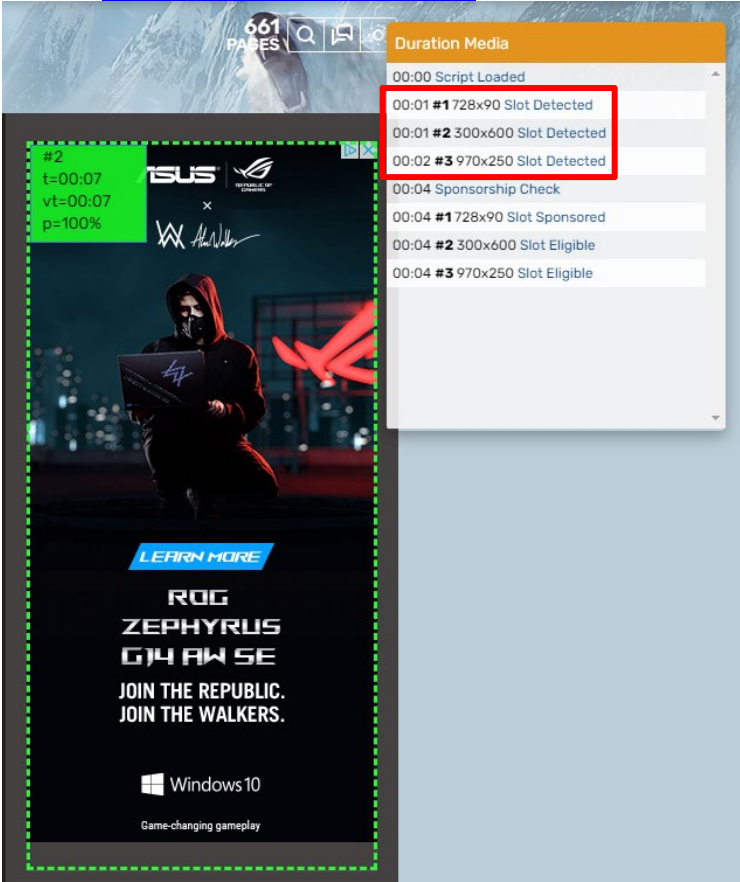
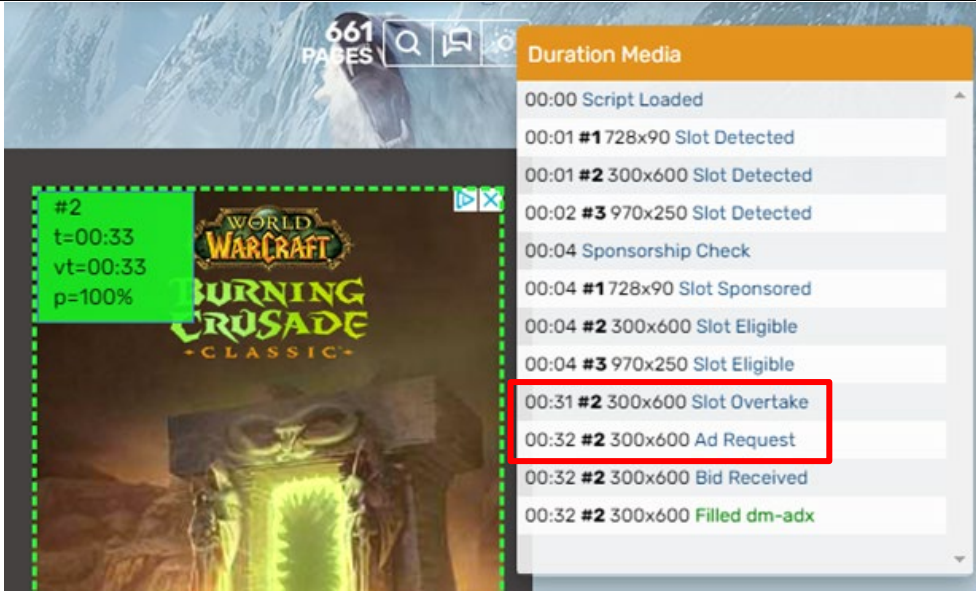
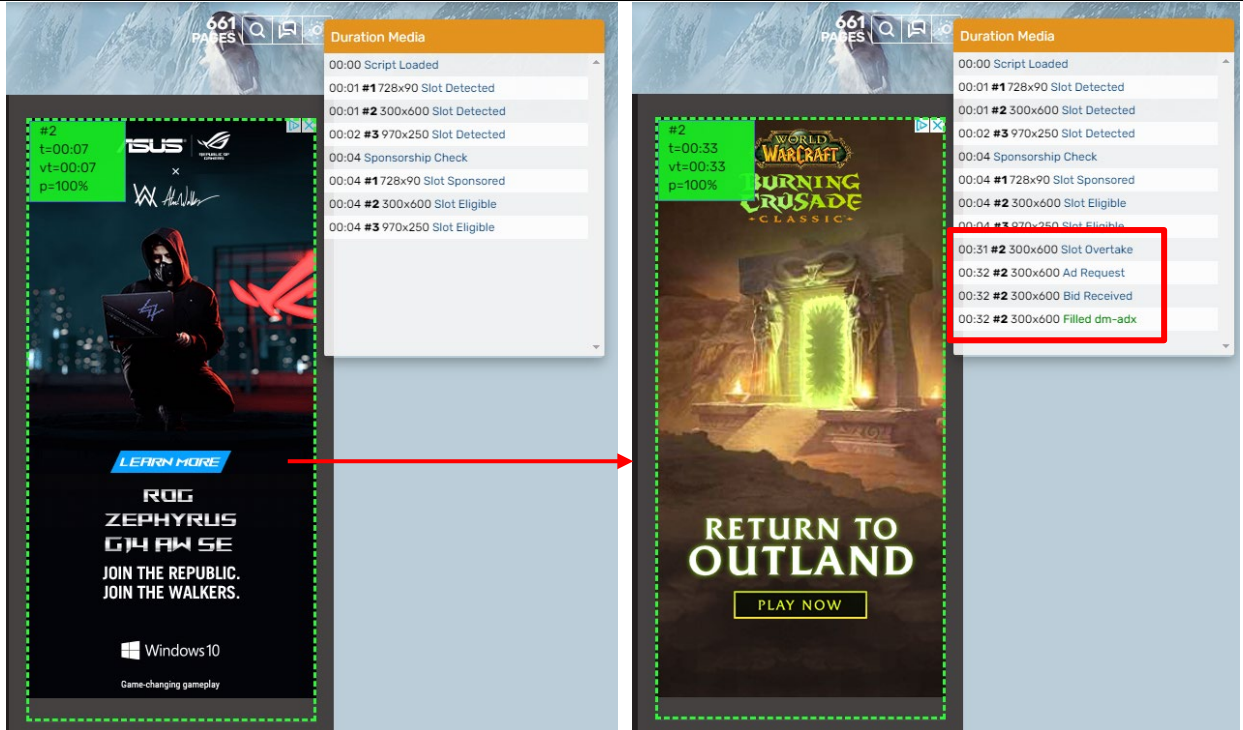


Claim 1	Analysis	Select Evidence
A method comprising:	Duration Media's Viewability-as-a-Service ("VaaS") implements the following claimed method. Duration Media's VaaS product is delivered to end-user devices in part as a JavaScript file called "dm.js," which is retrieved by the browser from Duration's servers using a link in the HTML header of the publisher's page.	Source: https://durationmedia.net/about-us/ 1) VaaS™ – Viewability as a Service™ Duration Media's patented ad tech can provide publishers an increased number of highly viewable ad impressions for their own demand with VaaS™. <u>VaaS™ identifies ad units that are in view in real-time, then initiates a second auction with the publisher's own demand partners</u> rather than Duration Media's multiple demand sources. The publisher gains many benefits including increased viewability, reduction of waste and higher CPMs. Source: https://durationmedia.net/press/ <pre><div id= "wikidm" ></div> <svg xmlns="http://www.w3.org/2000/svg" xmlns:xlink="http://www.w3.org/1999/xlink" style="height: 0px; width: 0px; position: absolute; top: -100px; left: 100%;> <script async type="text/javascript" src="//tag.durationmedia.net/sites/10651/dm.js" id="dm-script"></script> == \$0 <script async type="text/javascript" src="https://s.mtv.io/serve/load.js" data-mtv-set="no-auto-start"></script> <script async type="text/javascript" src="//www.googleadservices.com/tag/js/gpt.js"></script></pre> Source: https://icarus.fandom.com/wiki/Mammoth_Tusk?dm_debug=

Claim 1	Analysis	Select Evidence
(a) determining whether a predefined area of an ad content display page that is used to display an advertisement is in view within a visible area of a browser window of a browser configured to be operated by a remote computing device, wherein the predefined area is a portion of the ad content display page, and wherein the ad content display page includes (i) the predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content; and	