

METHOD AND SYSTEM FOR DIGITAL MARKETING AND THE PROVISION OF DIGITAL CONTENT

ABSTRACT OF THE DISCLOSURE

A method, comprising:

expressing, by a user using an application executed on a computing device while a piece of content is being broadcast using an analog or digital signal by an analog or digital radio or television station system, an interest in the broadcast piece of content;

communicating the interest in the broadcast piece of content to a backend system;

selecting, in the backend system, an end point destination associated with the broadcast piece of content, the end point destination being a pointer to further digital information about the broadcast piece of content;

communicating, by the backend system to the computing device, the end point destination for the broadcast piece of content; and

accessing, using the computing device and the end point destination, the further digital information about the broadcast piece of content.

FIGURE 1