Drawings-

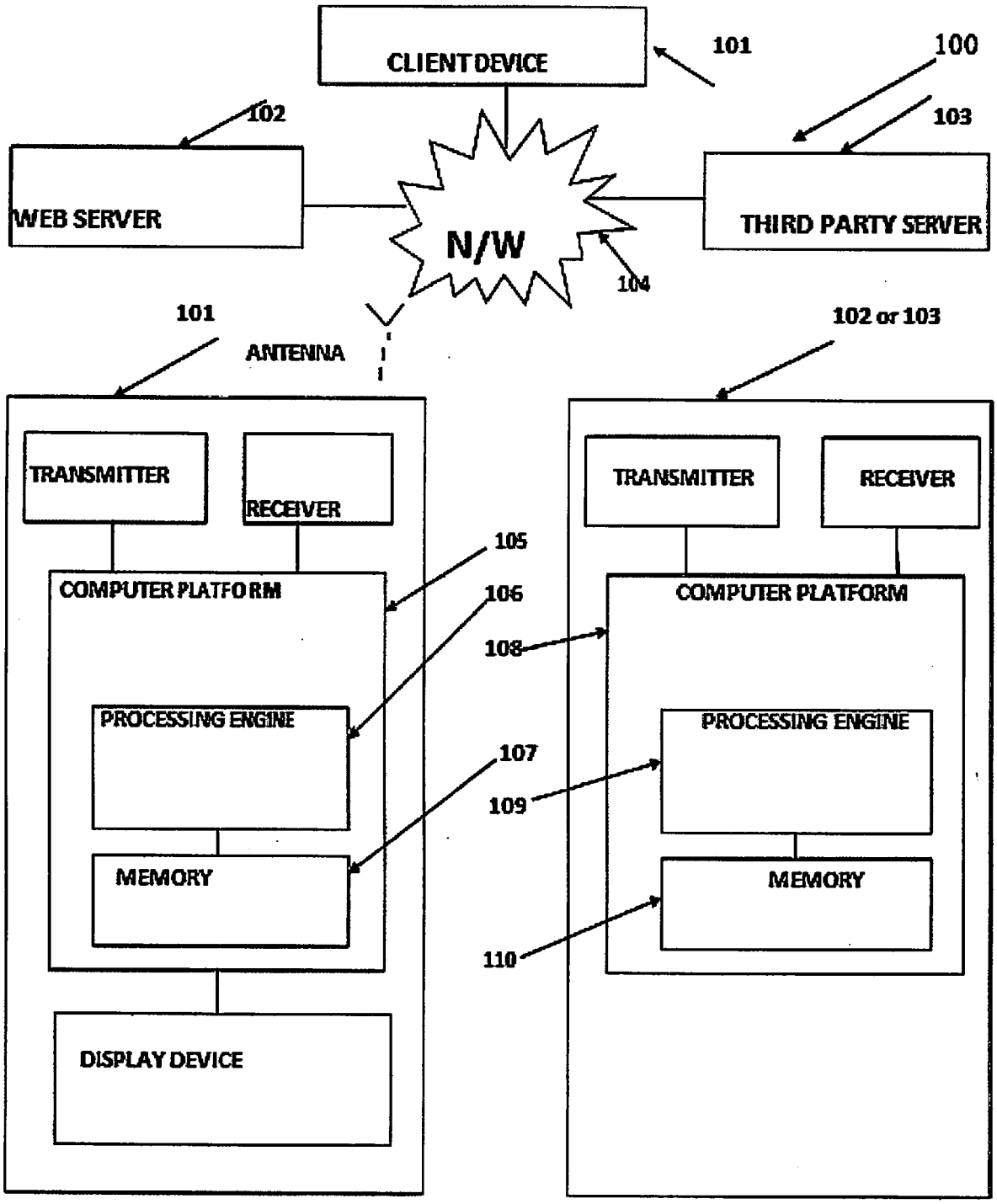


Figure 1

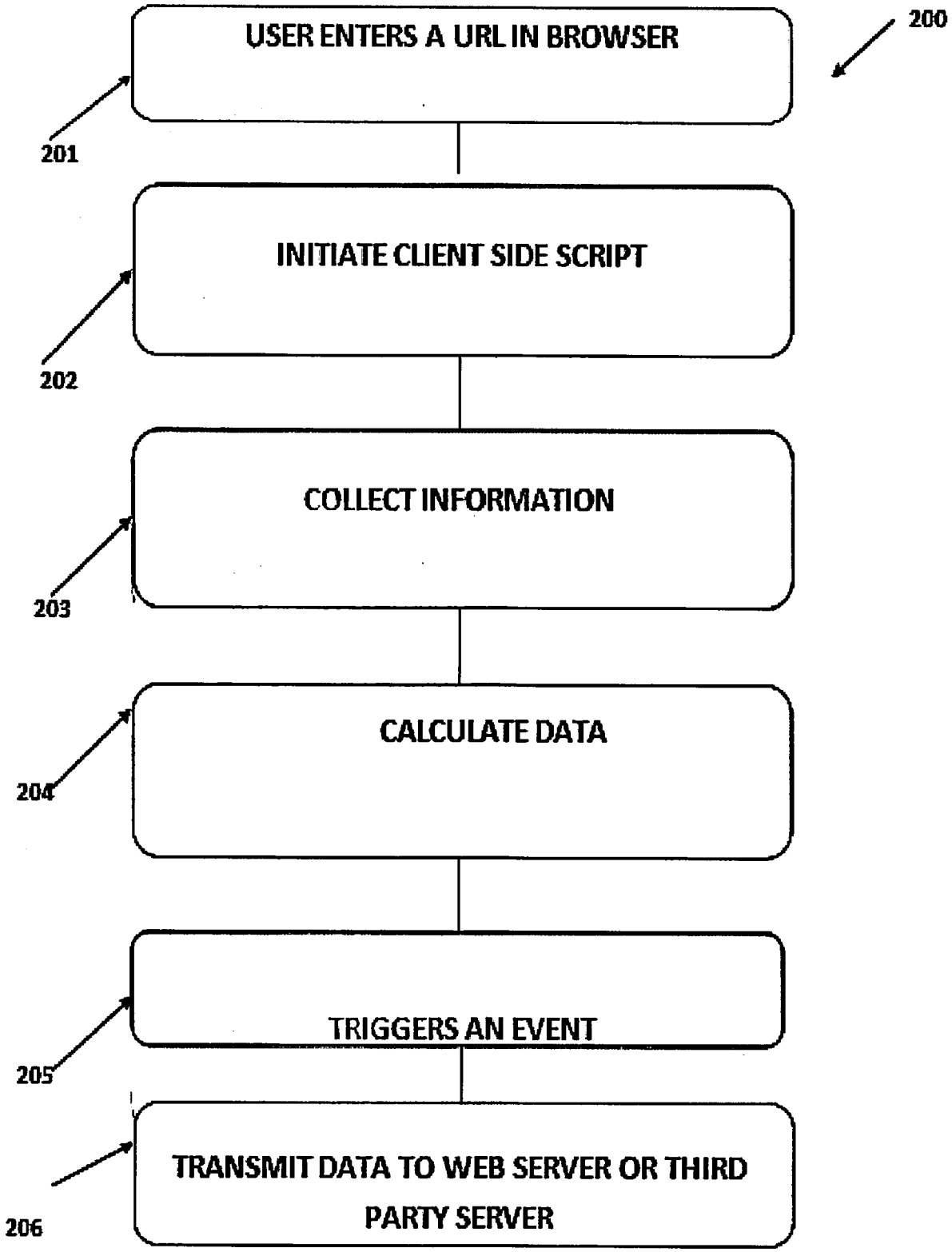

USER ENTERS A URL IN BROWSER
200
201
INITIATE CLIENT SIDE SCRIPT
202
COLLECT INFORMATION
203
CALCULATE DATA
204
TRIGGERS AN EVENT
205
TRANSMIT DATA TO WEB SERVER OR THIRD PARTY SERVER
206

