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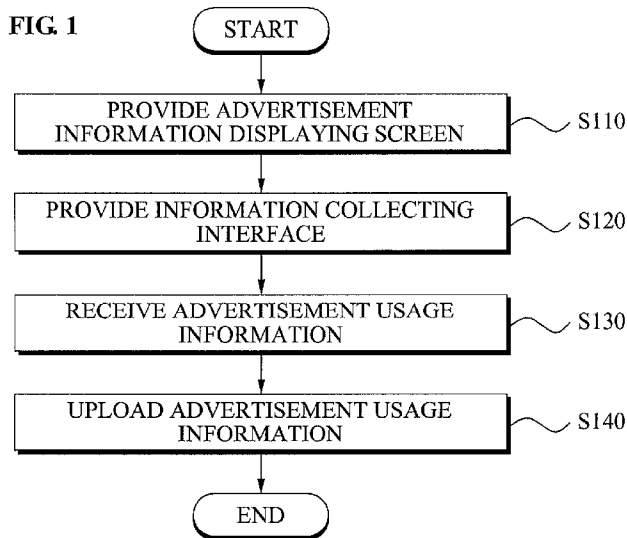
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ERING MOBILE ADVERTISEMENT USE INFORMATION USING THE SAME



(57) Abstract: A method of collecting mobile advertisement usage information, the method including: providing an advertise-
ment information displaying screen for displaying an advertisement stored in a mobile terminal, as an exclusive mobile application
installed in the mobile terminal operates; providing, by the exclusive mobile application, an information collecting interface asso-
ciated with the advertisement in response to the displaying of the advertisement; receiving, by the exclusive mobile application,
advertisement usage information via the information collecting interface; and uploading, by the exclusive mobile application, the
advertisement usage information to a server is provided. Therefore, it is possible to effectively collect information associated with
usage of the mobile advertisement.

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**METHOD OF GATHERING MOBILE ADVERTISEMENT USE
INFORMATION AND APPARATUS FOR GATHERING MOBILE
ADVERTISEMENT USE INFORMATION USING THE SAME**

5 Technical Field

The present invention relates to usage of advertisement information, such as coupon information, event information, and the like, using a mobile terminal, and more particularly, to a method and apparatus for gathering mobile advertisement usage information that can effectively collect information associated with the usage of a mobile advertisement using an exclusive mobile application.

Background Art

As mobile terminals are widely distributed, promotion or marketing of a product or service using a mobile advertisement is geometrically increasing.

15 In the conventional art, there does not exist a system that can collect information associated with usage of a mobile advertisement and can feed back the collected information to an advertiser when a mobile terminal user uses the mobile advertisement. Therefore, an advertiser may unilaterally send the mobile advertisement to the mobile terminal user, but may not receive information regarding
20 how the mobile advertisement is being actually used by the mobile terminal user.

Also, if the advertiser may collect information associated with a usage frequency of the mobile advertisement, information associated with a user of the mobile advertisement, information associated with a used place of the mobile advertisement, and the like, it may be extremely helpful to establish marketing strategies. However,
25 there did not exist a method and apparatus for collecting mobile advertisement usage information.

Also, the conventional mobile advertisement providing method may provide advertisement information in a unilateral way in that once an advertising agency receives an order of an advertisement from an advertiser, the advertising agency creates
30 an advertising message using a short messaging service (SMS) or multimedia messaging system (MMS), and sends the created SMS or MMS to customers. Therefore, when the mobile terminal user uses the received mobile advertisement, user

information, usage place information, and the like may not be fed back to the advertiser or the advertising agency and thus it may be difficult to effectively provide an advertisement.

Also, the conventional mobile advertisement providing method adopts a push
5 scheme of unilaterally transmitting an advertisement. Therefore, it may be difficult to attract a user's interest. In addition, since a customer needs to pay additional data communication charges for receiving advertisement information using an SMS, and the like, including a call-back Universal Resource Locator (URL), a customer usage rate is low. Since an SMS or MMS message including advertisement information may be
10 received at an undesired time, disdain may occur in customers.

Also, the conventional mobile advertisement providing method may not collectively manage and classify received advertisements. Therefore, a customer who receives an advertisement may not effectively manage the received advertisement.

Accordingly, there is a need for a method and apparatus that can more
15 effectively collect advertisement usage information using a mobile terminal.

Disclosure of Invention

Technical Goals

An aspect of the present invention provides a method and that can collect
20 information associated with usage of a mobile advertisement and upload the collected information to a server using an exclusive mobile application and thereby can more effectively provide an advertisement.

Another aspect of the present invention also provides a method and apparatus that can effectively collect information associated with usage of a mobile advertisement
25 and provide an advertiser with the collected information and thereby can provide the advertiser with a more satisfactory advertisement.

Another aspect of the present invention also provides a method and apparatus that can simply and effectively collect information associated with usage of a mobile advertisement without a membership joining procedure, and the like.

30 Another aspect of the present invention also provides a method and apparatus that can download an advertisement in a time span with relatively less communication traffic, such as midnight or dawn and thereby enables advertisement information to be

quickly and effectively downloaded.

Another aspect of the present invention also provides a method and apparatus that can operate an exclusive mobile application to enable a mobile terminal user to receive a desired advertisement when the mobile terminal user desires, and thereby
5 enables providing of an advertisement using a pull scheme.

Another aspect of the present invention also provides a method and apparatus that can collectively manage advertisements using an exclusive mobile application and categorize advertisements stored in a mobile terminal and thereby enables a mobile terminal user to readily retrieve a desired advertisement.

10 Another aspect of the present invention also provides a method and apparatus that can store a user reaction with respect to an advertisement stored in a mobile terminal and then transmit the user reaction information to a server at midnight or dawn using an exclusive mobile application and thereby can simplify verification of the real effect of an advertisement reach with respect to an advertisement exposure.

15 Another aspect of the present invention also provides a method and apparatus that can charge an advertiser side with cost of advertisement traffic stored in a mobile terminal by an exclusive mobile application and thereby enables a mobile terminal user to receive an advertisement without a cost burden.

20 Another aspect of the present invention also provides a method and apparatus that enables an exclusive mobile application to recognize a location of a mobile terminal and download coupon information associated with the recognized location of the mobile terminal and thereby can provide a user with a desired advertisement.

25 Another aspect of the present invention also provides a method and apparatus that can provide coupon information associated with a particular time and thereby improve the advertising effect as an exclusive mobile application automatically operates at the particular time.

