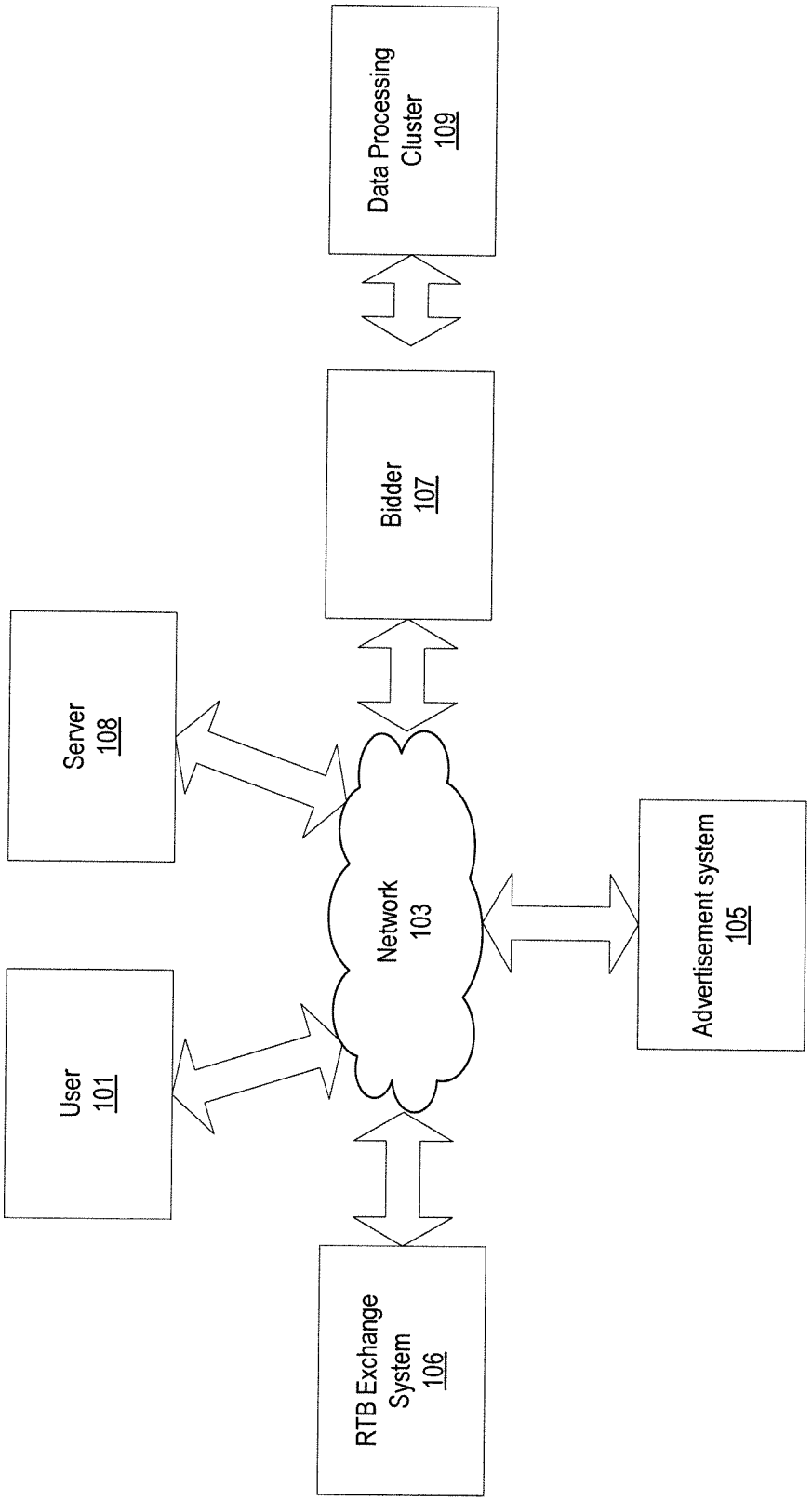

Data Processing Cluster 109
Bidder 107
Server 108
Network 103
Advertisement system 105
User 101
RTB Exchange System 106

