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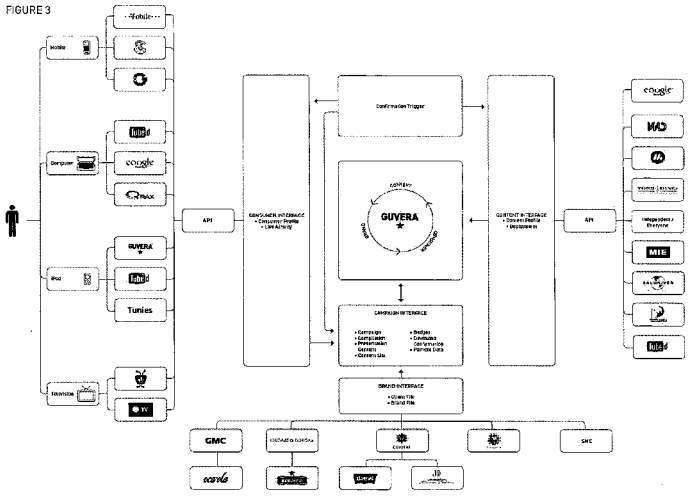
(54) Title: AN ADVERTISING SYSTEM AND METHOD



(57) Abstract: An advertising system including at least one consumer database containing a plurality of consumer profiles with consumer preference identifying data, at least one brand database containing details of brand clients, each having one or more branding parameters, at least one content database containing a plurality of pieces of content provided by at least one content provider with each piece of content having one or more content profile identifiers, and a content matching engine which matches the branding parameters of the brand clients with one or more of pieces of content and provides these pieces of content to one or more consumers upon the consumer request, based on the matching of the branding parameters and the consumer preference identifying data at no cost to the consumer whilst charging an advertising fee to the brand client and paying a content provision fee to the content provider.

WO 2010/034077 A1