Abstract

A process for controlling the displaying of media on a display device, such as a digital frame (200), under the control of a centralized server (150) accessing a contextual database (160). The process is based on the periodical transmission by said frame (200) of a request comprising an identifier of said display device and also comprising headers defining contextual information reported to said server 150) and stored within said contextual database (160), said server responding to said request by means of a response defining the media to display, accompanied by headers defining one or more actions to be executed by said display device (200).

Figure 1