Fig. 1

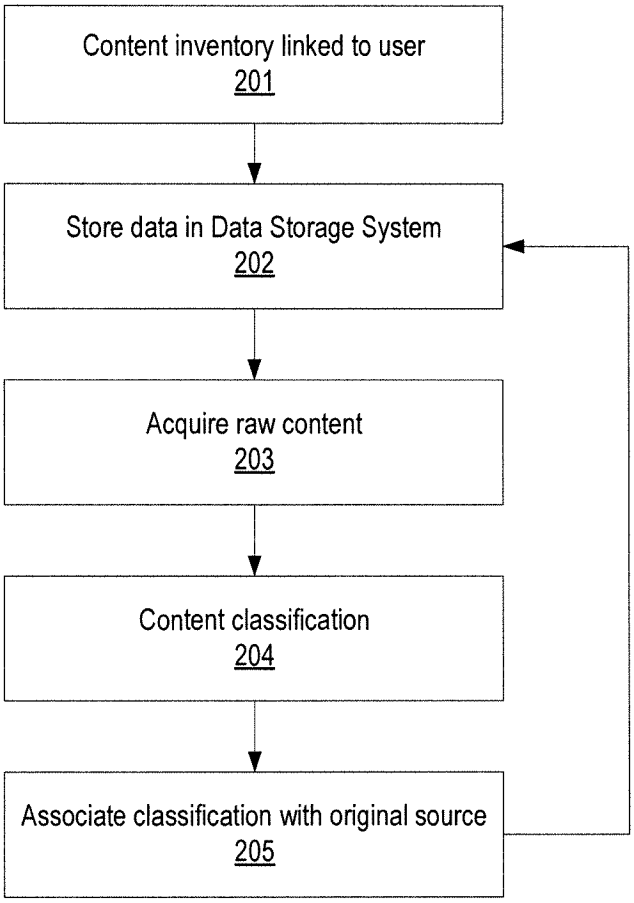

Content inventory linked to user
201
Store data in Data Storage System
202
Acquire raw content
203
Content classification
204
Associate classification with original source
205

Fig. 2

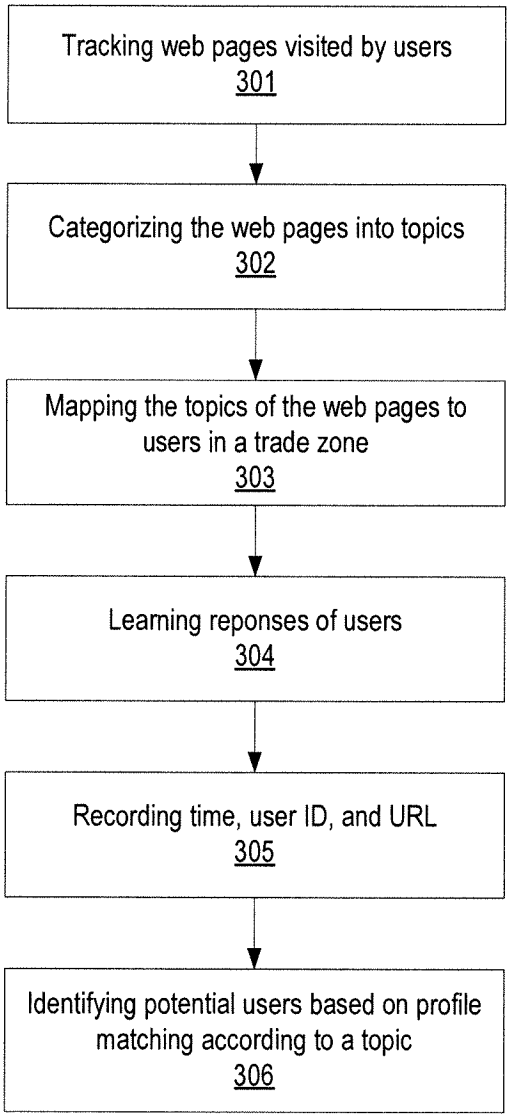

Tracking web pages visited by users
301
Categorizing the web pages into topics
302
Mapping the topics of the web pages to users in a trade zone
303
Learning reponses of users
304
Recording time, user ID, and URL
305
Identifying potential users based on profile matching according to a topic
306