The Duration code determines whether a predefined area (e.g., an ad “slot”) of an ad content display page that is used to display an advertisement is in view within a visible area of a browser window of a browser configured to be operated by a remote computing device. The predefined area is a portion of the ad content display page. The ad content display page includes (i) the predefined area configured to display advertisement content and (ii) page content displayed in other portions of the ad content display page. The page content is separate from the advertisement content.	1) VaaS™ – Viewability as a Service™ Duration Media’s patented ad tech can provide publishers an increased number of highly viewable ad impressions for their own demand with VaaS™. <u>VaaS™ identifies ad units that are in view in real-time</u>, then initiates a second auction with the publisher’s own demand partners rather than Duration Media’s multiple demand sources. The publisher gains many benefits including increased viewability, reduction of waste and higher CPMs. Source: https://durationmedia.net/press/  Source: https://icarus.fandom.com/wiki/Mammoth_Tusk?dm_debug=

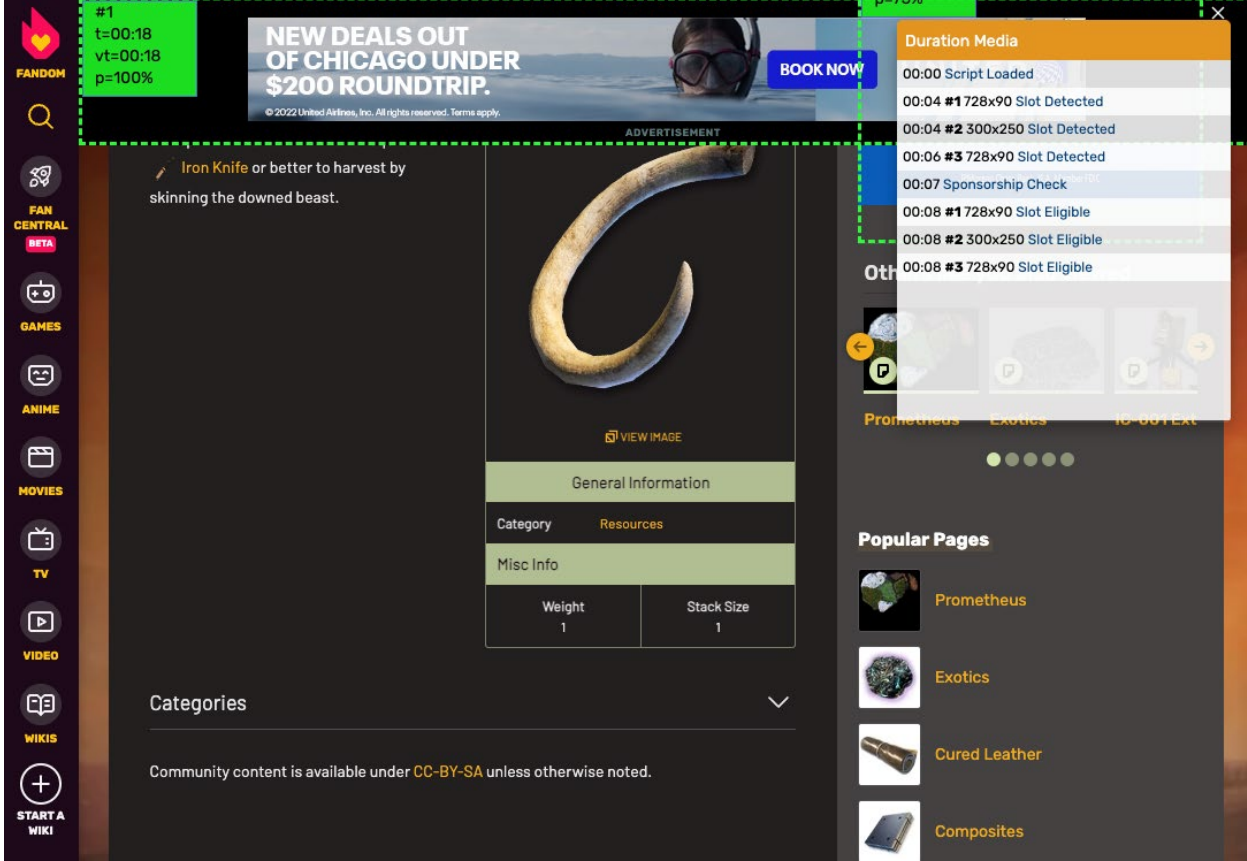
Claim 1	Analysis	Select Evidence
(b) in response to a determination that the predefined area that is used to display the advertisement has been in view within the visible area of the browser window for a predefined period of time, causing a communication to be sent to one or more dispatcher servers,	In response to a determination that the predefined area used to display the advertisement has been in view within the visible area of the browser window for a predefined period of time (e.g., 30 seconds), the Duration code causes a communication to be sent to a dispatcher server (e.g., an “Ad Request”).	 Source: https://icarus.fandom.com/wiki/Mammoth_Tusk?dm_debug <u>The method effectively inserts a new ad impression after the original ad completes its required 30 seconds served on a page.</u> Importantly, those units are only served in inventory known to index as highly viewable, based on the ad industry’s standard definition (50% or more of its pixels in view for two-seconds or longer for a video ad unit). Source: https://durationmedia.net/press/

