

<u>11,741,482 to Rich Media</u>	<u>11,195,210 to Duration</u>
FIG. 51 is a diagrammatical overview of the interplay and overlap of a viewer's screen display area, browser application, browser window and ad content display page.	FIG. 3 is a diagrammatical overview of the interplay and overlap of a viewer's screen display area, browser application, browser window and ad content display page.
FIG. 1 is a diagrammatical overview of the communication flow of the present invention.	FIG. 1 is a diagrammatical overview of the communication flow of the present invention.
FIG. 6 is a flow chart depicting the ad spot-auction process flow	FIG. 2 is a flow chart depicting the ad spot-auction process flow.
From the ad publisher's perspective there are also two main tasks to accomplish: 1) display of the highest revenue-producing ads; and 2) <u>reducing the amount of work necessary to place, maintain, track and process payments for advertising.</u>	On the demand side, the ad buyer (advertiser) seeks to maximize placement and impact of their ad, while on the supply side, the ad space seller (publisher) seeks to <u>reduce the amount of work necessary to place, maintain, track and process payments for placing the ad.</u>
Advertiser computer 2 communicates with the content server 125 to license content to create an ad and with the dispatcher server 126 to enter the parameters and commands to retrieve the content files (the dispatcher server and the content server can comprise the same server),	The advertiser may communicate with one or more content servers 150 <i>a-n</i> to license content to create an ad and with the application server 140 to enter the parameters and commands to retrieve the content files (the application server and the content server can comprise the same server),
The advertiser's ad parameters and commands and bid display are stored as a file in the <u>ad parameter and command file database 20</u> within the dispatcher server 126.	When the script 10 embedded at an ad slot in a publisher's webpage is activated, it may communicate with the application server 140 and <u>ad parameter and command file database 160</u> thereon, where relevant keywords and other information

	relating to the ad space are provided from the script 10 .
According to a preferred embodiment hereof, the present invention further includes a system and method for controlling the activation of billboard modules and thereby controlling the rendering of ad content on ad publishers' ad content display pages whereby content is rendered only if and/or to the extent that a designated portion of the ad content display page area (the "ad content display page triggering area") <u>is within, or within a pre-defined distance outside of, the viewer's browser window dimensions</u> and scrolling position.	According to various aspects, ad slot 42 may have a first ad positioned therein or may be empty before the second RTB auction is initiated. For example, activation of a script 10 can be controlled to occur a first time (i.e., initiate a first RTB auction for that ad slot) when that ad slot is <u>within, or within a pre-defined distance outside of, the</u> second area (41). This information may be gathered from sensors (e.g., tracking pixel) associated with the script 10 and/or separate from the script 10 .
a system-end computer equipped and configured for Internet or other network communications, including a dispatcher server including an ad parameter and command file database, and one or more software applications to execute a real-time auction to select an ad to be displayed at a particular network location; and also including computer processing means and one or more Internet or other network communications interface software applications for interfacing with system advertisers, providing a menu screen for advertisers to enter instructions for the creation of an ad, including messaging to be included in the ad, selection of an ad template, selection of digital content for the ad which may be licensed from third parties, and an area to enter	a system-end computer equipped and configured for internet or other network communications, including an application server 140 including an ad parameter and command file database 160 , and one or more software applications to execute a real-time auction to select an ad to be displayed at a particular network location. Moreover, the system-end computer may also include computer processing means and one or more Internet or other network communications interface software applications for interfacing with advertisers, providing a menu screen for advertisers to enter instructions for the creation of an ad, including messaging to be included in the ad, selection of an ad template, selection of digital content for the ad which may be licensed from third parties, and an area to enter instructions for

instructions for an ad campaign, including selection of ad display locations, entry of cost-per-click bids for display of the ads and keywords or categories to be associated with the ad, and creating a data file in said dispatcher server database that contains parameters and commands to be used by the billboard module to provide access to said template advertisement file, licensed digital content, messaging, as well as the total cost-per-use of the licensed digital media files, the keywords/categories the ad will be associated, the network locations where the ad will be displayed and the advertiser's bid for display of the ad at the desired location;	an ad campaign, including selection of ad display locations, entry of cost-per-click bids for display of the ads and keywords or categories to be associated with the ad, and creating a data file in said dispatcher server database that contains parameters and commands to be used by the logic to provide access to said template advertisement file, licensed digital content, messaging, as well as the total cost-per-use of the licensed digital media files, the keywords/categories the ad will be associated, the network locations where the ad will be displayed and the advertiser's bid for display of the ad at the desired location.
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