Technical solutions

30 According to an aspect of the present invention, there is provided a method of collecting mobile advertisement usage information, the method including: providing an advertisement information displaying screen for displaying an advertisement stored in a mobile terminal, as an exclusive mobile application installed in the mobile terminal

operates; providing, by the exclusive mobile application, an information collecting interface associated with the advertisement in response to the displaying of the advertisement; receiving, by the exclusive mobile application, advertisement usage information via the information collecting interface; and uploading, by the exclusive
5 mobile application, the advertisement usage information to a server.

In this instance, the method may further include, when the exclusive mobile operation operates every predetermined receiving time and an advertisement to be downloaded from the server exists, downloading the advertisement from the server to store the downloaded advertisement in the mobile terminal.

10 Also, the predetermined receiving time may be a midnight time span or a dawn time span.

Also, the method may further include downloading detailed advertisement information from the server via the exclusive mobile application according to a user request.

15 Also, cost associated with downloading of the advertisement may be charged to an advertiser side and cost associated with downloading of the detailed advertisement information may be charged to a user side.

Also, the providing of the advertisement information displaying screen may include categorizing the advertisement to thereby provide the advertisement information
20 displaying screen.

Also, the advertisement may be coupon information or event information, and the advertisement information displaying screen may include a banner advertisement that provides a Uniform Resource Locator (URL) link function.

Also, the advertisement usage information may include at least one of user
25 information, advertiser information, and advertisement usage place information.

Also, the method may further include storing the received advertisement usage information in the mobile terminal.

Also, the uploading of the advertisement usage information may include uploading the stored advertisement usage information to the server as the exclusive
30 mobile application operates every predetermined transmitting time. The predetermined transmitting time may be a midnight time span or a dawn time span.

Also, the method may further include: checking a user reaction with respect

to the advertisement via the exclusive mobile application to collect the user reaction in the mobile terminal; and collectively uploading the collected user reaction to the server every predetermined transmitting time. The predetermined transmitting time may be a midnight time span or a dawn time span.

5 The exclusive mobile application may be downloaded and be installed in the mobile terminal through a mobile Internet access using a Hot-key.

The exclusive mobile application may recognize a location of the mobile terminal to download an advertisement corresponding to the recognized location of the mobile terminal.

10 The exclusive mobile application may be automatically executed every predetermined service time to provide an advertisement corresponding to a corresponding service time.

According to another aspect of the present invention, there is provided an apparatus for collecting mobile advertisement usage information, the apparatus
15 including: a screen providing module configured to provide an advertisement information displaying screen for displaying an advertisement stored in a mobile terminal, as an exclusive mobile application installed in the mobile terminal operates; an interface providing module configured to provide an information collecting interface associated with the advertisement in response to the displaying of the advertisement,
20 using the exclusive mobile application; an advertisement usage information receiving module configured to receive advertisement usage information via the information collecting interface; and an advertisement usage information uploading module configured to upload the advertisement usage information to a server, using the exclusive mobile application.

25 In this instance, the screen providing module, the interface providing module, the advertisement usage information receiving module, and the advertisement usage information uploading module may be included in the exclusive mobile application.

Brief Description of Drawings

30 FIG. 1 is a flowchart illustrating a method of collecting mobile advertisement usage information according to an embodiment of the present invention;

FIG. 2 illustrates an example of a screen for displaying advertisement

information according to an embodiment of the present invention;

FIG. 3 illustrates another example of a screen for displaying advertisement information according to an embodiment of the present invention;

FIG. 4 illustrates still another example of a screen for displaying advertisement information according to an embodiment of the present invention; and

FIG. 5 is a block diagram illustrating an apparatus for collecting mobile advertisement usage information according to an embodiment of the present invention.

Best Mode for Carrying Out the Invention

Reference will now be made in detail to embodiments of the present invention, examples of which are illustrated in the accompanying drawings, wherein like reference numerals refer to the like elements throughout. The embodiments are described below in order to explain the present invention by referring to the figures.

FIG. 1 is a flowchart illustrating a method of collecting mobile advertisement usage information according to an embodiment of the present invention.

In operation S110, as an exclusive mobile application installed in a mobile terminal operates, the method may provide an advertisement information displaying screen for displaying an advertisement stored in the mobile terminal.

The exclusive mobile application may be based on a general virtual machine (GVM), Wireless Internet Platform for Interoperability (WIPI), Binary Runtime Environment for Wireless (BREW), Keyboard, Video, Mouse (KVM), KittyHawk, SK-virtual machine (SK-VM), Manufacturing Automation Protocol (MAP), or Wireless Internet Terminal Open Platform (WITOP). The exclusive mobile application may be a program installed in a mobile terminal for an advertisement usage information collecting service and may also be installed in the mobile terminal as a default when the mobile terminal is manufactured. Also, the exclusive mobile application may be downloaded by a user through a wireless Internet access and be installed in the mobile terminal. The exclusive mobile application may be downloaded through a wired or wireless connection with a computer or another mobile terminal and then be installed.

The exclusive mobile application may be downloaded by a user and then be installed in a mobile terminal of the user according to promotion of an advertiser or an advertising agency. The user may access the mobile Internet using a hot-key and then

download the exclusive mobile application and thereby install the exclusive mobile application in the mobile terminal.

The exclusive mobile application may be operated in the mobile terminal in such a manner that the user selects a correlation application from a particular menu of the mobile terminal.

The exclusive mobile application may be automatically executed every predetermined service time to thereby provide the user with an advertisement corresponding to a corresponding service time. For example, as the exclusive mobile application is automatically executed everyday at 11:50 am before lunch time (here, it is assumed that 12:00 o'clock is lunch time), the exclusive mobile application may provide an advertisement associated with lunch time such as a cafeteria discount coupon and the like. Therefore, according to an aspect of the present invention, it is possible to effectively provide an advertisement and thereby improve advertisement usage of a user.

The exclusive mobile application may recognize a location of the mobile terminal and download an advertisement corresponding to the recognized location of the mobile terminal.

For example, the exclusive mobile application may identify the location of the mobile terminal using a location-based service (LBS) technology, recognize that the mobile terminal is located in "Nonhyeon-dong, Gangnam-gu, Seoul", and download only advertisements associated with shops, restaurants, and the like, located in "Nonhyeon-dong, Gangnam-gu, Seoul", or may provide the user with the advertisements. In this case, since the user may view advertisements corresponding to the location of the mobile terminal, it is possible to improve user satisfaction and advertising effect.

The advertisement may include coupon information such as "LOTTE 5% discount coupon", or event information such as "Pizza Hut event for new product release".

Although not illustrated in FIG. 1, when the exclusive mobile operation operates every predetermined receiving time and an advertisement to be downloaded from the server exists, the method of collecting advertisement usage information according to an aspect of the present invention may further include downloading the advertisement from the server to store the downloaded advertisement in the mobile

terminal as the exclusive mobile application.