Figure 2

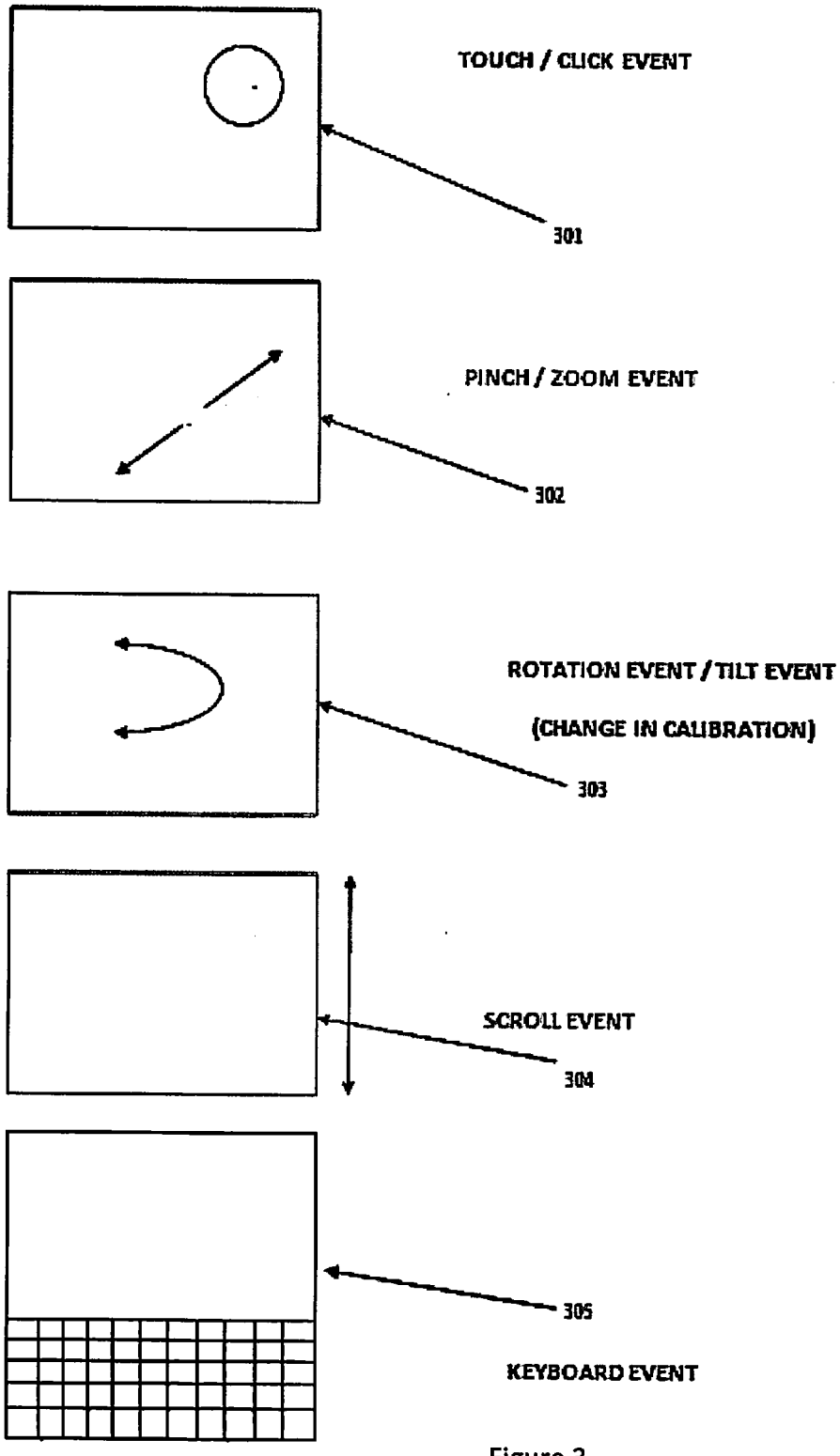

TOUCH / CLICK EVENT
301
PINCH / ZOOM EVENT
302
ROTATION EVENT / TILT EVENT
(CHANGE IN CALIBRATION)
303
SCROLL EVENT
304
305
KEYBOARD EVENT

