

(57) Abstract: Performance based delivery of content to an audience member. A network of audience member information collection domains provide information about audience members. A profiled audience member may belong to a network segment. Delivery of an advertisement to the profile audience member is accommodated based upon membership in the network segment and performance criteria. The performance criteria may be configured to benefit a publisher, such as by maximizing revenue. Allocating revenue based upon the collection of data used to target audience members is also provided.



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**INTERNATIONAL SEARCH REPORT**

International application No.

PCT/US05/42866

**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC: **G06Q 30/00( 2007.01);G01V 3/00( 2007.01)**  
  
 USPC: 705/14;702/2  
 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; 702/2

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)  
 EAST

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,855,008 A (GOLDHABER et al) 29 Dec 1998 (29.12.1998), abstract, column, 6, lines 28 to column 7, lines 61, column 11, lines 33-44, column 13, lines 36-59, column 14, lines 20-49, and Figures 4, 7, and 11A.	1, 5-8, and 12-19 ----- 2-4, 9-11, and 20-22
Y	US 6,078,866 A (BUCK et al) 20 June 2000 (20.06.2000), abstract, column 4, lines 14-48, column 5, lines 43 column 6, lines 11, column 8, lines 13-16 and 54-67, and Figures 2B, 6, 4A, and 4B.	2-4, 9-11, and 20-22

Further documents are listed in the continuation of Box C.

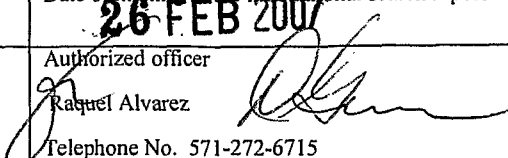
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* Special categories of cited documents:	"T"
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

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