

ABSTRACT

Aspects concern a method for providing advertisement content to a terminal device, comprising, for each of a plurality of advertisements, supplying an input including demographic information about a user of the terminal device and information about the advertisement to a machine learning model trained to output, in response to the input, a value indicating a relevance of the advertisement for the user, selecting an advertisement with a highest relevance output among the relevances output by the machine learning model for the plurality of advertisements and providing advertisement content for the selected advertisement to the terminal device.

FIG. 3