The predetermined receiving time may be set by the user using the mobile terminal. The receiving time may be set to a default value to be changed later. Also, the receiving time may be set to enable the exclusive mobile application to operate at
5 the set receiving time every day. Also, the receiving time may be set based on a weekly basis such as "2 am every Monday". As described above, since an advertisement is downloaded every set receiving time and the downloaded advertisement is stored in the mobile terminal, the user may have no apprehensions that the advertisement may be downloaded at an undesired time.

10 An advertiser or an advertising agency may send the advertisement to the mobile terminal at the set receiving time. The set receiving time may be a time span with relatively less wireless Internet traffic, such as midnight or dawn.

As described above, according to an aspect of the present invention, as an advertisement is downloaded in the time span with the less wireless Internet traffic, it is
15 possible to prevent the traffic, occurring due to downloading of the advertisement, from interrupting a user's usage on a mobile terminal. It is possible to download the advertisement with inexpensive cost.

According to an aspect of the present invention, since a server collectively transmits an advertisement at a predetermined time in interoperation with an exclusive
20 mobile application, it is possible to more effectively transmit the advertisement. The server may be an advertising agency server or an advertiser server.

The server or the mobile terminal may determine whether there is an advertisement to download.

When the exclusive mobile application operates to thereby download the
25 advertisement, the downloaded advertisement may be stored in the mobile terminal. The downloaded advertisement may be stored in a storage space of the mobile terminal that is allocated by the exclusive mobile application.

The exclusive mobile application may delete, from the mobile terminal, an expired advertisement among stored advertisements. When a new advertisement is
30 received in association with the stored advertisement, the stored advertisement may be updated with the new advertisement.

Operation S110 may include categorizing advertisements to provide the

advertisement information displaying screen. Since the advertisements are collectively transmitted, the exclusive mobile application may readily categorize the advertisements using tag information included in the advertisements. For example, an advertisement downloaded from the server may include a tag indicating a category. The exclusive mobile application of the mobile terminal may group advertisements with the same tag and store the grouped advertisements in the mobile terminal.

The advertisement information displaying screen may include a banner advertisement to provide a Universal Resource Locator (URL) link function.

Although not illustrated in FIG. 1, the method of collecting mobile advertisement usage information according to an aspect of the present invention may further include downloading detailed advertisement information from the server via the exclusive mobile application according to a user request.

The detailed advertisement information may be information that the user desires to identify from the advertisement stored in the mobile terminal, or may be information that the user desires to use.

Cost associated with downloading of the advertisement may be charged to an advertiser side and cost associated with downloading of the detailed advertisement information may be charged to a user side.

It is possible to relieve cost burden of the user and remove the user's aversion to the advertisement by charging the advertiser side with the cost corresponding to downloading of the advertisement. Also, since the cost associated with downloading of the detailed advertisement information that the user is greatly interested in is charged to the user side, effective cost charging may be enabled.

In operation S120, in response to the displaying of the advertisement, the method may provide an information collecting interface associated with the advertisement using the exclusive mobile application.

In this instance, the mobile terminal user or staff of a place where the advertisement is used, for example, staff of LOTTE department store may select at least one advertisement from advertisements displayed on the advertisement information displaying screen. For example, when the mobile terminal user desires to use "LOTTE 5% discount coupon" among the advertisements stored in the mobile terminal, the information collecting interface may be provided in response to a predetermined input.

The information collecting interface may be provided in various types. For example, the information collecting interface may be provided so that the user may select a sex, an occupation, or an age of an advertisement user on a display screen of the mobile terminal. The information collecting interface may be provided so that the user
5 may select a unique number or a name of an advertisement usage place.

In operation S130, the method may receive advertisement usage information via the interface collecting interface using the exclusive mobile application.

The advertisement usage information may include at least one of user information, advertiser information, and advertisement usage place information. The
10 user information may include information associated with a sex, an age, an occupation, an education, a hobby, an income, a favorite thing, and the like. The advertiser information may include a business type of the advertiser, a company name, an advertising agency name, and the like. The advertisement usage place information may include a location, a telephone number, a company name, and a unique number,
15 and the like about a used place of the advertisement.

The advertisement usage information may be input by the mobile terminal user, the advertisement user, or the staff of the advertisement usage place via the information collecting interface. For example, when the mobile terminal user shows a restaurant
20 staff a mobile advertisement including a discount coupon, the restaurant staff may input user information and restaurant information via the information collecting interface with the consent of the user.

Although not illustrated in FIG. 4, the method of collecting mobile advertisement usage information according to an aspect of the present invention may further include storing the received advertisement usage information in the mobile
25 terminal.

The advertisement usage information may be stored in the storage space of the mobile terminal that is allocated by the exclusive mobile application. The exclusive mobile application may delete, from the mobile terminal, advertisement usage information uploaded to the server among stored advertisements usage information.
30 When new advertisement usage information is received in association with the stored advertisement usage information and the advertisement usage information needs to be corrected, the exclusive mobile application may update the stored advertisement usage

information with the new advertisement usage information.

In operation S140, the method may upload the advertisement usage information to the server using the exclusive mobile application.

5 The advertisement usage information input via the information collecting interface may be wired or wirelessly uploaded to the server. The advertiser or the advertising agency may construct advertisement usage information into a database, based on the uploaded advertisement usage information. Therefore, it is possible to precede effective marketing strategies. Also, the advertising agency may provide the advertiser with a more satisfactory advertisement.

10 Operation S140 may include uploading the stored advertisement usage information to the server as the exclusive mobile application operates every predetermined transmitting time. The predetermined transmitting time may be a midnight time span or a dawn time span.

15 Also, although not illustrated in FIG. 1, the method of collecting mobile advertisement usage information according to an aspect of the present invention may further include: checking a user reaction with respect to the advertisement via the exclusive mobile application to collect the user reaction in the mobile terminal; and collectively uploading the collected user reaction to the server every predetermined transmitting time.

20 The collected user reaction information may include a number of selections, a number of reads, and a number of requests for detailed information of the user with respect to the advertisement that is provided via the exclusive mobile application.

The collective uploading of the user reaction may indicate uploading, to the server, all the reactions that occur, for example, for one week at 2 am on every
25 Wednesday.

Specifically, according to an aspect of the present invention, since an exclusive mobile application installed in a mobile terminal is used, it is possible to readily store in the mobile terminal a user reaction with respect to an advertisement provided via the exclusive mobile application. Also, it is possible to transmit the stored user reaction
30 from the mobile terminal to the server in a time with less mobile Internet traffic such as a midnight time span or a dawn time span. Therefore, an advertiser may effectively verify an advertisement reach rate associated with advertisement information.

FIG. 2 illustrates an example of a screen for displaying advertisement information according to an embodiment of the present invention.

