

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
24 April 2008 (24.04.2008)

PCT

(10) International Publication Number
WO 2008/046128 A1

(51) International Patent Classification:
G06K 9/18 (2006.01) **G06Q 30/00** (2006.01)

Michael [AU/AU]; 393 Darling Street, Balmain, NSW 2041 (AU).

(21) International Application Number:
PCT/AU2007/000734

(74) Agent: **SILVERBROOK RESEARCH PTY LTD**; 393 Darling Street, Balmain, New South Wales 2041 (AU).

(22) International Filing Date: 28 May 2007 (28.05.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/829,866 17 October 2006 (17.10.2006) US
11/672,533 8 February 2007 (08.02.2007) US
60/888,775 8 February 2007 (08.02.2007) US

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

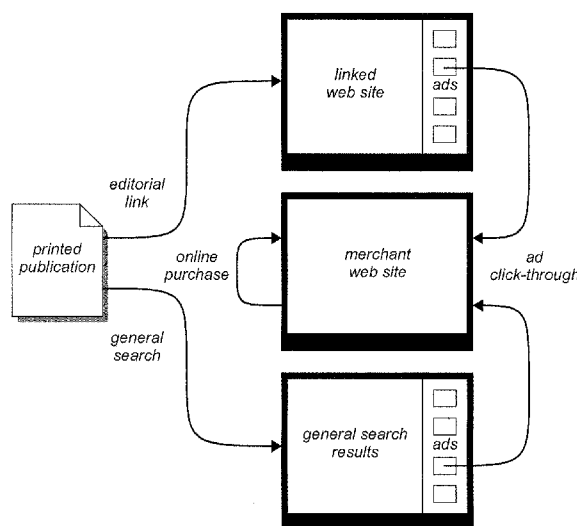
(71) Applicant (for all designated States except US): **SILVERBROOK RESEARCH PTY LTD** [AU/AU]; 393 Darling Street, Balmain, New South Wales 2041 (AU).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **LAPSTUN, Paul** [NO/AU]; 393 Darling Street, Balmain, New South Wales 2041 (AU). **SILVERBROOK, Kia** [AU/AU]; 393 Darling Street, Balmain, New South Wales 2041 (AU). **HOLLINS,**

Published:
— with international search report

(54) Title: USER INTERACTION CAUSING CLICK FACILITATOR TO COLLECT AD CLICK-THROUGH FEE



(57) Abstract: A method of causing a proportion of a click-through fee to be credited to a facilitator of a user interaction with a printed substrate, said substrate comprising coded data enabling the user interaction, said method comprising the steps of: (a) a user performing the user interaction with the substrate using a sensing device, said sensing device reading at least some of the coded data, said user interaction causing a first resource to be displayed on a display device wherein a content of said first resource includes at least one advertisement; and (b) the user selecting an advertisement in said first resource, thereby causing an advertiser resource corresponding to said advertisement to be retrieved and displayed on said display device, wherein step (b) causes said click-through fee to be charged to an advertiser associated with the advertisement, and said proportion of said click-through fee to be credited to said facilitator.