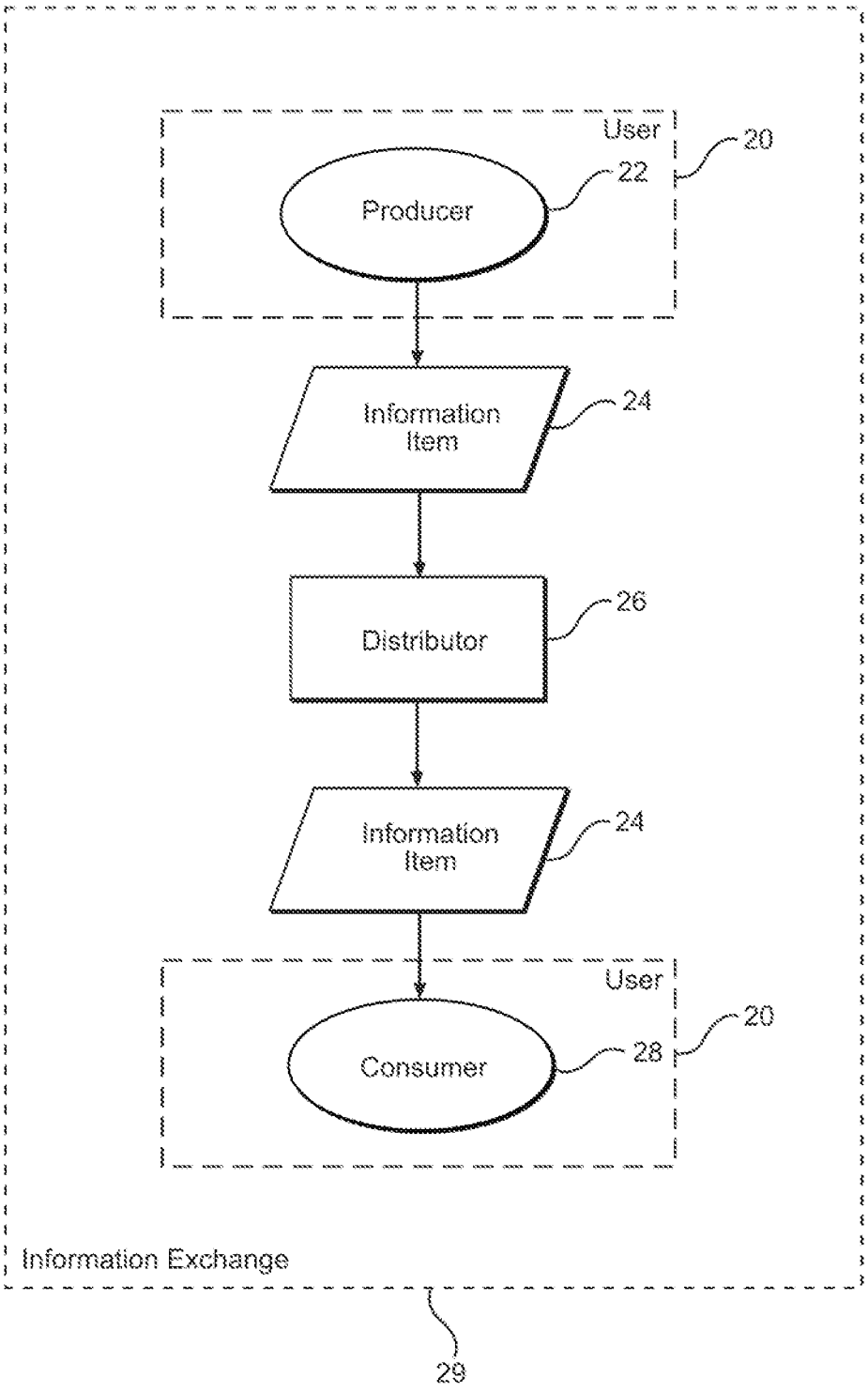

User
20
22
Producer
Information Item
24
Distributor
26
Information Item
24
User
20
28
Consumer
Information Exchange
29

