

SYSTEM AND METHOD FOR DELIVERING CONTENT TO A DISPLAY SCREEN

ABSTRACT

A system and method for delivering content to a display screen is provided. An interactive user interface is provided for display on the screen, and the user interface includes a selection
5 portion with a plurality of selectable objects, each of which is related to a corresponding screen. Such corresponding screens are displayed when the selectable object is browsed or selected. Instances of browsing and selecting of the selectable objects are tracked and recorded, and the subsequently recorded instances are compiled and an analysis is generated
10 therefrom. Digital advertisements are subsequently introduced into the user interface based on the results of the generated analysis, where the digital advertisements are provided as corresponding screens for the selectable objects.

FIG. 3