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(54) Title: COMPUTERIZED ADVERTISING METHOD AND SYSTEM

(57) Abstract: Advertising is presented on a computer screen in the form of an animated multimedia character that will be referred to here as a "Shoshkele™". The shoshkele™ appears on the screen in an intrusive way at times which, to the user, are unpredictable, and it is entirely out of his control. The Shoshkele™ can move over the entire screen and is in the top layer of the display of the browser program, so it is not covered up by any window or object. It can also provide sound, including speech, music and sound effects. The sporadic appearance of the Shoshkele™ and its entertainment value draw the attention of the user. The Shoshkele™ character is produced by executeable code provided to the computer, the executeable code being determined by what other executeable code is available on the computer. The present advertising concept and Shoshkele™ can be realized with existing technology.