Referring to FIG. 2, the advertisement information displaying screen may be provided by an exclusive mobile application and may include a hot event region 210, an advertisement list region 220, and a banner advertisement region 230.

The hot event region 210 may display event information that is selected from event information based on a predetermined standard. For example, the hot event region 210 may display event information of an advertiser who pays the most.

The advertisement list region 220 may display categorized coupon/event information. In the example of FIG. 2, advertisements are classified into five categories such as a "shopping" category 221, a "ticket" category 222, a "food" category, a "beauty" category, and a "leisure" category. However, the number of categories is not limited to the example of FIG. 5. In the example of FIG. 2, the advertisement list region 220 displays five pieces of coupon/event information in the "shopping" category 221.

The banner advertisement region 230 may display a sponsor advertisement providing a link such as a call-back URL, a telephone number, and the like.

Specifically, when the user selects the banner advertisement region 230 and takes an action such as entering an "enter" button, the user may be connected with a mobile Internet page associated with a corresponding advertisement, or a calling service may be provided to a shop associated with the advertisement.

The exclusive mobile application installed in the mobile terminal may provide advertisements using the hot event region 210, the advertisement list region 220, or the banner advertisement region 230.

The advertisements may be advertisements stored in the mobile terminal when the exclusive mobile terminal operates every predetermined receiving time and there is an advertisement to be downloaded from the server. The server may be the same as a server of uploading advertisement usage information, or may be a separately installed server.

For example, when the user desires to download "restaurant's free desert coupon", and in instance, the predetermined receiving time is "Friday 3 am" with the least wireless communication traffic, the exclusive mobile application may operate at 3

am on Friday whereby "restaurant' free desert coupon" may be downloaded and be stored in the mobile terminal.

The advertisement information displaying screen may category the stored advertisements to display the categorized advertisements on the screen.

5 Referring to FIG. 2, the advertisement list region 220 includes five categories and displays advertisements corresponding to the "shopping" category.

Accordingly, for example, when the user desires to retrieve a "LOTTE 5% discount" coupon for shopping, the user may operate the exclusive mobile application and retrieve advertisement information stored in the "shopping" category 221 to thereby
10 retrieve the desired coupon.

According to an aspect of the present invention, the method of collecting mobile advertisement usage information may download detailed advertisement information from a server via an exclusive mobile application according to a user request.

15 Referring again to FIG. 2, when the user selects a "LOTTE 5% discount" coupon from advertisements included in the advertisement list region 220 of the advertisement information displaying screen and then requests detailed information of the selected coupon, the exclusive mobile application may enable the mobile terminal to access a coupon server of the selected "LOTTE 5% discount" coupon using a wireless
20 Internet access and download coupon information or event information corresponding to the "LOTTE 5% discount" coupon.

In this instance, cost associated with the downloaded coupon information or the event information may be charged to the user instead of the advertiser. Specifically, according to an aspect of the present invention, cost corresponding to downloading of an advertisement may be charged to an advertiser side and cost corresponding to
25 downloading of detailed advertisement information may be charged to a user side.

FIG. 3 illustrates another example of a screen for displaying advertisement information according to an embodiment of the present invention.

In FIG. 3, an advertisement of a "food" category is displayed on the advertisement information displaying screen. In the example of FIG. 3, the
30 advertisement information displaying screen displays "BENNIGAN'S chicken salad coupon".

A user may have a meal in the BENNIGAN'S restaurant and show the coupon. When the user or staff of the BENNIGAN'S restaurant pushes a "co-company" button 310, an information collecting interface may be provided. Specifically, when the user desires to use "BENNIGAN'S chicken salad coupon" advertisement, the information
5 collecting interface may be provided in response to a predetermined input on the advertisement.

FIG. 4 illustrates still another example of a screen for displaying advertisement information according to an embodiment of the present invention.

Referring to FIG. 4, the information collecting interface includes a sex 410, an
10 age 420, and an occupation 430 of an advertisement user, a co-company code 440 of an advertisement usage place, a store 450 button.

The user may select a corresponding item on the information collecting interface. Staff of the advertisement usage place, for example, the staff of the BENNIGAN'S restaurant may acquire the user's consent and enter each item.

15 In the example of FIG. 4, it is assumed that the user has a meal at the BENNIGAN'S restaurant and shows this coupon. If the user of this coupon is a woman, the user may select "F" in the sex 410 using a direction button and a number button of the mobile terminal. The user may select the age 420 and the occupation 430 in the say way.

20 The co-company code 440 may be a unique number assigned to the BENNIGAN'S restaurant. The unique number may be an identification number including a business type, a location, a registration number, a telephone number, and the like with respect to the BENNIGAN'S restaurant.

When inputs with respect to the items 410, 420, 430, and 440 are completed on
25 the information collecting interface, the user or the staff of the BENNIGAN'S restaurant may press the store 450 button. The input information may be stored in the mobile terminal, or may be uploaded to a server in real time. When mobile advertisement usage information is stored in the mobile terminal, the exclusive mobile application may operate every transmitting time so that the stored information may be uploaded to the
30 server. The predetermined transmitting time may be a midnight time span or a dawn time span with the least communication traffic.

When the mobile advertisement is used in the above-described way,

information associated with the user of the mobile advertisement, a used place thereof, and the like may be collected and then be fed back to an advertiser. Therefore, the advertiser may effectively provide an advertisement and establish appropriate marketing strategies based on the collected information.

5 The exemplary embodiments of the present invention include computer-readable media including program instructions to implement various operations embodied by a computer. The media may also include, alone or in combination with the program instructions, data files, data structures, tables, and the like. The media and program instructions may be those specially designed and constructed for the purposes
10 of the present invention, or they may be of the kind well known and available to those having skill in the computer software arts. Examples of computer-readable media include magnetic media such as hard disks, floppy disks, and magnetic tape; optical media such as CD ROM disks; magneto-optical media such as floptical disks; and hardware devices that are specially configured to store and perform program
15 instructions, such as read-only memory devices (ROM) and random access memory (RAM). Examples of program instructions include both machine code, such as produced by a compiler, and files containing higher level code that may be executed by the computer using an interpreter. The described hardware devices may be configured to act as one or more software modules in order to perform the operations of the above-
20 described exemplary embodiments of the present invention and vice versa.

FIG. 5 is a block diagram illustrating an apparatus for collecting mobile advertisement usage information according to an embodiment of the present invention.

Referring to FIG. 5, the apparatus for collecting mobile advertisement usage information includes a screen providing module 510, an interface providing module 520,
25 an advertisement usage information receiving module 530, and an advertisement usage information uploading module 540.

