

ABSTRACT

A System For Electronic Placement And Broadcast Of An Advertisement

A system for placing advertisements and broadcast thereof is disclosed, comprising:

a data server, accessible via a plurality of networked computers, for receiving data concerning an advertisement and arranged to validate said data and communicate validated data to at least one processor means;

each processor means being associated with a corresponding media broadcast system and arranged to allocate each advertisement represented by validated data at least one broadcast time and communicate said validated data to layout generation means at each broadcast time;

said layout generation means responsive to the validated data to produce an advertisement display and to combine the advertisement display with a media display for broadcast by the media broadcast system.

Figure 1 of the Drawing is to accompany the Abstract when published.