CLAIMS

1. A method for presenting release information, comprising:

acquiring a total exposure of release information on a day in real time;

calculating a current ratio for presenting release information according to the total exposure of release information on the day; and

presenting the release information according to the current ratio for presenting release information,

wherein the calculating a current ratio for presenting release information according to the total exposure of release information on the day, and presenting release information according to the current ratio for presenting release information, comprises:

calculating the current ratio for presenting the release information as X/Y, wherein Y is the total exposure of release information on the day and X is remaining allocated exposure of release information to be presented on the day; and

presenting the release information according to the current ratio for presenting release information X/Y.

2. A method for presenting release information, comprising:

acquiring a total exposure of release information on a day in real time;

calculating a current ratio for presenting release information according to the total exposure of release information on the day; and

presenting the release information according to the current ratio for presenting release information,

~~The method according to claim 1,~~ wherein the acquiring a total exposure of release information on a day in real time, comprises:

averaging out historical data to get a ratio of exposure of release information within an hour on the day in a presenting region, wherein the ratio of exposure of

release information within the hour is a ratio of exposure of release information within the hour to total exposure of 24 hours of the day; and

acquiring the total exposure of release information on the day in real time according to the ratio of exposure of release information within the hour on the day.

3. The method according to claim 2, wherein the acquiring the total exposure of release information on the day in real time according to the ratio of exposure of release information within the hour on the day, comprises:

during a period from 0 O'clock to 1 O'clock, making the total exposure of release information on the day equal to an average value of total exposure of release information in the historical data;

during a particular hour after 1 O'clock, making the total exposure of release information on the day equal to a ratio of a sum of exposure of release information within respective hour on the day prior to the particular hour to a sum of ratios of exposure of release information within respective hour on the day prior to the particular hour.

4. The method according to ~~claim 1 or 3~~claim 3, wherein the calculating a current ratio for presenting release information according to the total exposure of release information on the day, and presenting release information according to the current ratio for presenting release information, comprises:

calculating the current ratio for presenting the release information as X/Y, wherein Y is the total exposure of release information on the day and X is remaining allocated exposure of release information to be presented on the day; and

presenting the release information according to the current ratio for presenting release information X/Y.

5. A device for presenting release information, comprising:

an acquiring unit configured to acquire a total exposure of release information on a day in real time;

a calculating unit configured to calculate a current ratio for presenting release information according to the total exposure of release information on the day acquired by the acquiring unit; and

a presenting unit configured to present release information according to the current ratio for presenting release information calculated by the calculating unit,

wherein the calculating unit is configured to calculate the current ratio for presenting release information as X/Y, wherein Y is the total exposure of release information on the day and X is remaining allocated exposure of release information to be presented on the day, and

wherein the presenting unit is configured to present the release information according to the current ratio for presenting release information X/Y.

6. A device for presenting release information, comprising:

an acquiring unit configured to acquire a total exposure of release information on a day in real time;

a calculating unit configured to calculate a current ratio for presenting release information according to the total exposure of release information on the day acquired by the acquiring unit; and

a presenting unit configured to present release information according to the current ratio for presenting release information calculated by the calculating unit,

~~The device according to claim 5,~~ wherein the acquiring unit is configured to:

average out historical data to get a ratio of exposure of release information within an hour on the day in a presenting region, wherein the ratio of exposure of release information within the hour is a ratio of exposure of release information within the hour to total exposure of 24 hours of the day; and

acquire the total exposure of release information on the day in real time according to the ratio of exposure of release information within the hour on the day.

7. The device according to claim 6, wherein the acquiring unit is configured to:

during a period from 0 O'clock to 1 O'clock, make the total exposure of release information on the day equal to an average value of total exposure of release information in the historical data; and

during a particular hour after 1 O'clock, make the total exposure of release information on the day equal to a ratio of a sum of exposure of release information within respective hour on the day prior to the particular hour to a sum of ratios of exposure of release information within respective hour on the day prior to the particular hour.

8. The device according to claim 7~~claim 5 or 7~~,

wherein the calculating unit is configured to calculate the current ratio for presenting release information as X/Y, wherein Y is the total exposure of release information on the day and X is remaining allocated exposure of release information to be presented on the day, and

wherein the presenting unit is configured to present the release information according to the current ratio for presenting release information X/Y.

9. A computer program product comprising program instructions which, when executed on a processor, cause the processor to carry out the method according to any of claims 1 to 4.