FIG. 1

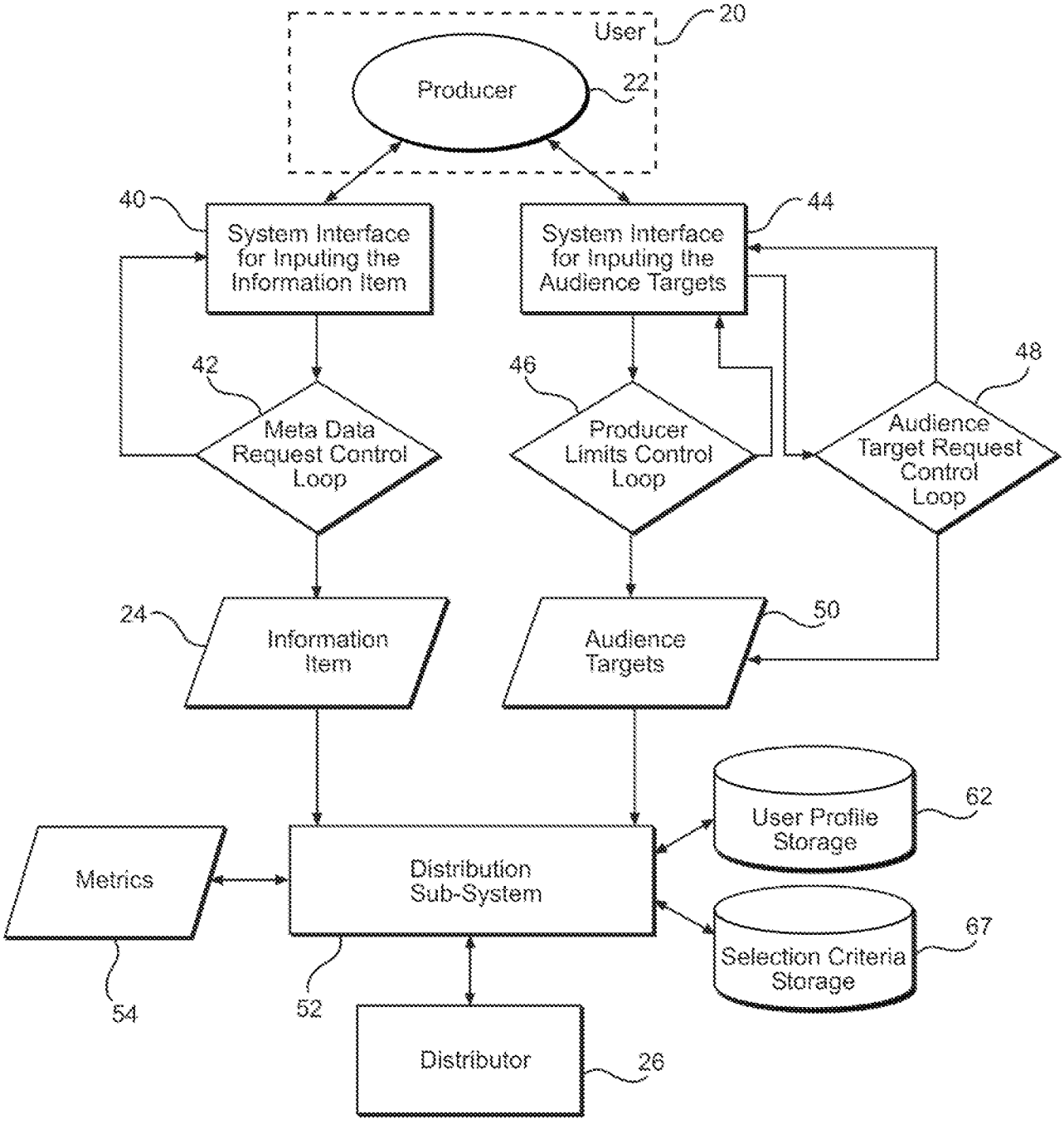

User
20
Producer
22
40
System Interface for Inputing the Information Item
44
System Interface for Inputing the Audience Targets
42
Meta Data Request Control Loop
46
Producer Limits Control Loop
48
Audience Target Request Control Loop
24
Information Item
50
Audience Targets
62
User Profile Storage
Metrics
Distribution Sub-System
67
Selection Criteria Storage
54
52
Distributor
26