Figure 3

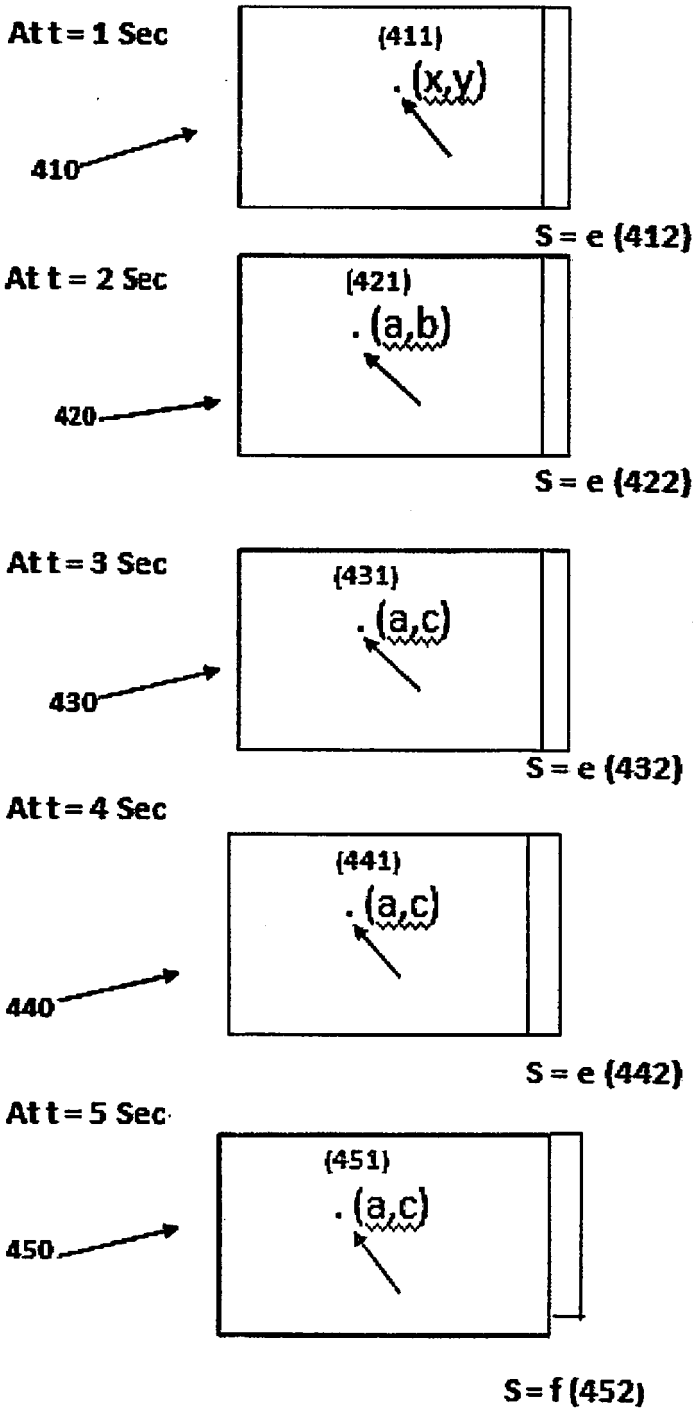

At t = 1 Sec
(411)
(x,y)
410
S = e (412)
At t = 2 Sec
(421)
(a,b)
420
S = e (422)
At t = 3 Sec
(431)
(a,c)
430
S = e (432)
At t = 4 Sec
(441)
(a,c)
440
S = e (442)
At t = 5 Sec
(451)
(a,c)
450
S = f (452)