10. A storage medium storing the computer program product according to claim 9.

CLAIMS

1. A method for presenting release information, comprising:

acquiring a total exposure of release information on a day in real time;

calculating a current ratio for presenting release information according to the total exposure of release information on the day; and

presenting the release information according to the current ratio for presenting release information,

wherein the calculating a current ratio for presenting release information according to the total exposure of release information on the day, and presenting release information according to the current ratio for presenting release information, comprises:

calculating the current ratio for presenting the release information as X/Y, wherein Y is the total exposure of release information on the day and X is remaining allocated exposure of release information to be presented on the day; and

presenting the release information according to the current ratio for presenting release information X/Y.

2. A method for presenting release information, comprising:

acquiring a total exposure of release information on a day in real time;

calculating a current ratio for presenting release information according to the total exposure of release information on the day; and

presenting the release information according to the current ratio for presenting release information,

wherein the acquiring a total exposure of release information on a day in real time, comprises:

averaging out historical data to get a ratio of exposure of release information within an hour on the day in a presenting region, wherein the ratio of exposure of

release information within the hour is a ratio of exposure of release information within the hour to total exposure of 24 hours of the day; and

acquiring the total exposure of release information on the day in real time according to the ratio of exposure of release information within the hour on the day.

3. The method according to claim 2, wherein the acquiring the total exposure of release information on the day in real time according to the ratio of exposure of release information within the hour on the day, comprises:

during a period from 0 O'clock to 1 O'clock, making the total exposure of release information on the day equal to an average value of total exposure of release information in the historical data;

during a particular hour after 1 O'clock, making the total exposure of release information on the day equal to a ratio of a sum of exposure of release information within respective hour on the day prior to the particular hour to a sum of ratios of exposure of release information within respective hour on the day prior to the particular hour.

4. The method according to claim 3, wherein the calculating a current ratio for presenting release information according to the total exposure of release information on the day, and presenting release information according to the current ratio for presenting release information, comprises:

calculating the current ratio for presenting the release information as X/Y, wherein Y is the total exposure of release information on the day and X is remaining allocated exposure of release information to be presented on the day; and

presenting the release information according to the current ratio for presenting release information X/Y.

5. A device for presenting release information, comprising:

an acquiring unit configured to acquire a total exposure of release information on a day in real time;

a calculating unit configured to calculate a current ratio for presenting release information according to the total exposure of release information on the day acquired by the acquiring unit; and

a presenting unit configured to present release information according to the current ratio for presenting release information calculated by the calculating unit,

wherein the calculating unit is configured to calculate the current ratio for presenting release information as X/Y, wherein Y is the total exposure of release information on the day and X is remaining allocated exposure of release information to be presented on the day, and

wherein the presenting unit is configured to present the release information according to the current ratio for presenting release information X/Y.

6. A device for presenting release information, comprising:

an acquiring unit configured to acquire a total exposure of release information on a day in real time;

a calculating unit configured to calculate a current ratio for presenting release information according to the total exposure of release information on the day acquired by the acquiring unit; and

a presenting unit configured to present release information according to the current ratio for presenting release information calculated by the calculating unit,

wherein the acquiring unit is configured to:

average out historical data to get a ratio of exposure of release information within an hour on the day in a presenting region, wherein the ratio of exposure of release information within the hour is a ratio of exposure of release information within the hour to total exposure of 24 hours of the day; and

acquire the total exposure of release information on the day in real time according to the ratio of exposure of release information within the hour on the day.

7. The device according to claim 6, wherein the acquiring unit is configured to:

during a period from 0 O'clock to 1 O'clock, make the total exposure of release information on the day equal to an average value of total exposure of release information in the historical data; and

during a particular hour after 1 O'clock, make the total exposure of release information on the day equal to a ratio of a sum of exposure of release information within respective hour on the day prior to the particular hour to a sum of ratios of exposure of release information within respective hour on the day prior to the particular hour.

8. The device according to claim 7,

wherein the calculating unit is configured to calculate the current ratio for presenting release information as X/Y, wherein Y is the total exposure of release information on the day and X is remaining allocated exposure of release information to be presented on the day, and

wherein the presenting unit is configured to present the release information according to the current ratio for presenting release information X/Y.

9. A computer program product comprising program instructions which, when executed on a processor, cause the processor to carry out the method according to any of claims 1 to 4.

10. A storage medium storing the computer program product according to claim 9.