The screen providing module 510, the interface providing module 520, the advertisement usage information receiving module 530, and the advertisement usage information uploading module 540 may be included in an exclusive mobile application
30 installed in a mobile terminal.

The screen providing module 510 may provide an advertisement information displaying screen for displaying an advertisement stored in a mobile terminal, as an

exclusive mobile application installed in the mobile terminal operates.

Although not illustrated in FIG. 5, when the exclusive mobile application operates every predetermined receiving time and an advertisement to download from the server exists, an advertisement storage module may download the advertisement from the server and store the downloaded advertisement in the mobile terminal. Also, a detailed advertisement information downloading module may download detailed advertisement information from the server via the exclusive mobile application according to a user request.

Also, the exclusive mobile application may recognize a location of the mobile terminal and download an advertisement corresponding to the recognized location of the mobile terminal. The exclusive mobile application may be automatically executed every predetermined service time to provide the user with an advertisement corresponding to a corresponding service time.

The interface providing module 520 may provide an information collecting interface associated with the advertisement, in response to the displaying of the advertisement, using the exclusive mobile application;

The advertisement usage information receiving module 530 may receive advertisement usage information via the information collecting interface.

Although not illustrated in FIG. 5, an advertisement usage information storage module may store the received advertisement usage information in the mobile terminal.

The advertisement usage information uploading module 540 may upload the advertisement usage information to a server, using the exclusive mobile application. The advertisement usage information uploading module may upload the stored advertisement usage information to the server as the exclusive mobile application operates every predetermined transmitting time.

Although not illustrated in FIG. 5, a reaction collecting module may check a user reaction with respect to the advertisement via the exclusive mobile application and collect the user reaction in the mobile terminal. A reaction uploading module may collectively upload the collected user reaction to the server every predetermined transmitting time. The advertisement usage information storage module may store the advertisement usage information in the mobile terminal.

Descriptions not made with reference to FIG. 5 are the same as descriptions

made with reference to FIGS. 1 through 4 and thus further detailed descriptions will be omitted here.

As described above, according to the present invention, it is possible to collect information associated with usage of a mobile advertisement and upload the collected
5 information to a server using an exclusive mobile application and thereby more effectively provide an advertisement.

Also, according to the present invention, it is possible to effectively collect information associated with usage of a mobile advertisement and provide an advertiser with the collected information and thereby provide the advertiser with a more
10 satisfactory advertisement.

Also, according to the present invention, it is possible to can simply and effectively collect information associated with usage of a mobile advertisement without a membership joining procedure, and the like.

Also, according to the present invention, it is possible to download an
15 advertisement in a time span with relatively less communication traffic, such as midnight or dawn and thereby enable advertisement information to be quickly and effectively downloaded.

Also, according to the present invention, it is possible to operate an exclusive mobile application to enable a mobile terminal user to receive a desired advertisement
20 when the mobile terminal user desires, and thereby enable providing of an advertisement using a pull scheme.

Also, according to the present invention, it is possible to collectively manage advertisements using an exclusive mobile application and categorize advertisements stored in a mobile terminal and thereby enable a mobile terminal user to readily retrieve
25 a desired advertisement.

Also, according to the present invention, it is possible to store a user reaction with respect to an advertisement stored in a mobile terminal and then transmit the user reaction information to a server in midnight or dawn using an exclusive mobile application and thereby simplify verification of the real effect of an advertisement reach
30 with respect to an advertisement exposure.

Also, according to the present invention, it is possible to charge an advertiser side with cost of advertisement traffic stored in a mobile terminal by an exclusive

mobile application and thereby enables a mobile terminal user to receive an advertisement without cost burden.

Also, according to the present invention, it is possible to enable an exclusive mobile application to recognize a location of a mobile terminal and download coupon
5 information associated with the recognized location of the mobile terminal and thereby provide a user with a desired advertisement.

Also, according to the present invention, it is possible to provide coupon information associated with a particular time and thereby improve the advertising effect as an exclusive mobile application automatically operates at the particular time.

10 Although a few embodiments of the present invention have been shown and described, the present invention is not limited to the described embodiments. Instead, it would be appreciated by those skilled in the art that changes may be made to these embodiments without departing from the principles and spirit of the invention, the scope of which is defined by the claims and their equivalents.

CLAIMS

1. A method of collecting mobile advertisement usage information, the method comprising:
 - providing an advertisement information displaying screen for displaying an advertisement stored in a mobile terminal, as an exclusive mobile application installed in the mobile terminal operates;
 - providing, by the exclusive mobile application, an information collecting interface associated with the advertisement in response to the displaying of the advertisement;
 - receiving, by the exclusive mobile application, advertisement usage information via the information collecting interface; and
 - uploading, by the exclusive mobile application, the advertisement usage information to a server.
2. The method of claim 1, further comprising:
 - when the exclusive mobile operation operates every predetermined receiving time and an advertisement to be downloaded from the server exists, downloading the advertisement from the server to store the downloaded advertisement in the mobile terminal.
3. The method of claim 2, wherein the predetermined receiving time is a midnight time span or a dawn time span.
4. The method of claim 2, further comprising:
 - downloading detailed advertisement information from the server via the exclusive mobile application according to a user request.
5. The method of claim 4, wherein cost associated with downloading of the advertisement is charged to an advertiser side and cost associated with downloading of the detailed advertisement information is charged to a user side.
6. The method of claim 1, wherein the providing of the advertisement information

displaying screen comprises categorizing the advertisement to thereby provide the advertisement information displaying screen.

7. The method of claim 1, wherein the advertisement is coupon information or
5 event information, and the advertisement information displaying screen includes a banner advertisement that provides a Uniform Resource Locator (URL) link function.

8. The method of claim 1, wherein the advertisement usage information includes
10 at least one of user information, advertiser information, and advertisement usage place information.

9. The method of claim 1, further comprising:
storing the received advertisement usage information in the mobile terminal.

15 10. The method of claim 9, wherein the uploading of the advertisement usage information comprises uploading the stored advertisement usage information to the server as the exclusive mobile application operates every predetermined transmitting time.

20 11. The method of claim 10, wherein the predetermined transmitting time is a midnight time span or a dawn time span.

12. The method of claim 1, further comprising:
checking a user reaction with respect to the advertisement via the exclusive
25 mobile application to collect the user reaction in the mobile terminal; and
collectively uploading the collected user reaction to the server every predetermined transmitting time.

13. The method of claim 12, wherein the predetermined transmitting time is a
30 midnight time span or a dawn time span.

14. The method of claim 1, wherein the exclusive mobile application is

downloaded and is installed in the mobile terminal through a mobile Internet access using a Hot-key.

15. The method of claim 1, wherein the exclusive mobile application recognizes a
5 location of the mobile terminal to download an advertisement corresponding to the recognized location of the mobile terminal.

