# CLAIMS

1. A computer-implemented method for distributing electronic publishing content, comprising the steps of:

defining an independent naming convention for functional components of host web pages;

determining, for a predefined set of destination pages, a set of representational states for each destination page, wherein each of the representational states corresponds to a visual layout of a destination page at a moment in time that results from a corresponding user interaction with a user computing device;

determining, for the representational states for each destination page, a set of conditional statements corresponding to the set of representational states and indicating which user interactions with the user computing device result in which representational states of the set of representational states;

analysing said destination pages to identify destination host-specific naming conventions associated with each representational state of the destination pages;

storing in a host configuration database a mapping table, said mapping table establishing a mapping between said host-specific naming conventions associated with each representational state of the destination pages, the set of conditional statements associated with each representational state, and said independent naming convention;

a creative ad server receiving a request for advertising content in relation to an advertisement to be displayed within a destination host page on the user computing device, said destination host page being one of said set of destination pages;

said creative ad server requesting from said host configuration database a mapping between said independent naming convention and a host-specific naming convention associated with each representational state of said destination host page;

applying said mapping to configure said advertising content by interrogating the host configuration database to retrieve host-specific component mappings against independent components for each representational state to produce destination content compliant with each representational state of said destination host page during a given visit of said destination host page; and

said creative ad server transmitting said destination content to said user computing device.

2. The computer-implemented method according to claim 1, wherein the set of destination pages are web pages or software applications.

3. The computer-implemented method according to either one of claim 1 and claim 2, wherein said destination host page is one of a web page or a software application executing on said user computing device.

4. The computer-implemented method according to any one of claims 1 to 3, wherein said functional components of web pages relate to at least one of a header, article, content, logo, or navigation.

5. The computer-implemented method according to any one of claims 1 to 4, wherein each destination page in said set of destination pages is associated with a device.

6. The computer-implemented method according to claim 5, wherein said device is selected from the group consisting of: a desktop computer, a tablet computing device, a phablet, and a smartphone.

7. The computer-implemented method according to any one of claims 1 to 6, comprising the further step of:

the creative ad server being configured to communicate with the host configuration database.

8. The computer-implemented method according to any one of claims 1 to 6, wherein said request for advertising content received by said creative ad server includes code relating to a call to the host configuration database for a mapping relating to said destination host page.

9. A host configuration database coupled to a communications network, said host configuration database storing:

an independent naming convention for functional components of web pages;

a set of representational states for a predefined set of destination pages, wherein each of the representational states corresponds to a visual layout of a destination page at a moment in time that results from a corresponding user interaction with a user computing device;

a set of conditional statements corresponding to the set of representational states and indicating which user interactions with the user computing device result in which representational states of the set of representational states; and

a mapping between said independent naming convention and a host-specific naming convention associated with each representational state of a destination host page, to configure advertising content by interrogating the host configuration database to retrieve host-specific component mappings against independent components for each representational state based on said set of conditional statements;

wherein, on receipt from a source of a request for a mapping in relation to said destination host page, said host configuration database is adapted to:

determine a current representational state of said destination host page, based on said set of conditional statements;

identify a mapping associated with the current representational state; and

transmit said mapping to said source.

10. The host configuration database according to claim 9, wherein said source is one of a web browser or a creative ad server.

11. The host configuration database according to claim 9, wherein the host-specific naming convention associated with a destination host page is dependent on a device on which the destination host page will be displayed.

12. The host configuration database according to claim 11, wherein said device is selected from the group consisting of: a desktop computer, a tablet computing device, a phablet, and a smartphone.

13. A computer-implemented method for distributing electronic publishing content, comprising the steps of:

defining an independent naming convention for functional components of web pages;

determining, for a predefined set of destination pages, a set of representational states for each destination page, wherein each of the representational states corresponds to a visual layout of a destination page at a moment in time that results from a corresponding user interaction with a user computing device;

determining, for the representational states for each destination page, a set of conditional statements corresponding to the set of representational states and indicating

which user interactions with the user computing device result in which representational states of the set of representational states;

analysing said destination pages to identify destination host-specific naming conventions associated with each representational state of the destination pages;

storing in a host configuration database a mapping table, said mapping table to configure advertising content by interrogating the host configuration database to retrieve host-specific component mappings against independent components for each representational state by establishing a mapping between said destination host-specific naming conventions associated with each representational state of the destination pages, the set of conditional statements associated with each representational state, and said independent naming convention;

a creative ad server receiving a request from a source for the advertising content in relation to an advertisement to be displayed within a destination host page on a user computing device, said destination host page being one of said set of destination pages;

said creative ad server delivering creative content to said source, said creative content including an instruction to query said host configuration database to obtain a mapping between said independent naming convention and a destination naming convention associated with each representational state of said destination host page;

sending, based on said instruction , a request from said source to said host configuration database to obtain a mapping between said independent naming convention and the destination host-specific naming convention associated with each representational state of said destination host page during a given visit of said destination host page;

said host configuration database transmitting said mapping to said source;

said source configuring said delivered creative content for said destination host page, based on a current representational state of said destination host page, as determined by said conditional statements; and

said creative content detecting changes in an active representational state of said destination host page throughout the duration of a visit, as determined by said conditional statements, and reacting to said changes in the active representational state of said destination host page by dynamically configuring itself with the associated mapping for a new representational state.

14. The computer-implemented method according to claim 13, wherein the set of destination pages are web pages or software applications.

15. The computer-implemented method according to either one of claim 13 and claim 14, wherein said destination host page is one of a web page or a software application executing on said user computing device.

16. The computer-implemented method according to any one of claims 13 to 15, wherein said functional components of web pages are HTML elements.

17. The computer-implemented method according to any one of claims 13 to 16, wherein each destination page in said set of destination pages is associated with a device.

18. The computer-implemented method according to claim 17, wherein said device is selected from the group consisting of: desktop computer, tablet computing device, phablet, and smartphone.