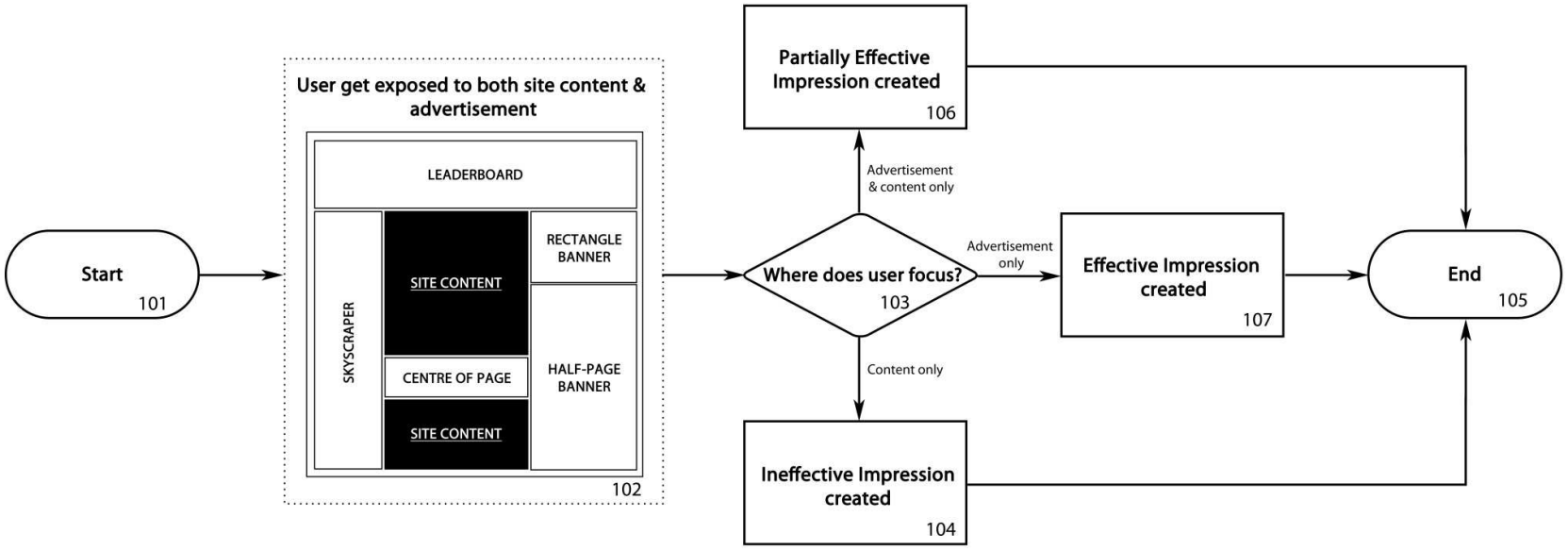
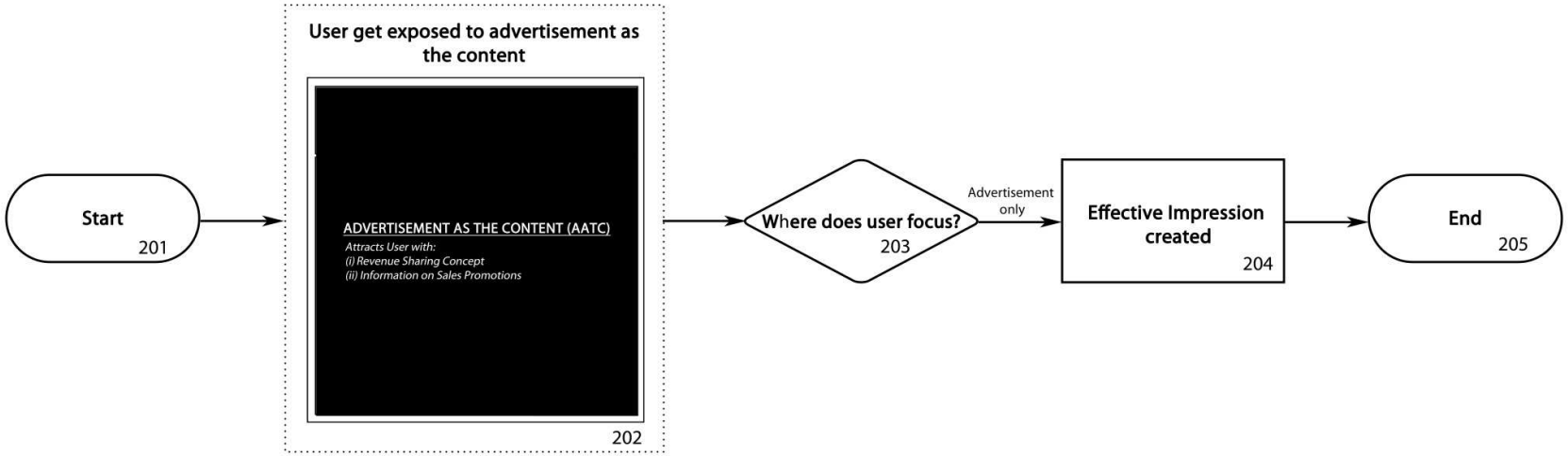