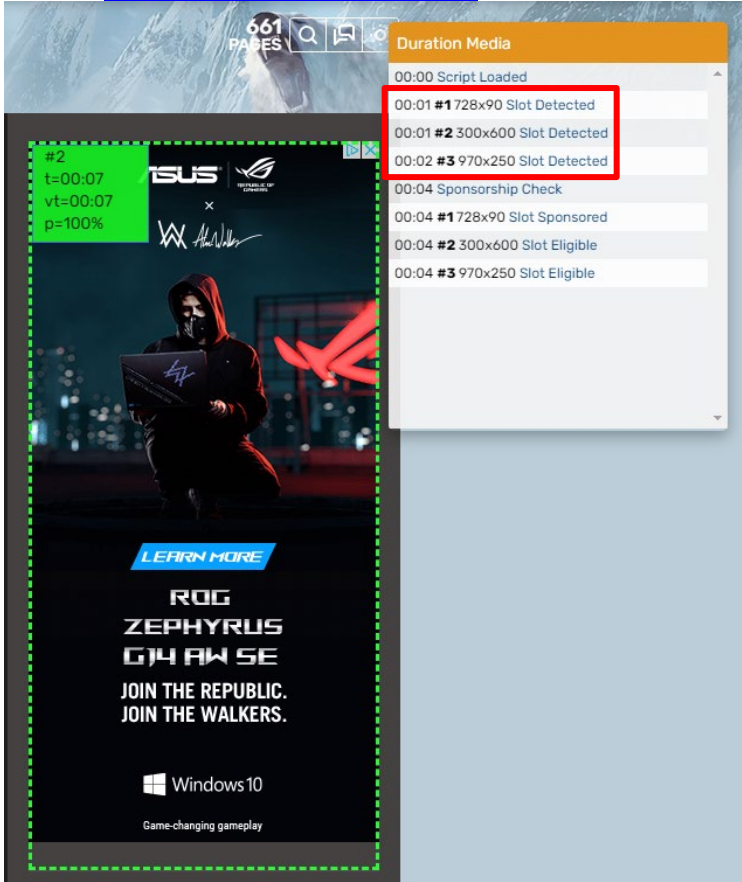
Claim 1	Analysis	Select Evidence
wherein the one or more dispatcher servers are configured to: (i) receive the communication; (ii) cause a replacement advertisement to be selected for display on the ad content display page; and (iii) cause the replacement advertisement to be served to the remote computing device; wherein the browser is further configured to render the replacement advertisement in the predefined area.	Duration Media's dispatcher servers are configured to (i) receive the communication, (ii) cause a replacement advertisement to be selected for display on the ad content display page, and (iii) cause the replacement advertisement to be served to the remote computing device. The browser is configured to render the replacement advertisement in the predefined area. As shown to the right, the browser has rendered the "World of Warcraft" advertisement into "Slot #2," replacing the "ASUS" advertisement previously rendered into Slot #2.	 Source: https://icarus.fandom.com/wiki/Mammoth_Tusk?dm_debug

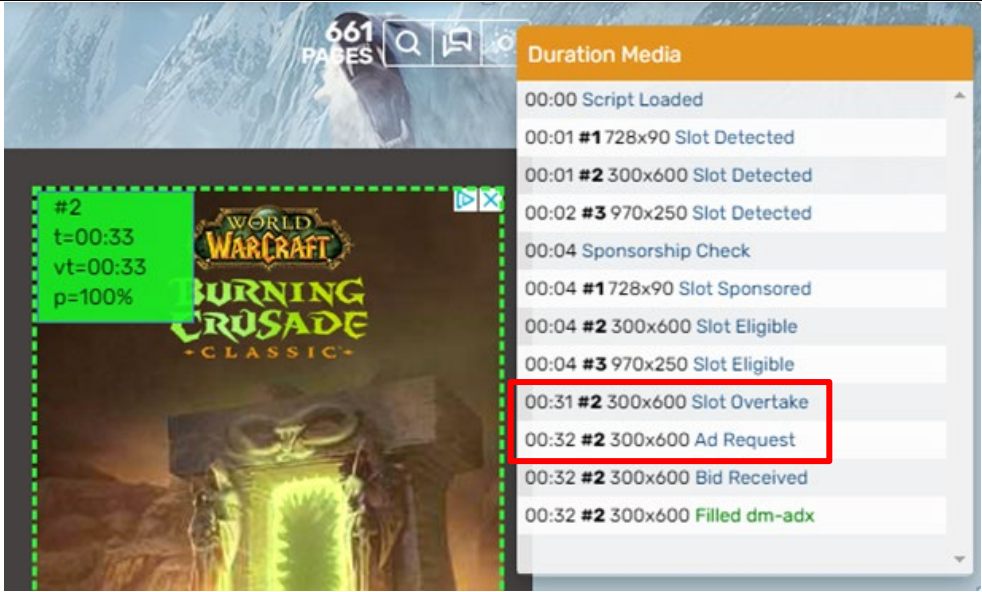
Claim 2	Analysis	Select Evidence
The method of claim 1 wherein the replacement advertisement is selected at least partially as a result of a replacement auction.	The replacement advertisement is selected at least partially as a result of a replacement auction.	"What Duration has done is that when a user has a high dwell time on a page, <u>it basically runs another auction to serve a second ad unit to them,</u>" explains Jounce Founder Chris Kane, adding: "Eventually most good web publishers will do the same thing — it's just a question of whether they do it themselves or do it with partners like Duration [Media]." Source: https://durationmedia.net/press/

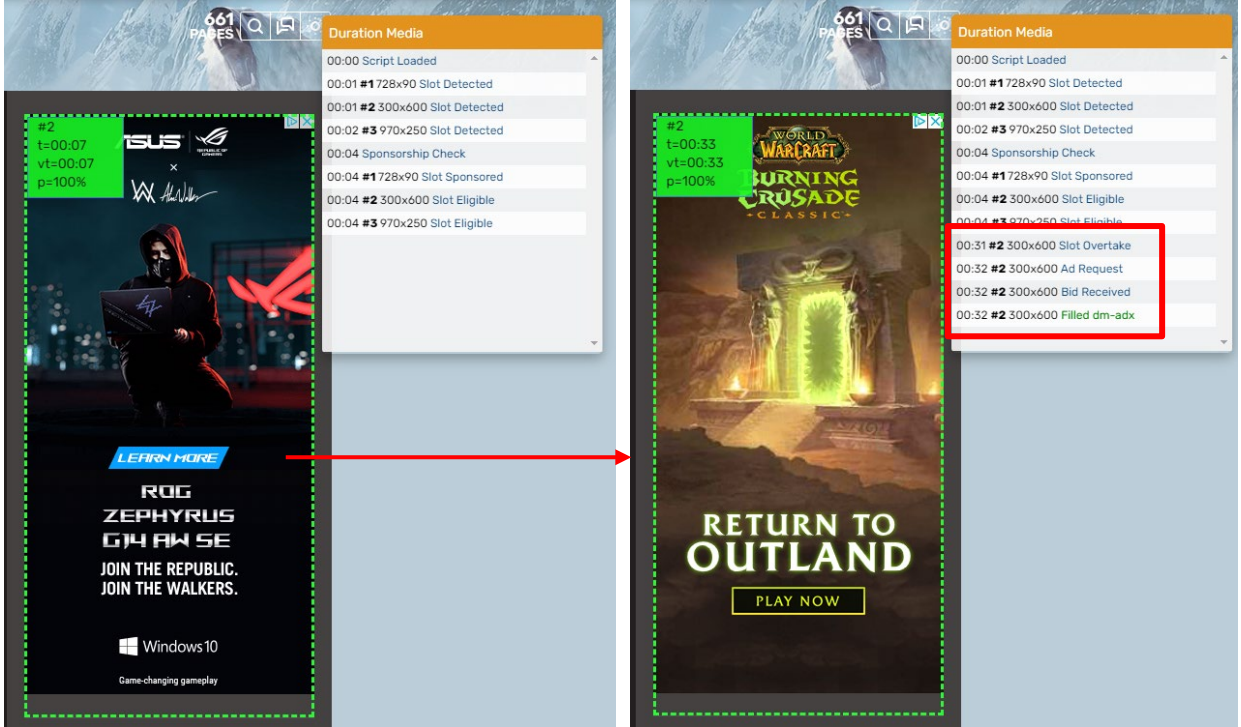
Claim 3	Analysis	Select Evidence