16. The method of claim 1, wherein the exclusive mobile application is
10 automatically executed every predetermined service time to provide an advertisement corresponding to a corresponding service time.

17. A computer-readable recording medium storing a program for implementing the method according to any one of claims 1 through 16.

15 18. An apparatus for collecting mobile advertisement usage information, the apparatus comprising:

a screen providing module configured to provide an advertisement information
displaying screen for displaying an advertisement stored in a mobile terminal, as an
exclusive mobile application installed in the mobile terminal operates;

20 an interface providing module configured to provide an information collecting interface associated with the advertisement in response to the displaying of the advertisement, using the exclusive mobile application;

an advertisement usage information receiving module configured to receive
advertisement usage information via the information collecting interface; and

25 an advertisement usage information uploading module configured to upload the advertisement usage information to a server, using the exclusive mobile application.

19. The apparatus of claim 18, further comprising:

30 an advertisement storage module configured to download the advertisement from the server and store the advertisement in the mobile terminal, when the exclusive mobile application operates every predetermined receiving time and an advertisement to download from the server exists.

20. The apparatus of claim 19, further comprising:
a detailed advertisement information downloading module configured to download detailed advertisement information from the server via the exclusive mobile application according to a user request.
- 5
21. The apparatus of claim 18, further comprising:
an advertisement usage information storage module configured to store the received advertisement usage information in the mobile terminal.
- 10
22. The apparatus of claim 21, wherein the advertisement usage information uploading module is configured to upload the stored advertisement usage information to the server as the exclusive mobile application operates every predetermined transmitting time.
- 15
23. The apparatus of claim 18, further comprising:
a reaction collecting module configured to check a user reaction with respect to the advertisement via the exclusive mobile application and collect the user reaction in the mobile terminal; and
a reaction uploading module configured to collectively upload the collected user reaction to the server every predetermined transmitting time.
- 20
24. The apparatus of claim 18, wherein the exclusive mobile application recognizes a location of the mobile terminal to download an advertisement corresponding to the recognized location of the mobile terminal.
- 25
25. The apparatus of claim 18, wherein the exclusive mobile application is automatically executed every predetermined service time to provide an advertisement corresponding to a corresponding service time.

