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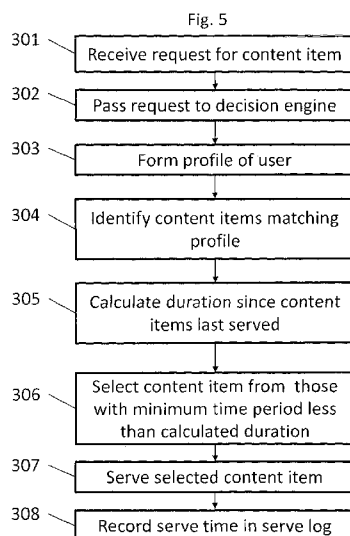
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(54) Title: CONTENT SERVER



(57) Abstract: A content server for serving content items for inclusion in a web page. The content server comprises a web interface, a content store, a serve log and a decision engine. The content store stores a plurality of content items, each content item having associated with it a desired number of impressions for a predetermined time period. The serve log stores, for each content item, the most recent time which it was served by the content server. The decision engine is arranged to calculate, for each content item, a minimum time period for the content item based on its associated desired quantity of impressions and the predetermined time period, and to select a content item for transmission by the web interface from amongst the content items for which the duration between the current time and the time stored in the serve log exceeds the minimum time period calculated for the content item.