The method of claim 2 wherein the replacement auction is conducted in real time between the time the second communication is sent from the remote computing device and the time that the replacement advertisement is selected.	Duration Media's replacement auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the replacement advertisement is selected.	"Duration Media's proprietary secondary auction technology enables publishers to monetize an incremental supply of viewable advertising inventory <u>via a secondary auction when an advertising slot's viewability is recognized in real time,</u> and remains visible for a predetermined period of time," continued Batkin. Source: https://durationmedia.net/press/ AB: We are delivering on our promise of providing only highly viewable inventory in fraud-free and brand-safe environments, within premium publisher environments. What's also unique is that we find, mine and monetize only highly viewable impressions. As our technology identifies in real-time impressions that become viewable during engaged user sessions, <u>we are able to conduct a second, real-time auction</u> that takes place after header-bidding has been completed. This enables multiple demand sources to bid simultaneously for this highly viewable inventory that results in increased CPMs for our publishers. Duration Media is the only company in the industry with this capability. Source: https://durationmedia.net/press/

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Claim 6	Analysis	Select Evidence
(a) at least one ad content display page configured to be served to a remote computing device, wherein the ad content display page is configured with a predefined area that is used to display an advertisement, the predefined area being a portion of the ad content display page, and wherein the ad content display page includes (i) the predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content;	The Duration system includes an ad content display page (e.g., the Fandom webpage) configured to be served to a remote computing device (e.g., a laptop). The ad content display page is configured with a predefined area that is used to display an advertisement. The predefined area is a portion of the ad content display page. The ad content display page includes (i) the predefined area configured to display advertisement content and (ii) page content displayed in other portions of the ad content display page. The page content is separate from the advertisement content.	 