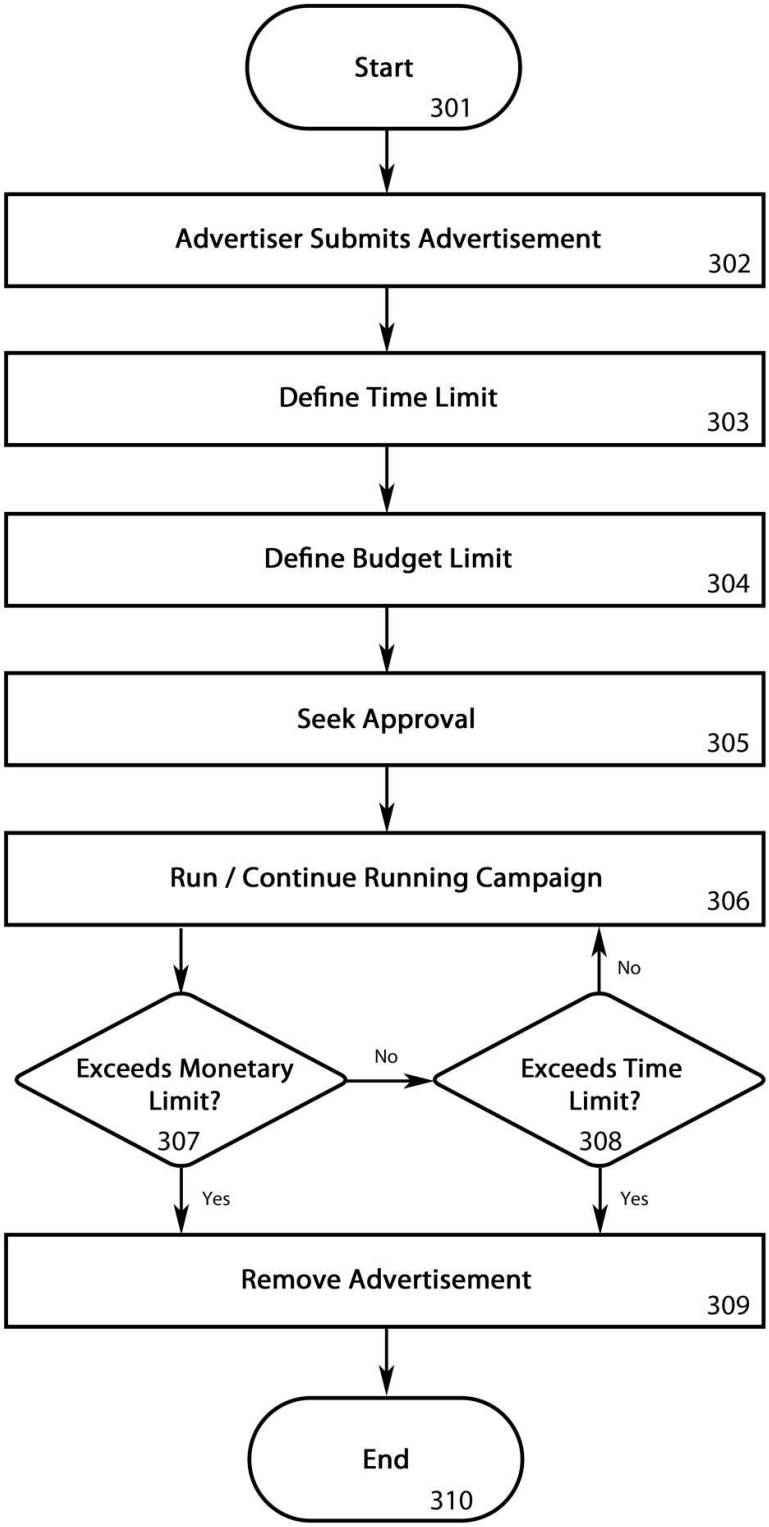
# FIG.1


