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Description:

Field of the Invention

[01] This invention relates to the field of a publish-subscribe (Pub-Sub) System within an information brokerage ecosystem. More particularly this invention relates to a system and method for users with information to commercially distribute it to a closed set of other users who have paid to receive information from that user. The System takes the role of broker to manage the transactions of information and money between users. The System disassociates Pub-Sub user relationships from financial transactions in order to operate with payment processors that allow termination of recurring payment flows outside of this System.

Background of Invention

[02] The Publish-Subscribe field would constitute the most useful way to consider this invention. In order for individuals to make decisions they invariably need first to be informed, this invention affords the individual tools and resources to make themselves more aware of current information that may ultimately play a part in their decision making process.

[03] Various forms of the Publish-Subscribe model exist; many are orientated towards receiving predetermined event notifications and are disinterested in the user who sends the information. These predetermined event notifications are selected in advance in order to inform the user when said predetermined events happen. A message broker is typically used to insure that the message is from a valid source and that those receiving it are entitled to do so.

[04] The core of the Publish-Subscribe model is that it is a notification service, enabled through a communication medium, where the end user receives a predetermined set of information from those that they have actively subscribed to receive content from. Through the Publish-Subscribe model the Publisher information is disseminated asynchronously to active subscribers, usually in the form of a notification message.

[05] Today the Publish-Subscribe system is used widely in differing fields of information delivery – stock market data updates, online marketing offerings, purchase and delivery tracking, RSS web feeds and many others. The continued use of the system is based on the advantages received from all users of a loosely coupled system of distributed components that is very efficient at disseminating information in a timely and efficient manner.

[06] The Publish-Subscribe system differs from a database only system because the Publish-Subscribe system is enabled for the transmission and dissemination of information notifications from publishers to subscribers both in the present and the future. This contrasts with that of a database model where the user performs a query of information that is at that time available on the database.

[07] The main entities on a Publish-Subscribe system are the publisher & subscriber of content. A publisher detects an event and then publishes the event in the form of a notification. A notification encapsulates information pertaining

to an observed event; therefore a notification message denotes that an observed event has occurred.
[08] After the publication of a notification it then falls on Publication-Subscribe system to deliver the message to the subscribers. Subscribers are those who have earlier expressed interest in receiving notifications of a set of events that meet their preselected requirements.
[09] The delivery of the notifications can take many forms including, those broadcast over a closed network, those sent directly from publishers to subscribers on a one-to-one basis, those messages routed through a broker who in turn forward the messages on to active subscribers and also where a message is delivered through a network of brokers.
[10] A traditional example of a publish-subscribe system would be a magazine that periodically publishes to a number of subscribers. The advent of digital publishing and payment has allowed for more complex forms of this traditional model. It is one of these more complex forms to which this invention relates.

Summary of Invention

[11] The object that this invention seeks to fulfill is to democratize and monetize the flow information in a novel way that empowers and enriches its users and contributors. Accordingly the invention seeks to create an 'information ecosystem' where the System has the role of 'information brokerage' wherein it collects fees from certain users for access to the information other users broadcast. This 'Monetized Broadcast' of information is disseminated as a pushed notification between a Publisher of said information and the Subscriber(s) who have paid to have access to them.
[12] The System utilizes novel information and payment flows in order to monetize and incentivize the information ecosystem. Another object of the System is to facilitate and manage the information and payment flows between the users and the System.
[13] Users within the System may at various times adopt the role of 'Publisher' of information, 'Subscriber' of a Publishers information broadcasts or as a default a 'Browser, a user who has yet to take either of the previously disclosed roles but may do so in the future. Whilst all users remain Browsers it is also an object of this invention that a user can play the role of both Publisher and Subscriber simultaneously. It is therefore another object of the System that the Publisher of Monetized Broadcasts, in which they may have their own Subscribers, may themselves also be a Subscriber of another Publishers Monetized Broadcasts.
[14] It is another object of the invention to provide users the tools to discern which Publishers they should seek to receive Monetized Broadcasts from. Accordingly the information ecosystem provides the framework for the discovery of Publishers that Subscribers may choose to follow. The System allows bespoke discovery solutions through innovative ranking technology of a Publishers profile and other suitable metrics.
[15] It is a further object of the invention that the user can validate the Monetized Broadcasts against a database to confirm the accuracy of the Monetized Broadcasts. The said database would allow the users to validate the accuracy and quality of the information received from Publisher. An embodiment of this may be the use of various leaderboards to allow the Brower a cross

