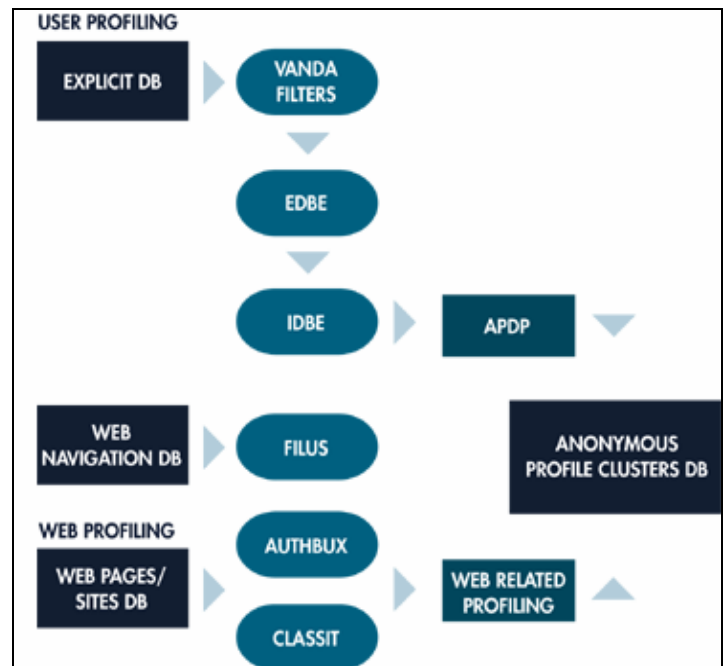


CONTENT DELIVERY SUITE PROFILING AND OPTIMAL ASSIGNMENT

The actual trends of short term Internet development require the evolution of traditional profiling tools as well as optimal content assignment processes. In this context AIA Group has built a series of products (**Content Delivery Suite: Context Profiling, Content Emission, Optimal Assignment**) of new generation that approach this new challenge from innovative perspectives. These products provide advances in implicit information extraction, analysis of navigation patterns, automatic websites classification and mechanisms of optimal content assignment.

CONTEXT PROFILING SUITE

Who is the e-user?
 How is the e-user?
 Which are his preferences?
 Where is the e-user?
 How this e-user navigates?
 How are his e-likes?
 Association among the different profiling dimensions



The Context Profiling Suite is a product that analyzes both the user and its context.



GRUPO AIA

transformamos información en conocimiento

"HIGHLIGHTS"

On and off-line data validation.

Inference of information from basic data. Example: Buying power, inclination to Internet-buying, other.

Personal information privacy is guaranteed, thanks to the collective profiles anonymity.

Group based analysis of users with homogeneous characteristics and preferences.

Collective profile additive empowering.

1-1 personalization also available under personal identification authorization (preferences, explicit data, other).

Proprietary unsupervised clustering technologies (ADAN©), characterizing web behaviour (relevance evaluation metrics of pages from the user viewpoint).

Automatic Websites categorizing (classification of unstructured information management via Artificial Intelligence Techniques).

User Profiling

VANDA: **V**alidation and **D**ata **A**nalysis. Intelligent Filtering of Data via a processing data engine whose goal is to determine their veracity and validity.

EDBE: **E**xplicit **D**ata **B**ase profile generating **E**ngine. The explicitly provided data including socio-economic, geographical data as well as user preferences, among other are treated.

IDBE: **I**mplicit **D**ata **B**ase profile generating **E**ngine, after inductively extracting implicit information from the existing explicit one, it obtains new dimensions for the Anonymous Profiling Data Pool.

FILUS: Users Navigation Profiling Engine that obtains the browsing pattern and other results.

APDP: **A**nonymous **P**rofilng **D**ata **P**ool aggregates the profiling and databases generated via EDBE, IDBE, FILUS and other third party external databases allowing for diverse content matching needs. It generates the multidimensional final clustering result allowing different contexts.

WebSites Profiling

CLASSIT: Automatic Website and Web Pages real time Classification Engine, useful in content assignment models.

AUTHUBX: New proprietary categorization index generation engine.

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CONTENT EMISSION STRATEGY SUITE



"HIGHLIGHTS"

Definition of Content Emission strategies, goals and control parameters.

Optional intervention at the execution of optimal unsupervised strategies.

User friendly environment for real time on-line tracking and analysis.

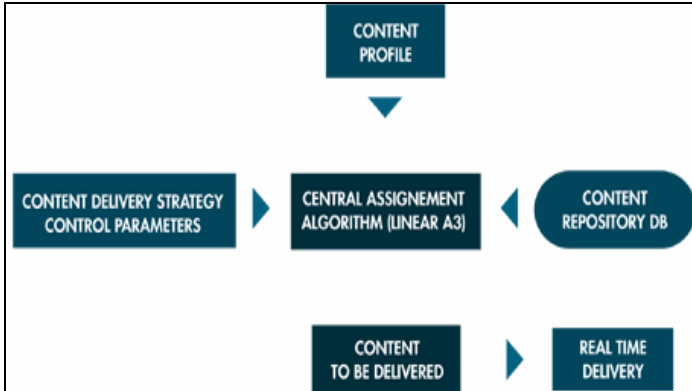
Availability of flexible reporting configuration.

MSM: **Marketing Strategy Module:** This is a Marketing oriented module on the enabling platform that allows for the definition of strategies and objectives at either Enterprise, Advertiser or Agency level (as well as other levels to be created) in the form of elements such as ads, promotions, campaigns, etc.

SDE: **Strategy Delivery Engine:** This content delivery strategy profiling engine extracts the relevant data (for each acting dimension) allowing for the optional overriding of control parameters for the automatic optimal assignment process.

ART: **Analysis Reporting & Tracking:** This module allows for pre-post delivery analysis of strategies and information on users, profiles, contexts, return on investment. It provides also with on-line tracking tools and flexible report generation.

OPTIMAL ASSIGNMENT DELIVERY SUITE



A³ Associative Adaptive Assignment

It is an optimal content (ads, new, products, services, others) assignment algorithmic engine that takes into account the following contextual multidimensional space:

Context Profiles

- User demographic profile
- User historical response and preferences profiles
- User www browsing profile
- Web on-line context profile (page and website classification)

Content Emission Strategies

- Advertiser/content publisher strategic restrictions
- Actual contextual pricing policies or other predefined metrics of ORI (Return on Investment)

"HIGHLIGHTS"

- Proprietary Technology: Associative Adaptive Algorithms
 - Exploits the profiles multidimensional characteristics.
 - Group Oriented.
 - Fast Learning speed.
- Optimal Content Assignment in a
 - Selective way: It adapts to the average group preferences taking profit from the homogenous integration of individuals.
 - Dynamic way: It adapts, thanks to its learning capacity, to the changes in preferences and discovers new association relations of group-content (Target Discovering).

INTEGRATION ARCHITECTURE PLATFORM

The integration platform adapting to the client needs exists incorporating all the product line.