FIG. 2

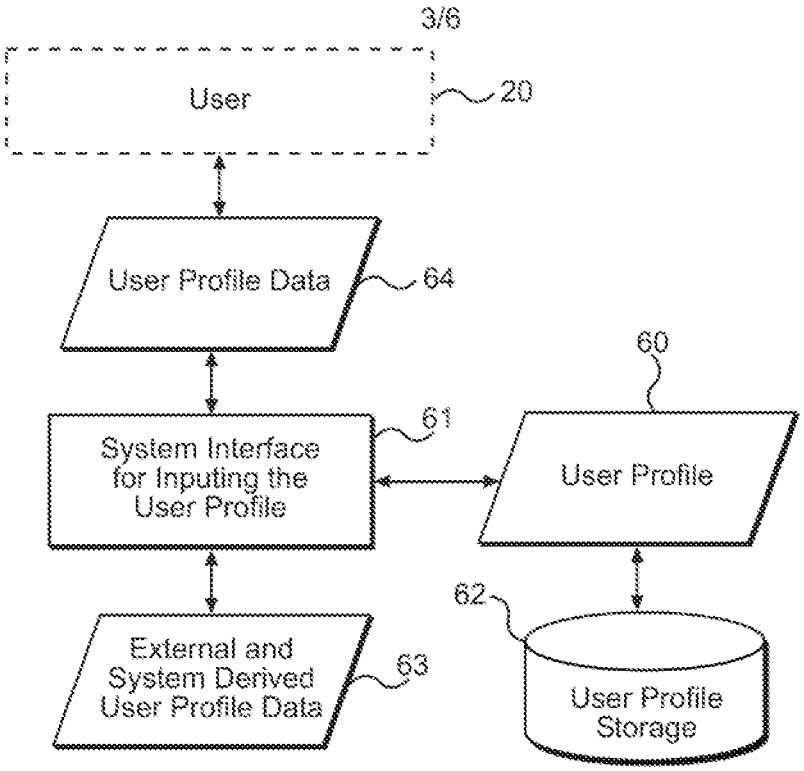

User
20
User Profile Data
64
60
System Interface for Inputing the User Profile
61
User Profile
62
External and System Derived User Profile Data
63
User Profile Storage