FIG. 1

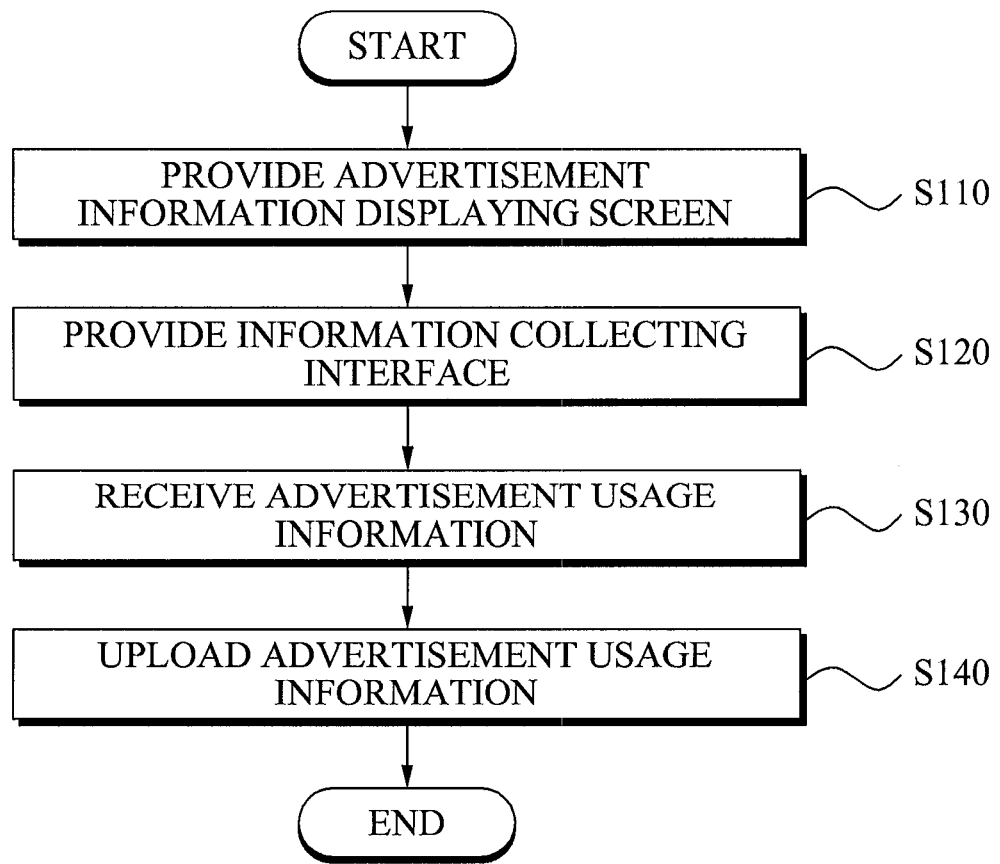


FIG. 2

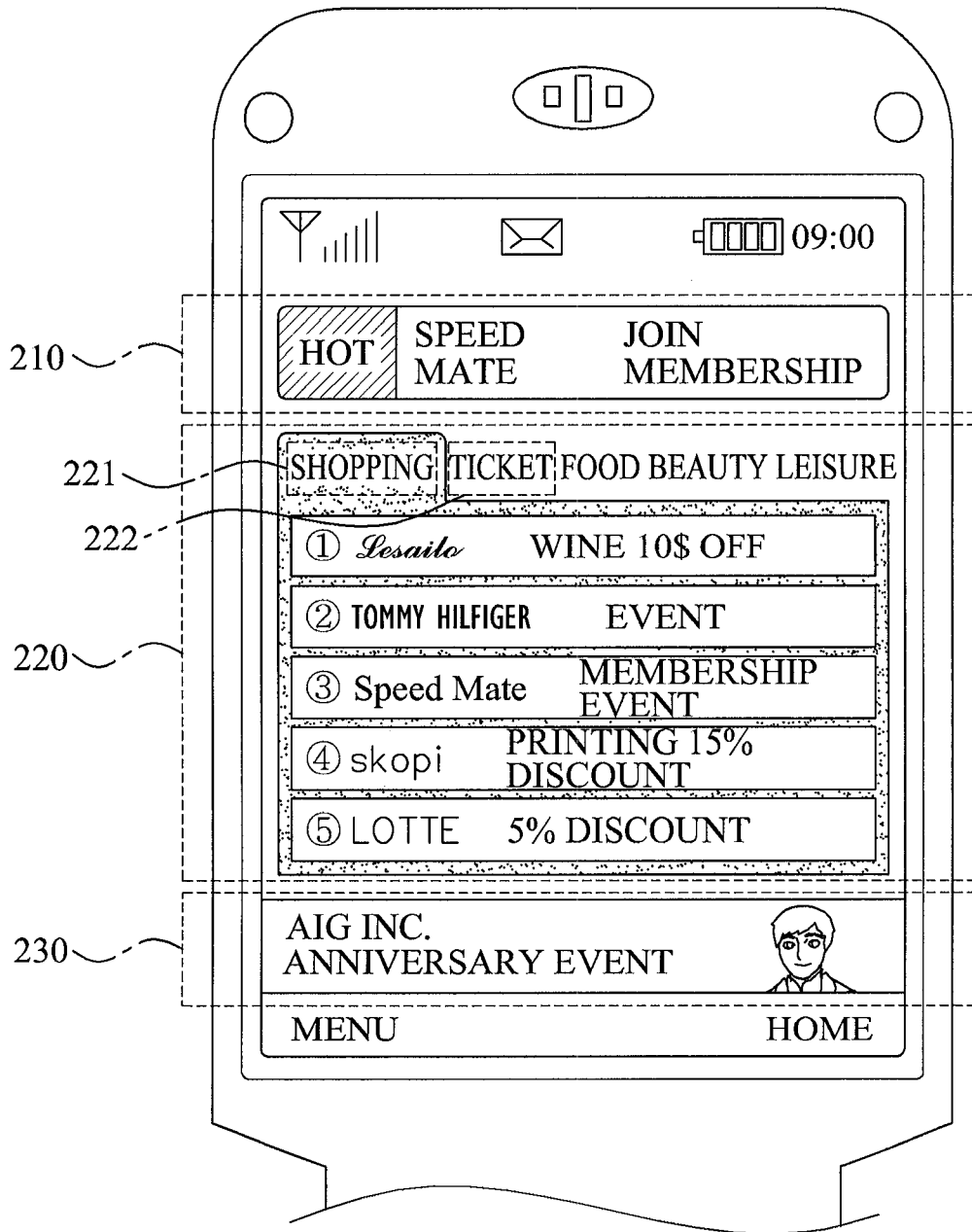


FIG. 3

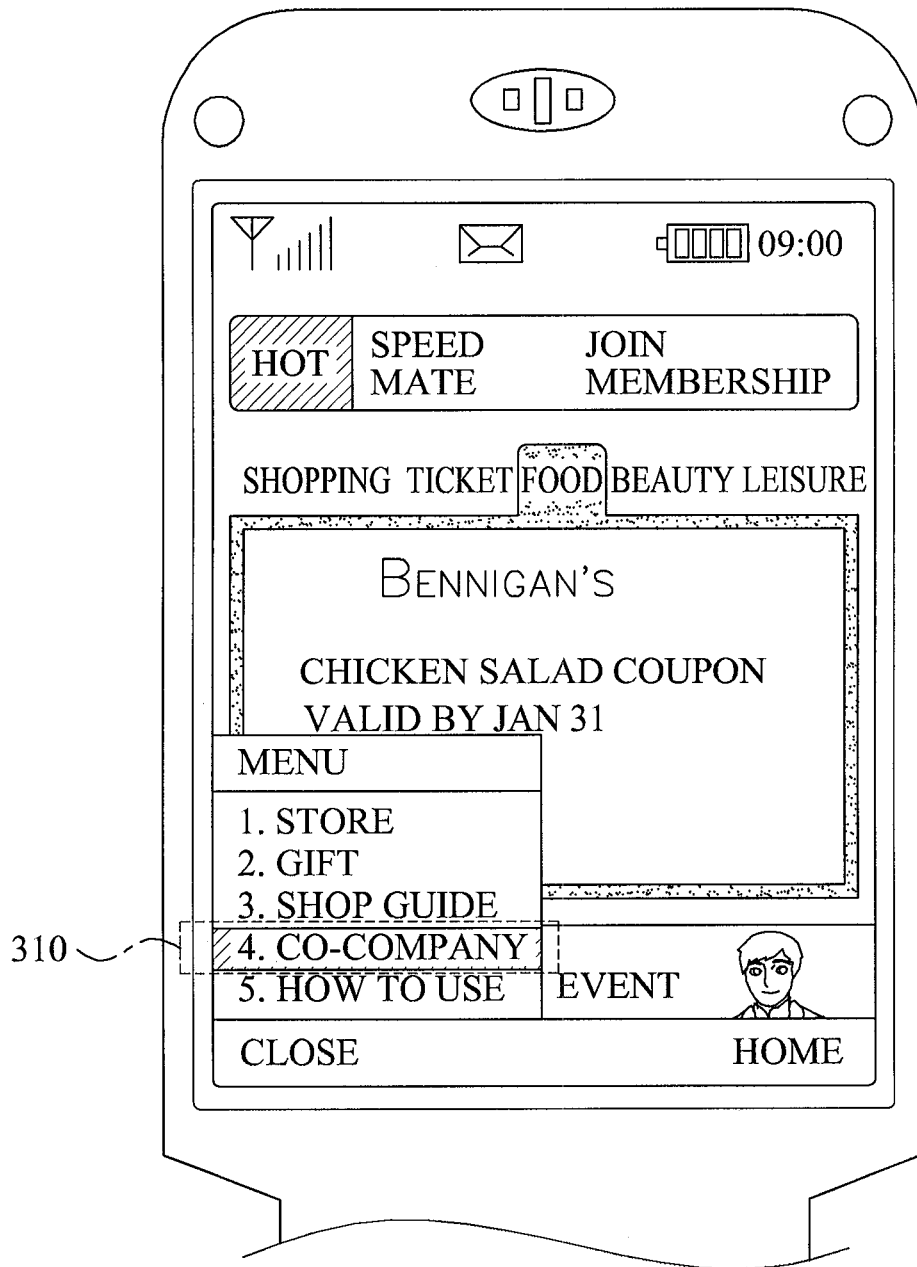


FIG. 4

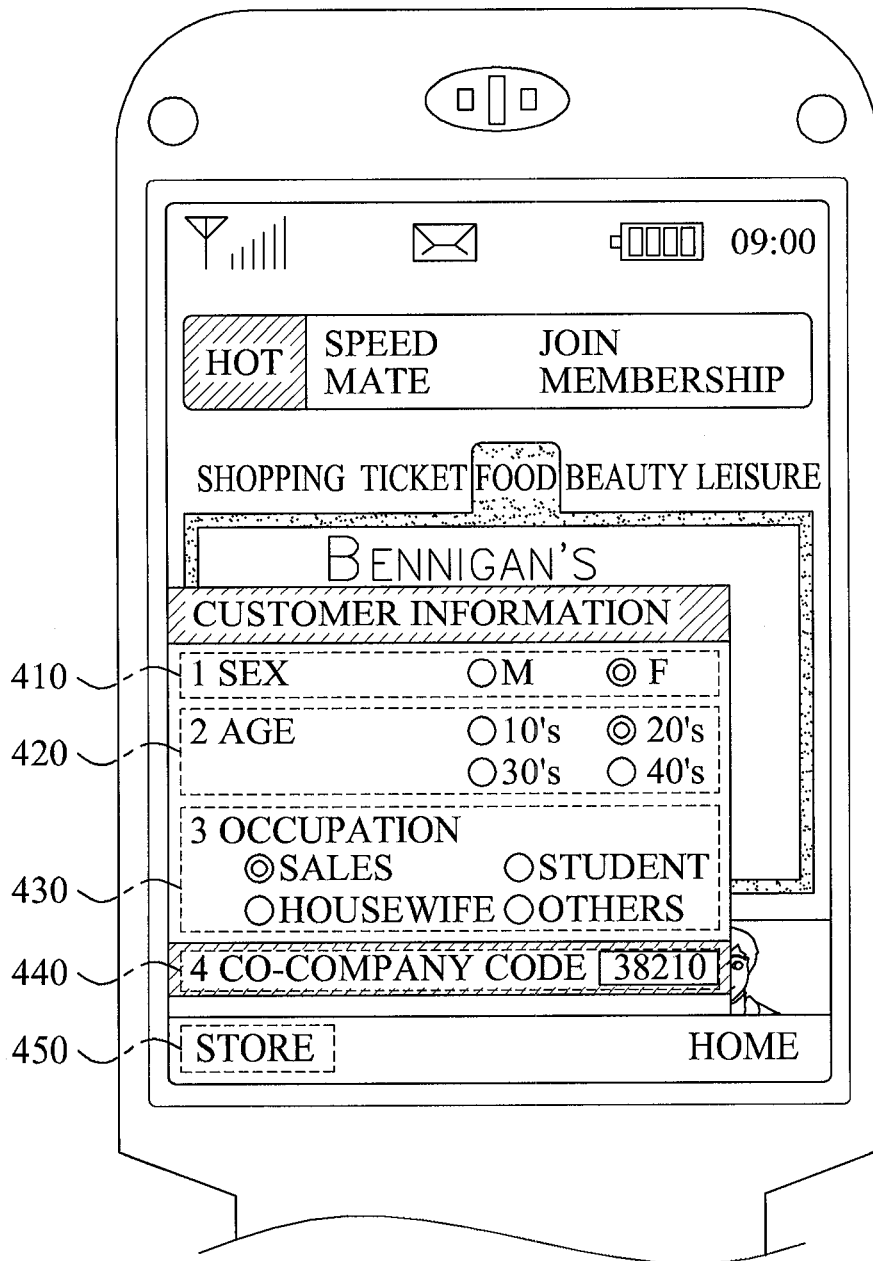
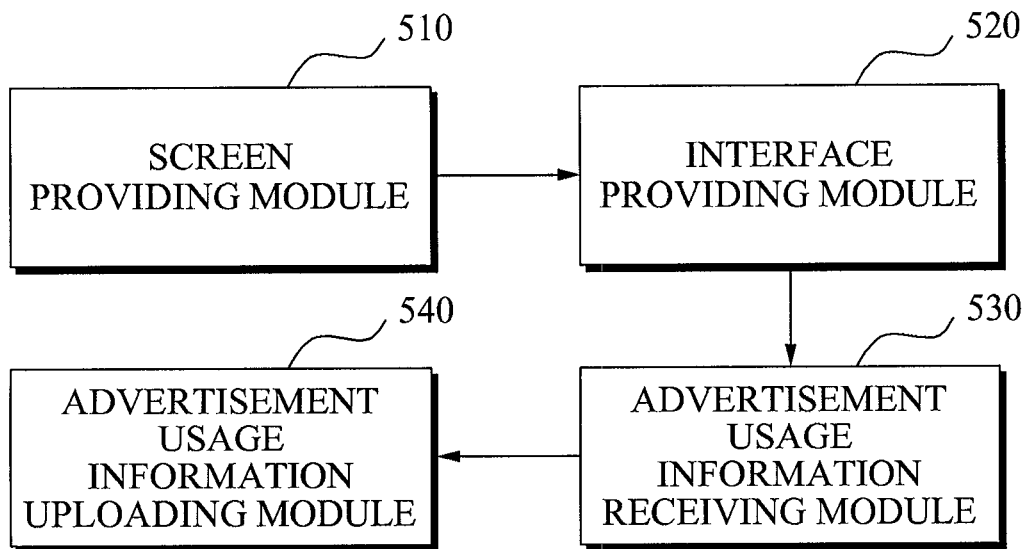




FIG. 5



INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR2008/001815

A. CLASSIFICATION OF SUBJECT MATTER		
<i>G06Q 30/00(2006.01)i</i>		
According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED		
Minimum documentation searched (classification system followed by classification symbols) IPC 8 G06Q 30/00		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Korean utility models and applications for utility models since 1975. Japanese utility models and applications for utility models since 1975.		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) e-KIPASS(KIPO internal) "advertisement, usage, information, mobile, application"		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 10-2001-0091545 A (SYSWEB CO KR) 23 October 2001 See abstract; figures 1-5; claims 1-15.	1-25
Y	KR 10-2001-0044209 A (LEE, HYO KYONG) 05 June 2001 See abstract; figures 1-8; claims 1-10.	1-25
A	KR 10-2004-0020309 A (PANTECH CO., LTD.) 09 March 2004 See abstract; figures 1-3; claims 1-10.	1-25
A	KR 10-2002-0051090 A (HWANG, GIL SU et al.) 28 June 2002 See abstract; figures 1-5; claims 1-29.	1-25
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family		
Date of the actual completion of the international search 03 JULY 2008 (03.07.2008)		Date of mailing of the international search report 03 JULY 2008 (03.07.2008)
Name and mailing address of the ISA/KR  Korean Intellectual Property Office Government Complex-Daejeon, 139 Seonsa-ro, Seo-gu, Daejeon 302-701, Republic of Korea Facsimile No. 82-42-472-7140		Authorized officer KIM, Soo Seob Telephone No. 82-42-481-8377 

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/KR2008/001815

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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KR 2001044209 A	05.06.2001	KR 2000072474 KR 2002021976	05.12.2000 23.03.2002
KR 2004020309 A	09.03.2004	NONE	
KR 2002051090 A	28.06.2002	NONE	