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ACTION

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(54) Title: METHOD AND SYSTEM OF ADVERTISING IN A MOBILE COMMUNICATION SYSTEM

(57) Abstract: A method for advertising in a mobile communication system may include generating a request for advertisement information, transmitting the request for advertisement information to advertisement device, wherein the advertisement device stores a plurality of advertisement information, receiving requested advertisement information from the advertisement device, storing the requested advertisement information in a storage device and presenting selected advertisement information along with notification information indicating an incoming request for connection to a user of a mobile communication device when a request for connection is received by the mobile communication device. The presented selected advertisement information may be stored and statistic information relates to the selected advertisement information may be generated and sent to the advertisement device. The statistic information may be utilized to offset the cost of using the mobile communication system for the user or to track use of the system. The advertisement information may be requested, provides, received and stored during a stated by mode of the mobile communication device. The advertisement information may be request, provided received and stored during a non-peak time on a provider network used by the mobile communication device