FIG. 3

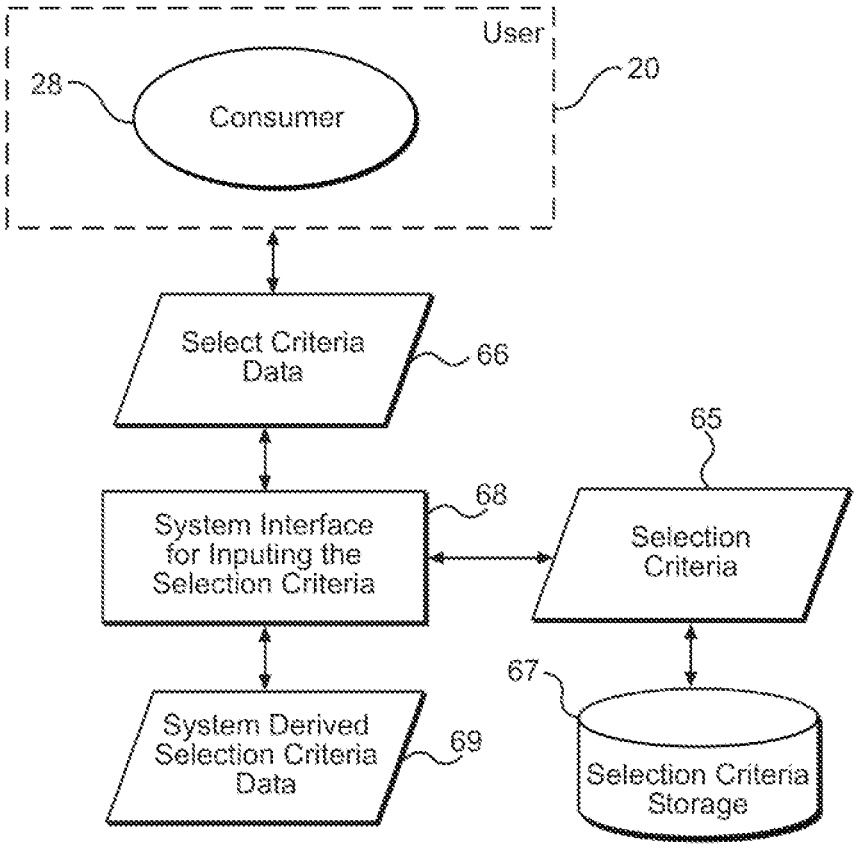

User
28
Consumer
20
Select Criteria Data
66
65
System Interface for Inputing the Selection Criteria
68
Selection Criteria
67
System Derived Selection Criteria Data
69
Selection Criteria Storage

FIG. 4

Basic Decision Matrix - 70A

		Consumer		
		W	O	DW
Producer	S	I	I	E
	O	I	?	E
	DS	E	E	E

S-Send, DS-Do Not Send, W-Want DW- Do Not Want, O-Open
I - Include, E - Exclude, ? - System Decides

FIG. 5

Decision Matrix With Priorities - 70B

		Consumer						
		W-H	W-M	W-L	O	DW-L	DW-M	DW-H
Producer	S-H	I	I	I	I?	E?	E?	E
	S-M	I	I	I?	I?	E?	E	E
	S-L	I	I?	I?	I?	E?	E	E
	O	I?	I?	I?	?	E?	E	E
	DS-L	E?	E?	E?	E?	E?	E	E
	DS-M	E?	E	E	E	E	E	E
	DS-H	E	E	E	E	E	E	E

S-Send, DS-Do Not Send, W-Want DW- Do Not Want, O-Open
H-High M-Medium L-Low
I - Include, E - Exclude, ? - System Decides
I? - Default to Include System but Overrides, E? - Default to Exclude but System Overrides

FIG. 6

Decision Matrix with Continuous Priorities - 70C				
		Consumer		
		W	O	DW
Producer	S	f1(wp,sp)	f8sp)	f7(dwp,sp)
	O	f2(wp,O)	f9(O,O)	f6(O,dwp)
	DS	f3(wp,sp)	f4(dsp)	f5(dwp,dsp)

S-Send, DS-Do Not Send, W-Want DW- Do Not Want, O-Open
f1 thru f9 - logical functions
wp - Consumer's want priority, dwp - Consumer's do not want priority,
sp - Producer's send priority.
dsp - Producer's do not send priority