Start
101
User get exposed to both site content & advertisement
LEADERBOARD
SKYSCRAPER
SITE CONTENT
RECTANGLE BANNER
CENTRE OF PAGE
HALF-PAGE BANNER
SITE CONTENT
102
Where does user focus?
103
Partially Effective Impression created
106
Advertisement & content only
Advertisement only
Effective Impression created
107
Content only
Ineffective Impression created
104
End
105

# FIG.2


User get exposed to advertisement as the content
ADVERTISEMENT AS THE CONTENT (AATC)
Attracts User with:
(i) Revenue Sharing Concept
(ii) Information on Sales Promotions
202
Start
201
Where does user focus?
203
Advertisement only
Effective Impression created
204
End
205

# FIG.3


Start
301
Advertiser Submits Advertisement
302
Define Time Limit
303
Define Budget Limit
304
Seek Approval
305
Run / Continue Running Campaign
306
Exceeds Monetary Limit?
307
No
Exceeds Time Limit?
308
No
Yes
Yes
Remove Advertisement
309
End
310

# FIG.4

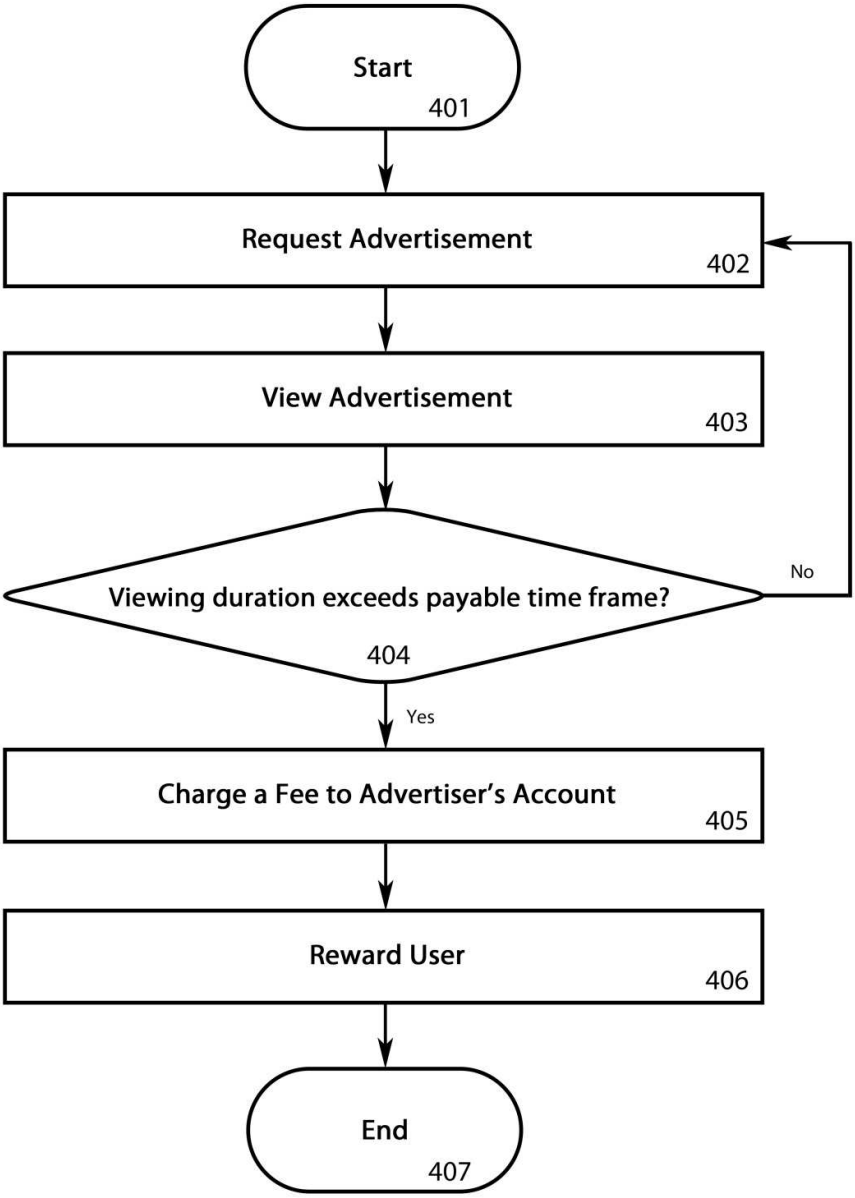

Start
401
Request Advertisement
402
View Advertisement
403
Viewing duration exceeds payable time frame?
404
No
Yes
Charge a Fee to Advertiser's Account
405
Reward User
406
End
407

**FIG.5**

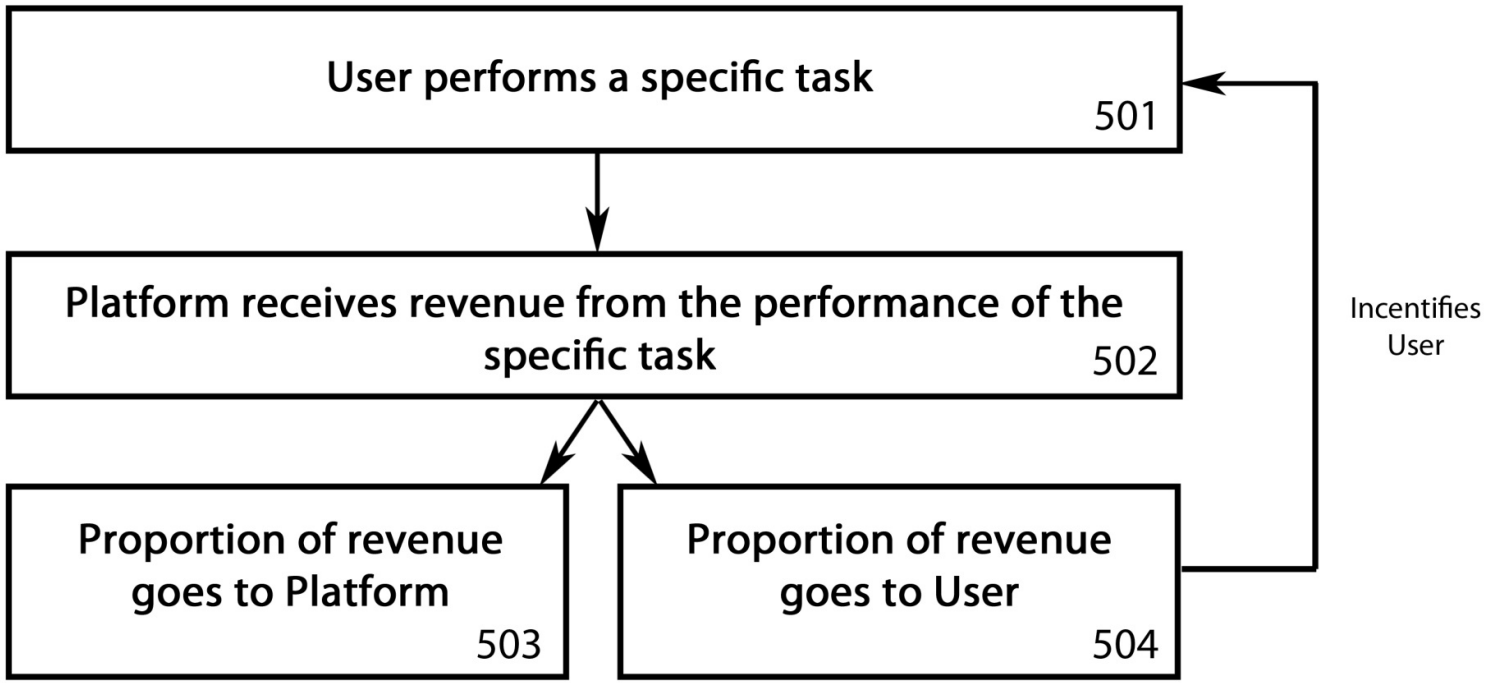

User performs a specific task
501
Platform receives revenue from the performance of the specific task
502
Proportion of revenue goes to Platform
503
Proportion of revenue goes to User
504
Incentifies User