comparison tool for the discovery of a Publishers track record in relation to other Publishers.
[16] A further object of the invention allows a validated Subscriber to, in addition to receiving the information broadcasts, track and manipulate the data of any Publisher that they are subscribed to.
[17] It is yet another object of the invention that a reciprocal relationship of payment and access is engendered between users - where the access that a Subscriber obtains to a Publishers Monetized Broadcasts are balanced by the Publisher receiving payment of monies to maintain the relationship. These reciprocal flows of payment and information is initialized, stored and processed by the System Server.
[18] It is yet another object of the invention that subscriptions and Monetized Broadcasts are received and activated by the system in real-time giving Subscribers instantaneous access to a Publishers broadcast history, extended profile information and future Monetized Broadcasts.
[19] Another object of this invention is that the System manages the payment of subscriber related fees to the respective Publisher. The System has predefined commission structures that are agreed with Publishers and in the event that a Publisher is due payment in respect of fees earned the System automates payment of these as they fall due for payment.
[20] A core element of the invention is that the users constitute a social network. The social networked information ecosystem facilitates the discovery of future Publishers to subscribe to through a plurality of search and communication tools that allow for the searching of a profile page with associated information.
[21] This invention may be utilized in many forms and any embodiment should only be limited by the scope of the claims.

Brief Description of the Drawings

FIG. 1 is a diagram illustrating an embodiment of the present invention.

Detailed Description of the Invention

[22] As will be appreciated by one of the skill in the art, the present invention may be embodied as a Method, System and Computer Program.
[23] This present invention discloses a real-time ecosystem for the commercialized collection & distribution of information messages over a network. This invention Method, System and Computer Program monetizes the flows of information between disassociated users through actively brokering the payment and information relationships between the users.
[24] In one embodiment, the System of the invention allows visitor to register as a user through the following process: 1. The visitor enters the System through a mobile network device 2. Visitor clicks on "Sign Up"3. The graphical user interface then relays a registration request to a Registration module 4. Visitor provides the Registration module **115** with an email address, password and user name.
[25] The Registration module **115** transmits the information provided by the user to Registered profile management module **117** to activate the account.

[26] After registration of a user a Registered account module **118** performs various operations involved with (a) initializing and terminating subscription relationships between users (b) Authorizing PayPal (or similar) requests and authorizations (c) Automated depositing of funds to a users PayPal account.
[27] A Registered profile management module **117** is a module that manages a users profile and performs various tasks including (a) Registration of new users, (b) create, delete and modify user profiles (c) Automatically distributing a Publishers Monetized Broadcast to their verified Subscribers (d) displaying various information to a user about other users whom they are in subscription relationships with (e) displaying the global ranking and other associated data regarding a users position in relation to all users in the ecosystem.
[28] Once a user decides to contribute a Monetized Broadcast to the system he inputs the data through a graphical user interface of the system. The Monetized Broadcast is then pushed to a Routing Engine **112** before the Registered Profile Management module **117** distributes it to all the Publisher's verified Subscribers.
[29] Further provided is an Account Management module **119** that allows a user to (a) view all their subscription relationships and manage the status of those to whom they subscribe. (b) Set-up and amend any PayPal or similar account to be linked to the user account.
[30] A verified Subscriber can log in and view a Publishers recent and historical Monetized Broadcasts at any time. The invention will allow access to various data driven information sources so that the users can verify the merit/value of a Publishers Information Broadcasts. In contrast, a Browser (a non subscribed user) will only have access to a limited information bio of another user and will not be able to see a historical record of any of their Monetized Broadcasts and other associated data.
[31] The Routing Engine **112** module processes live Monetizable Broadcast Events **110** received from Publishers and associating them with any verified Subscriber(s) before pushing the data alert to the Subscribers account as a Monetized Broadcast Transmission **111** indicating that a Monetized Broadcast Event **110** has occurred.
[32] This invention envisages that the system will aggregate all a Subscribers received Monetized Broadcast through a Monetized Broadcast Aggregator module **120** in order to create a timeline of broadcast from all their Publishers. This invention envisages that other external news flow, blogs, infographics and other data from web syndicated sources.
[33] A further object of this invention is that the System will dynamically rank the users via various metrics through a Ranking module **121** set within certain parameters. The System will Rank users in relation to the information that can be verified within the Monetized Broadcasts and/or any other criteria that the System decides.
[34] The disclosed invention also incorporates the key aspect that whilst a relationship exists between users in respect the creation, transmission and consumption of Monetized Broadcasts the architecture of the system is such that the payment relationship between Publishers and Subscribers is a disassociated one, where recurring payments paid by Subscribers are maintained by the System but are not directly linked to any Publisher.