FIG. 7

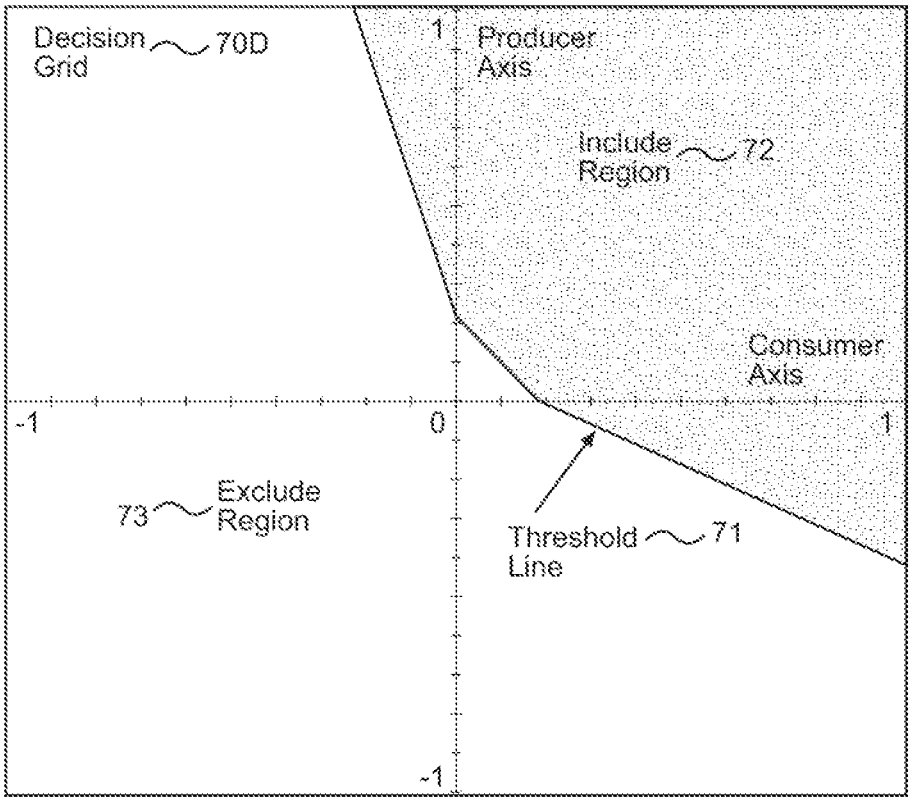

Decision Grid
70D
1
Producer Axis
Include Region
72
Consumer Axis
-1
0
1
73
Exclude Region
Threshold Line
71
-1

FIG. 8

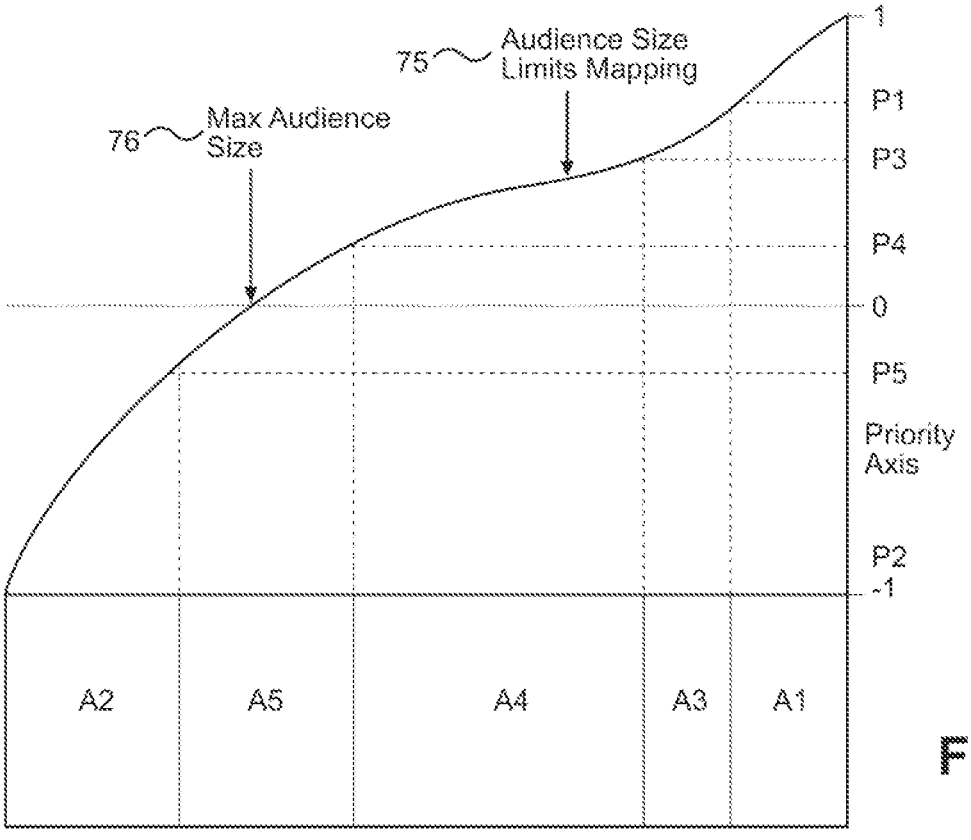

75
Audience Size Limits Mapping
76
Max Audience Size
1
P1
P3
P4
0
P5
Priority Axis
P2
-1
A2
A5
A4
A3
A1
Audience Size Axis