**FIG.6**

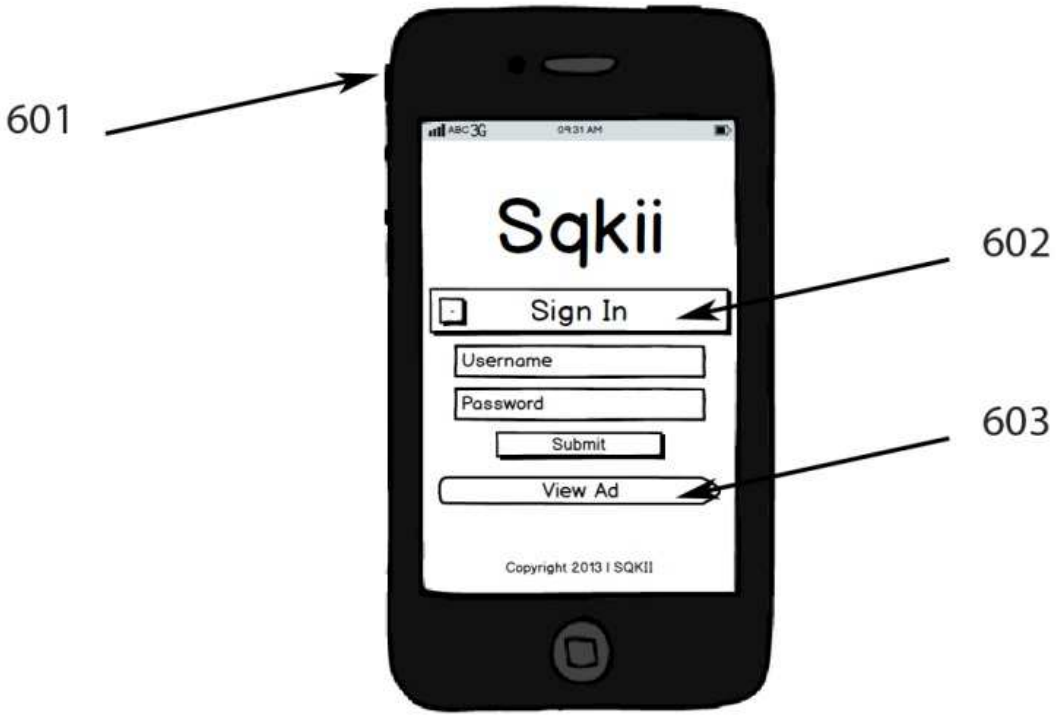

601
602
603
Sqkii
Sign In
Username
Password
Submit
View Ad
Copyright 2013 I SQKII