Source: https://icarus.fandom.com/wiki/Mammoth_Tusk?dm_debug=

Claim 6	Analysis	Select Evidence
(b) instructions in the form of code configured to: (i) determine whether the predefined area of the ad content display page that is used to display the advertisement is in view within a visible area of a browser window of a browser configured to be operated by the remote computing device; and	The Duration system includes instructions in the form of code configured to do the following: The Duration code determines whether a predefined area (e.g., an ad “slot”) of an ad content display page that is used to display an advertisement is in view within a visible area of a browser window of a browser configured to be operated by a remote computing device.	1) VaaS™ – Viewability as a Service™ Duration Media’s patented ad tech can provide publishers an increased number of highly viewable ad impressions for their own demand with VaaS™. <u>VaaS™ identifies ad units that are in view in real-time</u>, then initiates a second auction with the publisher’s own demand partners rather than Duration Media’s multiple demand sources. The publisher gains many benefits including increased viewability, reduction of waste and higher CPMs. Source: https://durationmedia.net/press/  The screenshot shows a web browser displaying an advertisement for the ROG Zephyrus G14 AW SE. A green dashed box highlights the ad content. A red box highlights a list of detected ad slots in the top right corner of the browser window. The list includes: 00:00 Script Loaded 00:01 #1 728x90 Slot Detected 00:01 #2 300x600 Slot Detected 00:02 #3 970x250 Slot Detected 00:04 Sponsorship Check 00:04 #1 728x90 Slot Sponsored 00:04 #2 300x600 Slot Eligible 00:04 #3 970x250 Slot Eligible Source: https://icarus.fandom.com/wiki/Mammoth_Tusk?dm_debug=