[35] In another embodiment of this invention, a Payment Status Verification module **116** exists that detects cessation of recurring or regular payments from one or more of the supported payment transaction mediums. The detailed description of the verification logic is specific to each payment medium. As an example, all payments arising from Apple's App Store, this verification is done by means of scheduled interaction between the System's Payment Status Verification module **116** and Apple's digital product receipt verification servers. The specific means of determining a lapsed or expired subscription varies from payment medium to payment medium, but in all cases the mechanism for detection of cessation of payment is by means of a scheduled interaction between the System's servers and external servers maintained by the operators of the payment medium. When a cessation of recurring payments are detected, the Payment Status Verification module **116** initiates a termination of a randomly assigned (by use of standard programming library random number routines) or heuristically determined (by various ranking or sorting algorithm) Publisher-Subscriber relationship. It is noteworthy that the terminated Publisher-Subscriber relationship may not be (indeed is likely not to be) the Publisher-Subscriber relationship that the user intended to terminate when he or she initiated the termination of the recurring payment.

[36] In another embodiment of this invention, specific user interface has been designed to allow users to manage their Publisher-Subscriber relationships. This interface is necessitated by the disassociated nature between financial transactional data and Publisher-Subscriber data in the invention's data model, and by the random or algorithmic nature of selection of Publisher-Subscriber relationships for termination by the Payment Status Verification module **116**. In this user interface, users may elect to override the terminated Publisher-Subscriber relationship and replace it with a different relation to terminate. The specific user interface elements used to accomplish this may include listboxes, lists, checkboxes and confirmation dialogs.

[37]Reference is now made to **FIG.1**, which discloses a basic configuration for the commercialized collection and distribution of Monetized Broadcasts and as such discloses a typical embodiment of the invention. An Information Brokerage System **100** is shown. The System **100** includes Publishers **102** who create content and publish them as Monetizable Broadcasts these are brokered by the System through a Routing Engine **112** to verify who subscribes for the broadcast before transmitting to the verified Subscribers **101.** The System handles the disassociated recurring payment processing flows received as inbound cash flows from Subscribers **102** through a Payment Engine 114. This payment is received through various payment transaction mediums including the App Store **103**, Bank Transfer **104** and any Other **106** that are similar. Publishers **102** receive payment from monies received from Subscribers **101** but remain dissociated from any financial relationship, with the System again acting as broker. Publishers receive payment through the Payment Engine 114 that makes an outbound cash transfer of a predetermined amount to Publishers **102** via PayPal **107**, Bank Transfer **108** and any Other **109** that the System allows. In addition to the publishing, transmission and receipt of Monetizable Broadcasts the users may access various information data of other users through the System Database **113**.

[38] It will be appreciated by persons skilled in the art that the present invention is not limited by the particular embodiments outlined and described above. The features of the invention may be combined and recombined in various ways as well as any modifications and elaborations that someone skilled in the art may conceive.

Claims:

What is claimed is -

1. A method for the commercialized collection & distribution of information, the method comprising:

(a) Processing payment by a user to authorize access to broadcasts of Information.