Figure 4

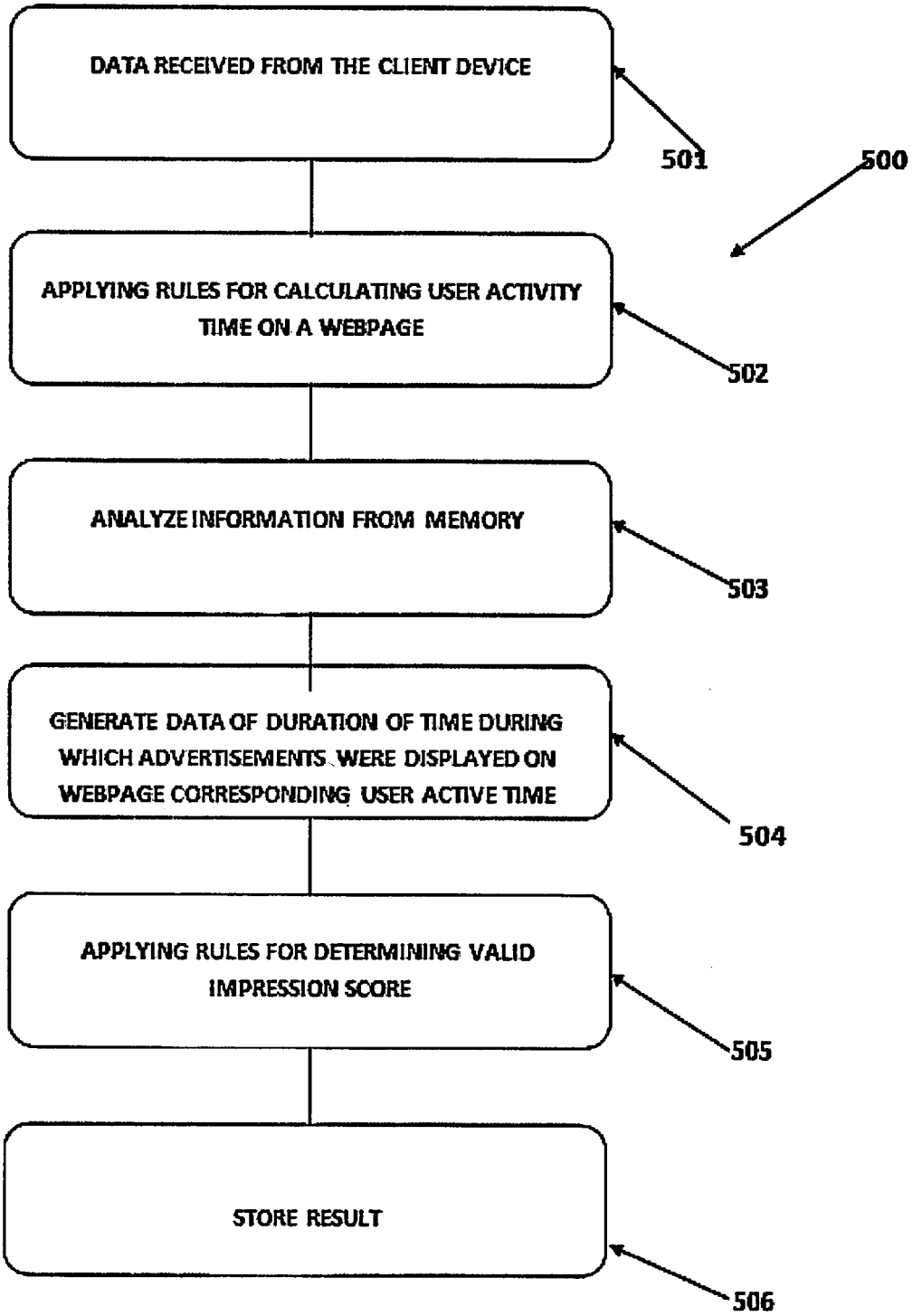

DATA RECEIVED FROM THE CLIENT DEVICE
501
500
APPLYING RULES FOR CALCULATING USER ACTIVITY TIME ON A WEBPAGE
502
ANALYZE INFORMATION FROM MEMORY
503
GENERATE DATA OF DURATION OF TIME DURING WHICH ADVERTISEMENTS WERE DISPLAYED ON WEBPAGE CORRESPONDING USER ACTIVE TIME
504
APPLYING RULES FOR DETERMINING VALID IMPRESSION SCORE
505
STORE RESULT
506

