(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
30 October 2008 (30.10.2008)

PCT

(10) International Publication Number
WO 2008/131400 A1

(51) International Patent Classification:
G06F 15/16 (2006.01)

(21) International Application Number:
PCT/US2008/061207

(22) International Filing Date: 23 April 2008 (23.04.2008)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
11/738,554 23 April 2007 (23.04.2007) US

(71) Applicant *(for all designated States except US)*: **BROADBAND ENTERPRISES, INC.** [US/US]; 450 Seventh Avenue, Suite 604, New York, NY 10123 (US).

(72) Inventors; and
(75) Inventors/Applicants *(for US only)*: **SUVEYKE, Ezra** [US/US]; 146 East 34th Street, Apt. 9s, New York, NY 10016 (US). **EVJE, Bryon, P.** [US/US]; 530 Summerhill Drive, Roswell, GA 30075 (US).

(74) Agents: **SBROLLINI, Jay, P.** et al.; Gordon & Jacobson, P.C., 60 Long Ridge Road, Suite 407, Stamford, CT 06902 (US).

(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, BR, BW, BY, BZ, CA, CH, 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, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, 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, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*

(54) **Title:** AD SERVING SYSTEM, APPARATUS AND METHOLOGIES USED THEREIN

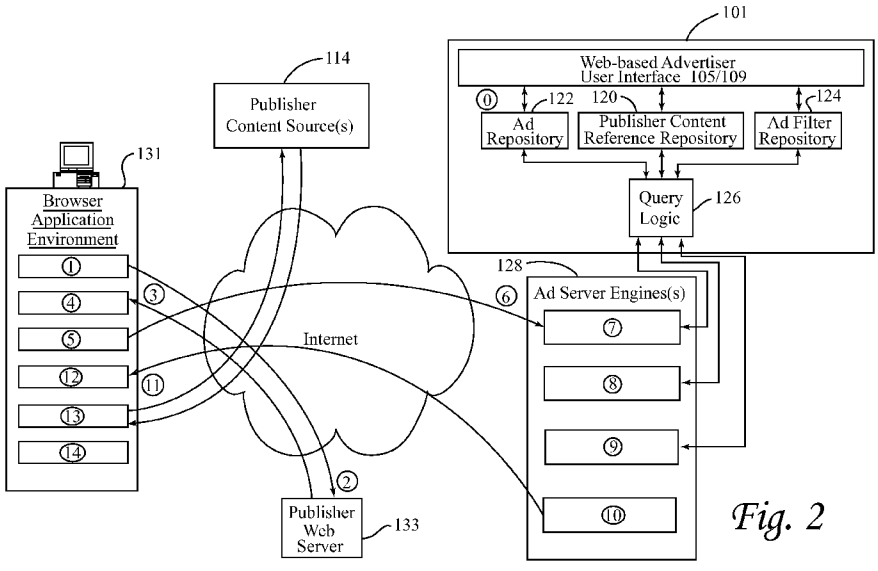


Fig. 2

(57) **Abstract:** An ad serving system and methodology automatically monitors Publisher web content that can potentially be displayed alongside advertising content of one or more Advertiser Users A web-accessible platform interacts with Advertiser Users to create and manage. Ads, and cooperates with the content monitoring means to allow Advertiser Users to review the web content items that can potentially be displayed alongside the Ads and specify Ad Filter data corresponding to a particular Ad and one or more web content items The web-accessible platform also includes an interface between one or more Ad Server Engines and one or more data repositories storing the information generated by the platform. The interface retrieves relevant information from these repositories as part of the ad serving process carried out by the Ad Server Engine(s).

WO 2008/131400 A1