Fig. 3

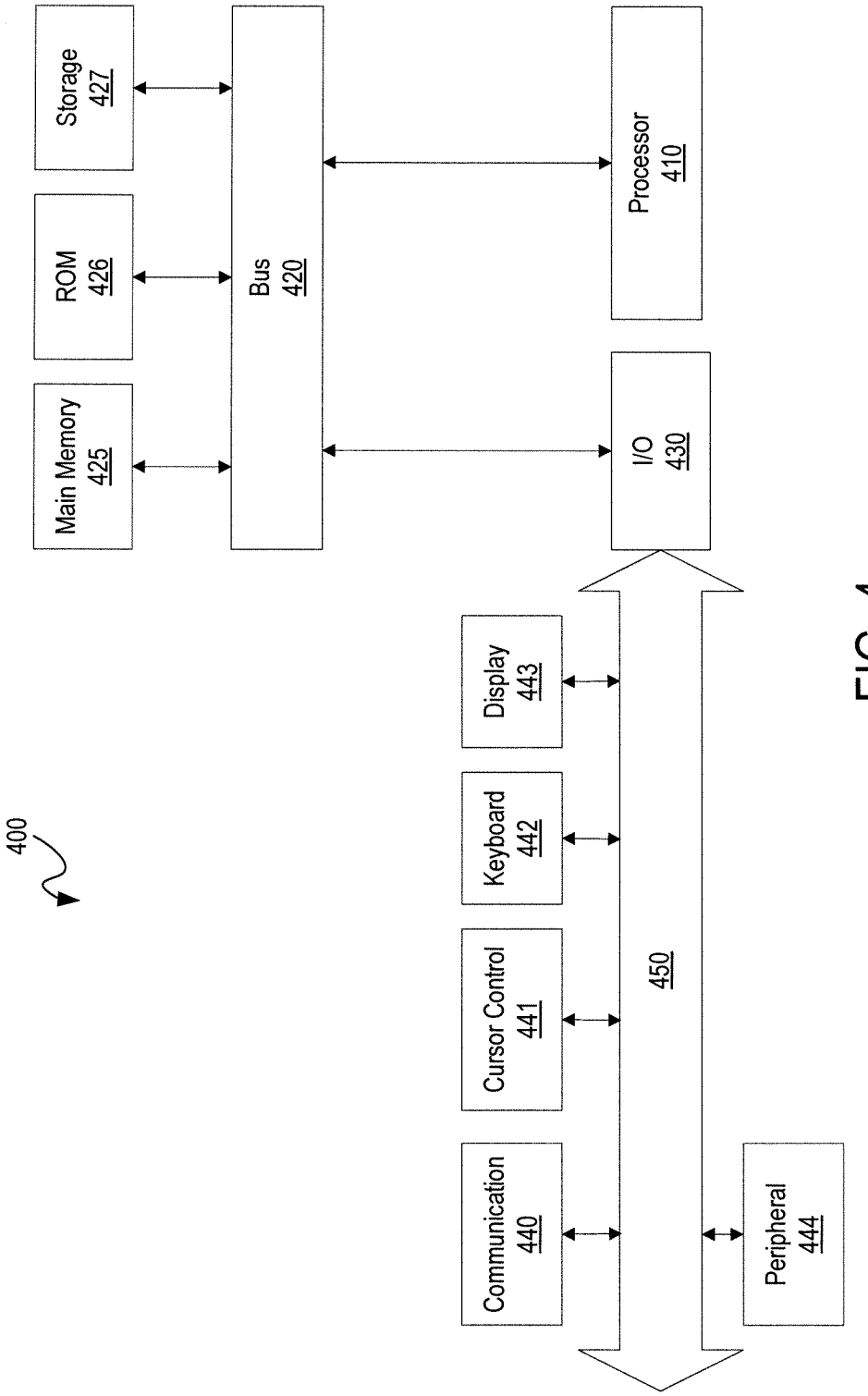

400
Storage 427
ROM 426
Main Memory 425
Bus 420
Processor 410
I/O 430
Display 443
Keyboard 442
Cursor Control 441
Communication 440
450
Peripheral 444

FIG. 4