Claim 6	Analysis	Select Evidence
(ii) in response to a determination that the predefined area has been in view within the visible area of the browser window for a predefined period of time, cause a communication to be sent from the remote computing device; and	In response to a determination that the predefined area used to display the advertisement has been in view within the visible area of the browser window for a predefined period of time (e.g., 30 seconds), the Duration code causes a communication to be sent to a dispatcher server (e.g., an “Ad Request”).	 Source: https://icarus.fandom.com/wiki/Mammoth_Tusk?dm_debug <u>The method effectively inserts a new ad impression after the original ad completes its required 30 seconds served on a page.</u> Importantly, those units are only served in inventory known to index as highly viewable, based on the ad industry’s standard definition (50% or more of its pixels in view for two-seconds or longer for a video ad unit). Source: https://durationmedia.net/press/

Claim 6	Analysis	Select Evidence
(c) one or more dispatcher servers configured to: (i) receive the communication; (ii) cause a replacement advertisement to be selected for display on the ad content display page; and (iii) cause the replacement advertisement to be served to the remote computing device; wherein the browser is configured to render the replacement advertisement in the predefined area.	The Duration system includes dispatcher servers. Duration Media's dispatcher servers are configured to (i) receive the communication, (ii) cause a replacement advertisement to be selected for display on the ad content display page, and (iii) cause the replacement advertisement to be served to the remote computing device. The browser is configured to render the replacement advertisement in the predefined area. As shown to the right, the browser has rendered the "World of Warcraft" advertisement into "Slot #2," replacing the "ASUS" advertisement previously rendered into Slot #2.	 Source: https://icarus.fandom.com/wiki/Mammoth_Tusk?dm_debug

Claim 7	Analysis	Select Evidence