(b) Verifying a user relationship from a software module to determine access rights to 'Broadcast' Information;

(c) Transmitting Broadcast information over a network to verified users;

(d) Storing the information in a database;

(e) Presenting the Broadcast information to a user through a suitable user interface; and

(f) Maintaining a disassociation between user relationships and specific financial transactions and recurring payments

2. A method for allowing third-party termination of recurring payment flows into a publish-subscribe system comprising:

(a) A data model that is insensitive to discreet financial payments that are associated with specific publisher-subscriber relationships;

(b) Detection of termination of recurring payment flows by a scheduled recurring payment status verification module.

(c) User interface to allow subscribers to manage their active publication preferences on the basis of net deficit or surplus monthly balance.

2. A method for receiving payment for access to 'Broadcast' information, a method comprising:

(a) Subscribing as a user and supplying payment account details;

(b) Activating subscription relationship between subscriber and publisher;

(c) Processing a payment transaction of subscriber

3. A method for the delivery of authorized 'Broadcast' information to verified users, a method comprising:

(a) Receiving the publishers 'Broadcast' information;

(b) Verifying all publishers subscription relationships;

(c) Distributing the publishers 'Broadcast' information to those in subscription relationship over a network

4. A system for commercialized collection & distribution of information, said system comprising:

(a) A network;

(b) A software module configured to connect users to each other;

(c) A database configured to store user 'Broadcast' information;
(d) A user interface to configured to broker publishing/subscription relationships between users;
(e) A verification mechanism to determine verified subscriber/publisher relationships;
(f) A payment processing mechanism to authorize user access; and
(g) A message delivery module to distribute authorized broadcasts to verified users
(h)Maintaining a disassociation between the transmission and receipt of information broadcasts between users and specific recurring financial transaction relationships between the system and the users.

5. A system for receiving payment for access to 'Broadcast' information, said system comprising:
(a) A network;
(b) A plurality of users;
(c) A user account module retaining user payment details; and
(d) A payment process module

6. A system for the delivery of authorized 'Broadcast' information to verified users, said system comprising:
(a) A network;
(b) A user(s) with a subscription relationship with a publisher;
(c) A broadcast information message from a publisher; and
(d) A message delivery module that distributes said broadcast information from publisher to user(s) with subscription relationships

7. A system for a user to subscribe to another users 'Broadcast' information, said system comprising:
(a) A network;
(b) A plurality of users;
(c) A user profile with associated trade data;
(d) A user discovery module where said module lists other users based on predetermined parameters; and
(e) A subscription module where said module initiates a subscription relationship between said user and the users selected

8. A system of authorizing/de-authorizing a Publisher-Subscriber relationship, said system comprising:
(a) A network;
(b) A plurality of users; and
(c) An authorizing/de-authorizing module where said module manages a subscriber-publisher relationship

9. A system of payment processing of Publisher proceeds received from user subscription fee, said system comprising:
(a) A network;
(b) A user management module;
(c) A subscription fee allocation module;

(d) A payment processing module; and
(e) A payment receipt module

10. A system for the collection and distribution of user relationship data, said system comprising:
(a) A network
(b) A user management module;
(c) A user relationship database;
(d) A

11. A system for the preparation and delivery of user subscription/publishing data, said system comprising:
(a) A network
(b) A user management module;
(c) A user profile module;
(d) An automated subscription/publishing data aggregator module; and
(e) An automated message delivery module

12. A computer program product for the commercialized collection & distribution of information, the computer program product comprising:
(a) A computer useable medium having computer useable program code embodied therein;
(b) A computer useable program code configured to distribute received publisher information broadcasts to a subset of subscribed users;
(c) A computer useable program code configured to receive the subscription information and associated payment processing;
(d) A computer useable program configured to store the information broadcasts of users, regardless of whether they have been broadcast; and
(e) A computer useable program code configured to validate the subscription status of a user.
(f) A computer useable program code configured to maintain a disassociated relationship between users access to information messages and their recurring financial transaction relationships.