



(51) International Patent Classification:

G06Q 30/02 (2012.01) H04W 4/00 (2009.01)
G06Q 50/30 (2012.01)

(21) International Application Number:

PCT/CA2014/050891

(22) International Filing Date:

18 September 2014 (18.09.2014)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

61/879,367 18 September 2013 (18.09.2013) US

(71) Applicant: **DIGITAL UNDERGROUND MEDIA INC.**
[CA/CA]; 219-255 West 1st Street, North Vancouver, British
Columbia V7M 3G8 (CA).

(72) Inventors: **EAST, Neil Paul**; 1A-1455 Waverly Street,
Winnipeg, Manitoba R3T 0P7 (CA). **BICKNELL, Os-
wald Kenneth**; 780 South Drive, Winnipeg, Manitoba
R3T 0C3 (CA).

(74) Agent: **ADE & COMPANY**; 2157 Henderson Highway,
Winnipeg, Manitoba R2G 1P9 (CA).

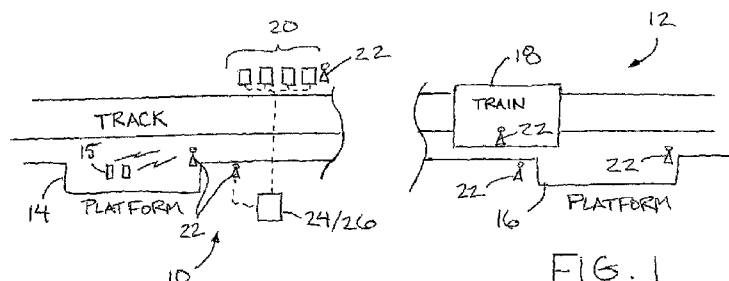
(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY,
BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM,
DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT,
HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR,
KZ, LA, LC, LK, LR, LS, 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, ST, 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).

Published:

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

(54) Title: PUBLIC TRANSPORT ADVERTISING USING PASSENGER DEMOGRAPHIC INFORMATION



(57) Abstract: Demographic information obtained from mobile devices of passengers of a public transport system is stored and subsequently used in selection of advertising content to be displayed to the users of mobile devices on an independent display. The advertisement may take the form of a video displayed on the display in the public transport system together with enriched data, for example audio content or auxiliary advertising content which is associated with the advertisement, in which the enriched data is sent to the plurality of users over a wireless network to be playable on the mobile devices. Confirmation of the advertisement being displayed is then stored on a computer database together with the demographic information associated with the mobile devices of the plurality of users to which the advertising was displayed.