~~ADVERTISING SYSTEM AND METHOD THEREFOR USING ADVERTISING MODULE INCLUDED IN APPLICATION~~

BACKGROUND OF THE INVENTION

Field of the Invention

The present invention relates to an advertising system and method using an in-App advertisement module and more particularly, to an advertising system and method using an in-App advertisement module, which is capable of displaying an advertisement on a lock screen through an advertisement module which is inserted in one or more application and is installed in parallel to the applications and distributing saved rewards to the applications according to a user input through the lock screen on which the advertisement is displayed, thereby allowing the saved rewards to be used as points.

Description of the Related Art

With the development of smart phones, a variety of advertisement (Ad) service models using Ad applications is emerging. In addition, Ad service models for providing rewards to users who watched Ads in order to induce active Ad watching of users are being spotlighted.

Most of such Ad service models concentrate on functions of Ad provision and reward saving through Ad applications

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