SYNDICATED ADVERTISING AND COMMERCE THROUGH WIDGETS

ABSTRACT

An Internet host user posts, or embeds an advertising link, or widget into an interactive program located on a website. The advertising link is viewed by other users who visit the website and participate in the interactive program. A backend infrastructure provides servicing for the interactive program, and is also the source of the advertising links. A host user selects the advertising link from an inventory of advertising links provided by the infrastructure. The infrastructure provides free servicing of the interactive program to the host user in exchange for posting its advertising links.

FIG. 2.