ABSTRACT

A data access method, including recognizing a keyword in media, such as in an advertisement, publication or otherwise, as being associated with a network site, sending the keyword to the network site, accessing a database on the basis of the keyword, the database mapping keywords to respective network addresses, retrieving a network address from the database which corresponds to the keyword, and obtaining data at the network address. The method is particularly suited for network sites which reside on the Internet and the network addresses may be URLs. A mark can be placed in the media with the keyword to designate an association with the network site. The data access method can be established by sending a keyword and a respective network address to a registration network site, storing the keyword and the network address in a database mapping keywords to respective network addresses, generating data concerning use of the keyword in media with a mark representing a keyword resolution network site, and placing the keyword in media with the mark.

Figure 14 of the Drawings is to accompany the Abstract when published.

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