(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
18 September 2014 (18.09.2014)

WIPO | PCT

(10) International Publication Number
WO 2014/145365 A3

(51) International Patent Classification:
G06Q 30/00 (2012.01)

(21) International Application Number:
PCT/US2014/030113

(22) International Filing Date:
16 March 2014 (16.03.2014)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
726604039US 15 March 2013 (15.03.2013) US
14/215,034 16 March 2014 (16.03.2014) US

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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

— *of inventorship (Rule 4.17(iv))*

Published:

— *with international search report (Art. 21(3))*

(88) Date of publication of the international search report:
13 November 2014

(54) Title: A SYSTEM FOR CONTROLLING AND OPTIMIZING INFORMATION DISTRIBUTION BETWEEN USERS IN AN INFORMATION EXCHANGE

Basic Decision Matrix - 70A

		Consumer		
		W	O	DW
Producer	S	I	I	E
	O	I	?	E
	DS	E	E	E

S-Send, DS-Do Not Send, W-Want DW- Do Not Want, O-Open
I - Include, E - Exclude, ? - System Decides

FIG. 5

(57) Abstract: An automatic control system for regulating the information exchange between information producer and information consumer. One control mechanism can dynamically refine the decision to include or exclude information items from the consumer information stream to improve success metrics like participation. One or more system interface request control mechanisms can dynamically provide incentive and limits for the input of audience targets, priorities, preferences, and other data. An administrator may set parameters and select success metrics to balance the goals of the information exchange participants and stakeholders. The system can also serve to resolve conflicts between the selection criteria of a consumer and the audience targets of a producer.

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