The system of claim 6 wherein the replacement advertisement is selected at least partially as a result of a replacement auction.	Duration Media's replacement advertisement is selected at least partially as a result of a replacement auction.	"What Duration has done is that when a user has a high dwell time on a page, <u>it basically runs another auction to serve a second ad unit to them,</u>" explains Jounce Founder Chris Kane, adding: "Eventually most good web publishers will do the same thing — it's just a question of whether they do it themselves or do it with partners like Duration [Media]." Source: https://durationmedia.net/press/

Claim 8	Analysis	Select Evidence
The system of claim 7 wherein the replacement auction is conducted in real time between the time the second communication is sent from the remote computing device and the time that the replacement advertisement is selected.	Duration Media's replacement auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the replacement advertisement is selected.	"Duration Media's proprietary secondary auction technology enables publishers to monetize an incremental supply of viewable advertising inventory <u>via a secondary auction when an advertising slot's viewability is recognized in real time,</u> and remains visible for a predetermined period of time," continued Batkin. Source: https://durationmedia.net/press/ AB: We are delivering on our promise of providing only highly viewable inventory in fraud-free and brand-safe environments, within premium publisher environments. What's also unique is that we find, mine and monetize only highly viewable impressions. As our technology identifies in real-time impressions that become viewable during engaged user sessions, <u>we are able to conduct a second, real-time auction</u> that takes place after header-bidding has been completed. This enables multiple demand sources to bid simultaneously for this highly viewable inventory that results in increased CPMs for our publishers. Duration Media is the only company in the industry with this capability. Source: https://durationmedia.net/press/