FIG. 9

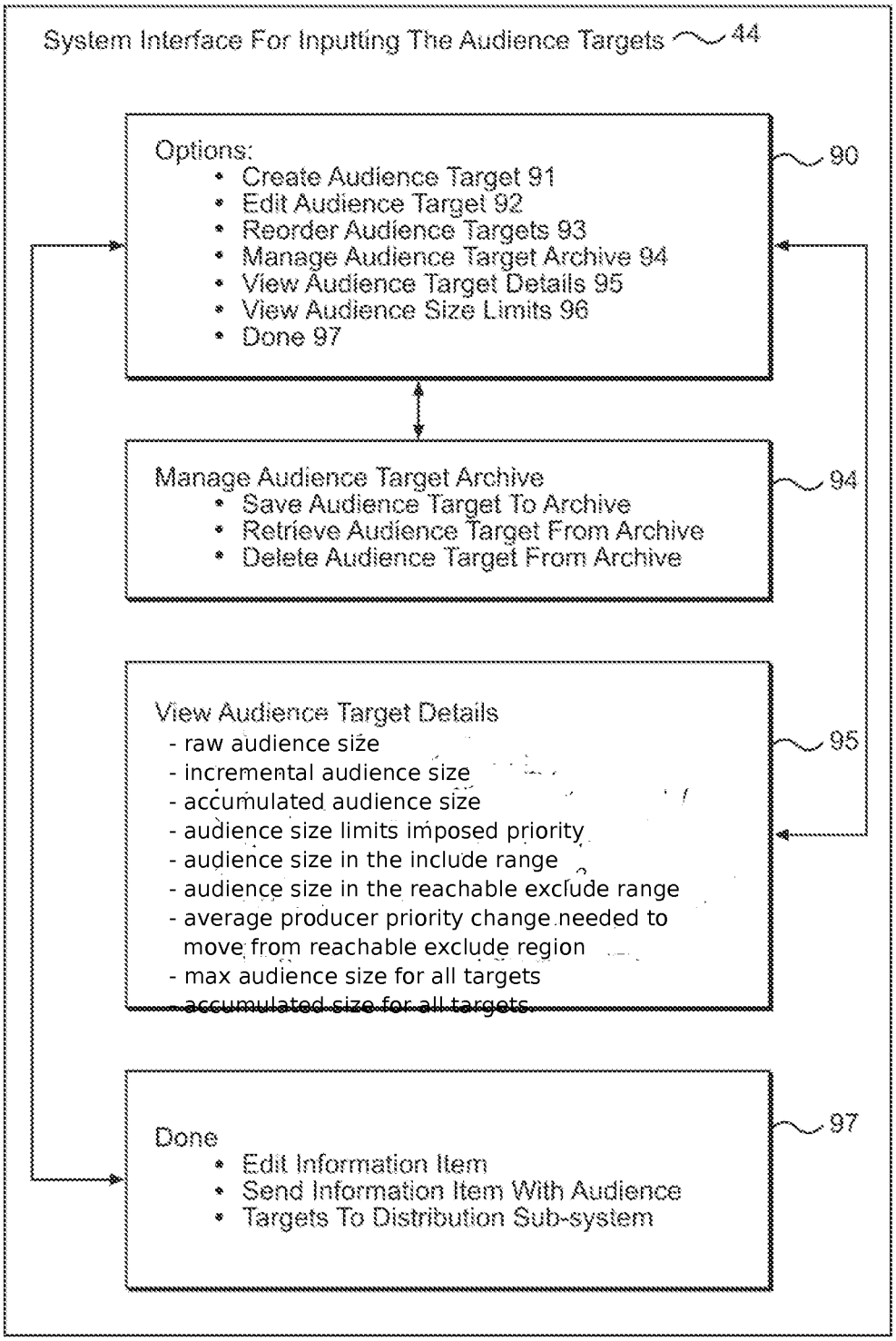

System Interface For Inputting The Audience Targets
44
Options:
• Create Audience Target 91
• Edit Audience Target 92
• Reorder Audience Targets 93
• Manage Audience Target Archive 94
• View Audience Target Details 95
• View Audience Size Limits 96
• Done 97
90
Manage Audience Target Archive
• Save Audience Target To Archive
• Retrieve Audience Target From Archive
• Delete Audience Target From Archive
94
View Audience Target Details
- raw audience size
- incremental audience size
- accumulated audience size
- audience size limits imposed priority
- audience size in the include range
- audience size in the reachable exclude range
- average producer priority change needed to move from reachable exclude region
- max audience size for all targets
- accumulated size for all targets
95
Done
• Edit Information Item
• Send Information Item With Audience
• Targets To Distribution Sub-system
97

FIG. 10