**FIG.7**

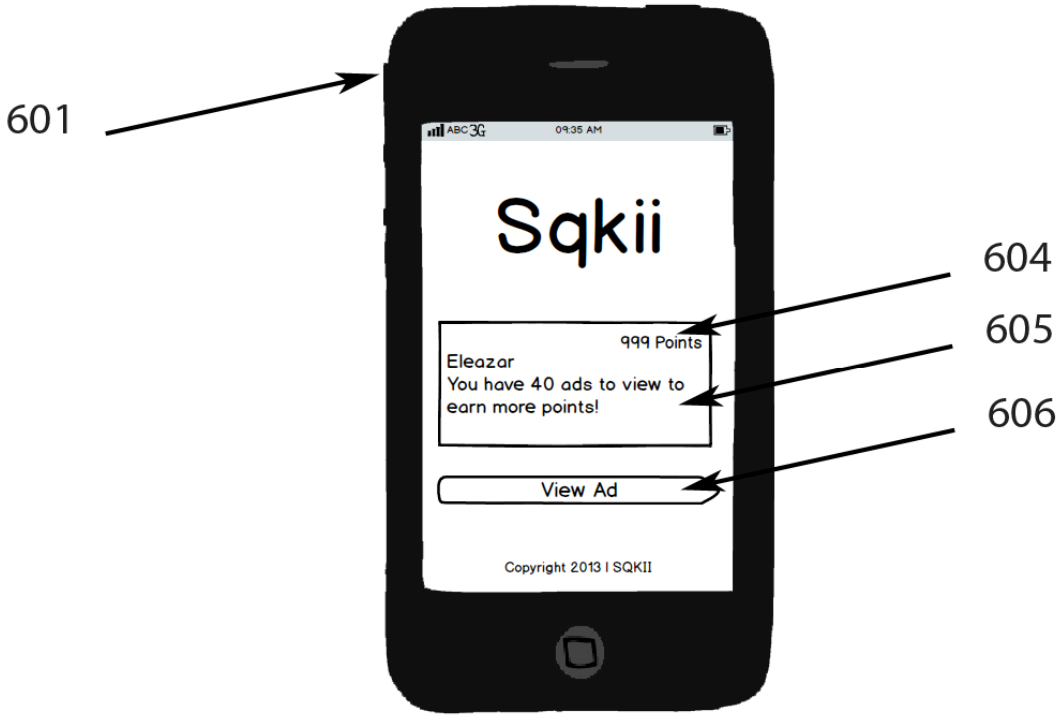
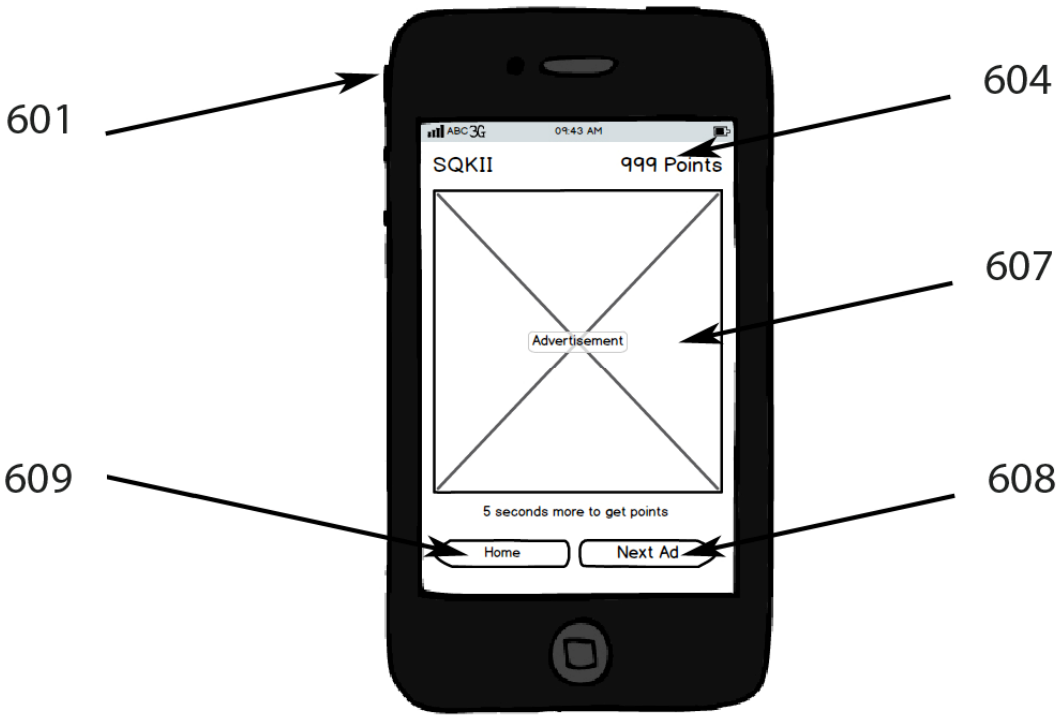

601
ABC 3G
09:35 AM
Sqkii
999 Points
Eleazar
You have 40 ads to view to earn more points!
View Ad
Copyright 2013 I SQKII
604
605
606

**FIG.8**


601
604
607
609
608
ABC 3G
09:43 AM
SQKII
999 Points
Advertisement
5 seconds more to get points
Home
Next Ad