(12) 按照专利合作条约所公布的国际申请

(19) 世界知识产权组织
国 际 局

(43) 国际公布日
2013 年 9 月 19 日 (19.09.2013)

WIPO | PCT

(10) 国际公布号
WO 2013/135150 A1

(51) 国际专利分类号:
G06Q 30/02 (2012.01)

(21) 国际申请号: PCT/CN2013/072276

(22) 国际申请日: 2013 年 3 月 7 日 (07.03.2013)

(25) 申请语言: 中文

(26) 公布语言: 中文

(30) 优先权:
201210063523.1 2012 年 3 月 12 日 (12.03.2012) CN

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本国际公布:
— 包括国际检索报告(条约第 21 条(3))。

(54) Title: ADVERTISEMENT PROVIDING METHOD, DEVICE, SYSTEM AND COMPUTER STORAGE MEDIUM BASED ON GEOGRAPHIC LOCATION

(54) 发明名称 : 一种基于地理位置提供广告的方法、装置、系统和计算机存储介质

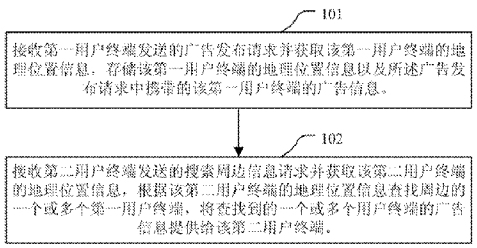


图 1 / Fig.1

101 RECEIVING AN ADVERTISEMENT ISSUING REQUEST TRANSMITTED BY A FIRST USER EQUIPMENT (UE), ACQUIRING THE GEOGRAPHIC LOCATION INFORMATION OF THE FIRST UE, STORING THE GEOGRAPHIC LOCATION INFORMATION OF THE FIRST UE AND THE ADVERTISEMENT INFORMATION OF THE FIRST UE CARRIED IN THE ADVERTISEMENT ISSUING REQUEST

102 RECEIVING A PERIPHERAL INFORMATION SEARCHING REQUEST TRANSMITTED BY A SECOND UE, ACQUIRING THE GEOGRAPHIC LOCATION INFORMATION OF THE SECOND UE, SEARCHING FOR ONE OR MORE PERIPHERAL FIRST UES ACCORDING TO THE GEOGRAPHIC LOCATION INFORMATION OF THE SECOND UE, PROVIDING THE SECOND UE WITH THE ADVERTISEMENT INFORMATION OF THE ONE OR MORE FIRST UES FOUND

(57) **Abstract**: Provided are an advertisement information providing method, device, system and computer storage medium based on geographic location, the method comprising: receiving an advertisement issuing request transmitted by a first user equipment (UE), acquiring the geographic location information of the first UE, storing the geographic location information of the first UE and the advertisement information of the first UE carried in the advertisement issuing request; receiving a peripheral information searching request transmitted by a second UE, acquiring the geographic location information of the second UE, searching for one or more first UEs on the periphery of the second UE according to the geographic location information of the second UE, providing the second UE with the advertisement information of the one or more first UEs found. The present invention is easy to realize and can provide advertisement information to a consumer based on the geographic locations of a merchant and the consumer.

(57) 摘要:

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本发明提供了一种基于地理位置提供广告信息的方法、装置、系统和计算机存储介质，该方法包括：接收第一用户终端发送的广告发布请求，获取该第一用户终端的地理位置信息，存储该第一用户终端的地理位置信息以及所述广告发布请求中携带的该第一用户终端的广告信息；接收第二用户终端发送的搜索周边信息请求，获取该第二用户终端的地理位置信息，根据该第二用户终端的地理位置信息查找该第二用户终端周边的一个或多个第一用户终端，将查找到的所述一个或多个第一用户终端的广告信息提供给该第二用户终端。本发明能够基于商家用户及消费用户的地理位置向消费用户提供广告信息，实现简单。