Figure 5

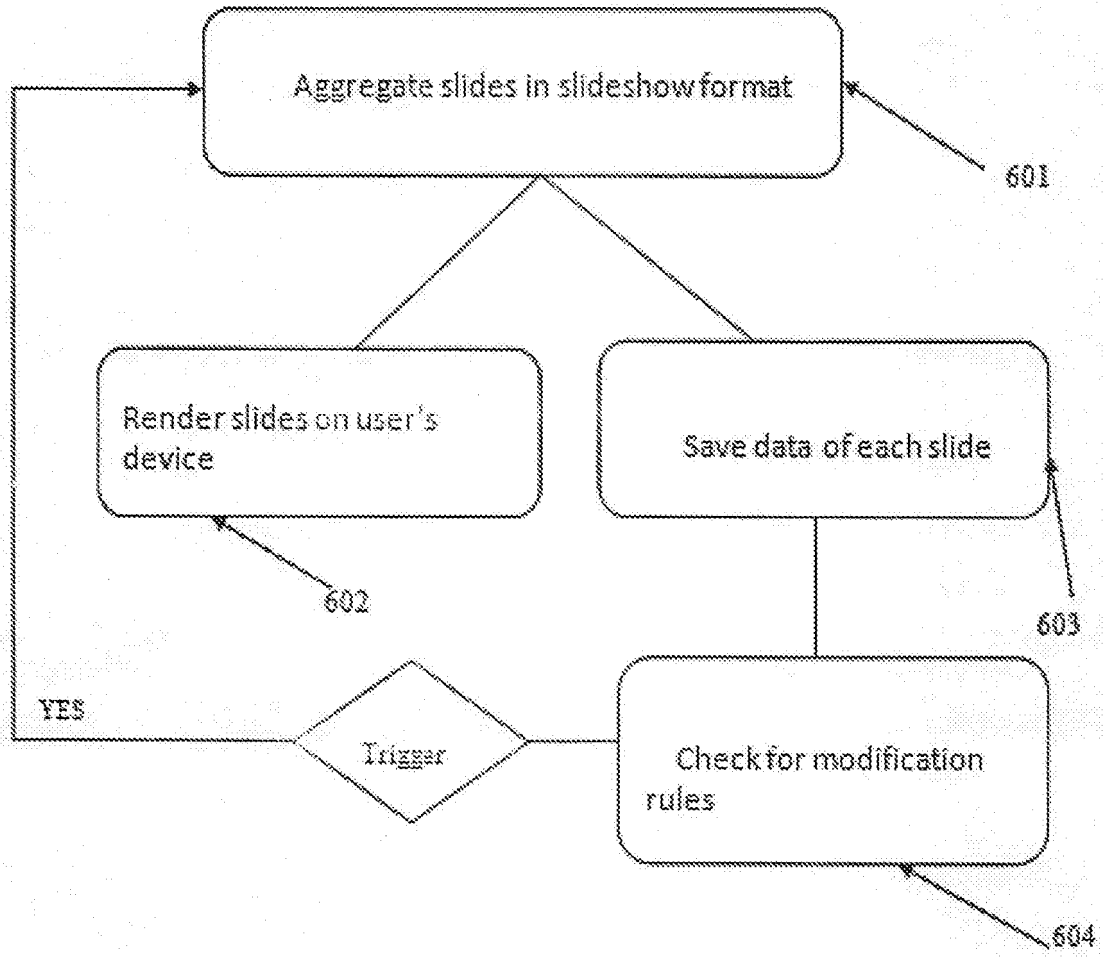

Aggregate slides in slideshow format
601
Render slides on user's device
602
Save data of each slide
603
YES
Trigger
Check for modification rules
604

Figure 6