

Media Inventory Management

A PROJECT REPORT

Submitted by

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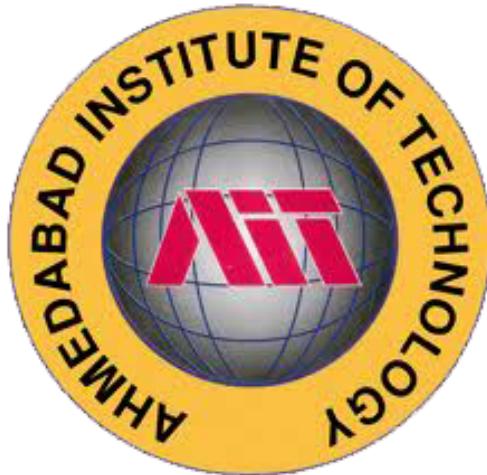
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In Partial fulfillment for the award of the degree

Of

BACHELOR OF ENGINEERING

In



COMPUTER ENGINEERING

AHMEDABAD INSTITUTE OF TECHNOLOGY

Nr. Vasantnagar Township, Gota - Ognaj Road

Gujarat Technological University, Ahmedabad

Winter-2017

AHMEDABAD INSTITUTE OF TECHNOLOGY CE-IT
DEPARTMENT
2017



CERTIFICATE

Date:

This is to certify that the project entitled "**Media Inventory Management**" has been carried out by Pranav Thombare, Rashi Adukia, Yashraj Jhala (140020107092,140020107094,140020107029) under my guidance in fulfillment of the degree of Bachelor of Engineering in COMPUTER ENGINEERING (7th Semester) of Gujarat Technological University, Ahmedabad during the academic year 2016-17.

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I am thankful to my colleagues, for the valuable information provided by them in their respective fields. I am grateful for their cooperation during the period of my project.

ABSTRACT

The Current Scenario:

Media Inventory Management is about managing the advertising time slots. Media Inventory Management is handling using Excel sheet with information about time slots and the client id. The whole procedure is on paper and excel document. They Manually need to enter the details of which time slot is given to which client. And that's how they keep the track of it.

The Project Purpose:

The Current Scenario of Media Inventory Management is very time consuming and on paper. Our project is about making it paperless and fast. In our project, there will be three log-in accounts- customer account, tv operator account and advertising account. Advertising account can buy the time slot online directly from the tv operator and Advertising account even can sell his time slot to any other advertising account. The track of the information about the time slot and the client will be saved online. Also one minute before the advertisement email notification will be sent to the client that his advertisement is going to play in one minute.

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Chapter 1:Introduction

1.1 Introduction to system

Ruby on Rails is a server-side web based application which is written in Ruby. Rails is a MVC(Model-View-Controller) framework which provides many features such as providing default structures for a database, a web service and a web page. Ruby on Rails emphasizes on “Convention over Configuration” (CoC) and “Don’t Repeat Yourself” (DRY) principles.

1.2 Aim and Objectives

Our aim is to provide a platform that is reliable and easy to manage media inventory for television. Now a days media inventory for television is handling by using Excel sheet. Our project is about making it paperless and fast.

Our concept Media Inventory Management is about managing the advertising time slots there will be three accounts:

- Admin Account
- Admin-Client Account
- Client Account

Client can buy the time slot online directly from the Admin and Admin-Client.

The track of the information about the time slots and the client will be saved online.

We are also planning to make the application in future that will help us sending push notification to client.

1.3 Literature Review

1.3.1 Literature for Technology

We are referring the book “The Ruby on Rails Tutorial” written by Michael Hartl. It provides the basics of RoR required to learn the technology and implement it.

1.3.2 Literature for Project

We referred the similar projects from google patents about Advertisement Management. We learnt about advertisement marker that indicates a first start time and a first scheduled duration of a first advertisement break. Also, we come to know about the idea of including both wired and wireless appliances and enabling distribution and tracking for both local and national advertisement and content management.

1.4 Plan of Work

1.4.1 Project Plan

1. Gathering of the module information.
2. Checking the time feasibility.
3. Requirement gathering.
4. Analysis on gathered requirement.
5. Designing.
6. Coding.
7. Testing.

1.4.2 Roles & Responsibilities

Our project will be managing 3 parties:

- Admin: which will have all the rights to buy and sell the frequency and sell them to client.
- Admin-Client: which will have the rights to buy the slots from admin and re-sell them to another client.
- Client: which can either buy slots from admin or admin-client.

Slots will be the places where the client wants to display their advertisements. These are set by the admin-clients.

With this, the admin-clients can fill their slots.

Clients get to interact with the admin-clients in a simpler and clean way.

1.5 Advantages and Limitations

Advantages:-

- Client can easily manage the time slots and advertisement online.
- Online Media inventory management is faster and paperless.
- Client can easily find the time slots.
- User friendly system.
- Push/Email notification to client.

Limitations:-

- The developer must have knowledge of Ruby on Rails.
- The system is online system, thus it is dependent on internet connection.
- One would definitely need constant internet speed in order to access the site.
- The areas having frequent power cuts won't be able to access or make full use of this site

Chapter 2: Requirement Analysis

The main purpose of requirement analysis is to determine the user's needs for a new product. These requirements must be feasible, relevant and as detailed as possible.

2.1 Functional and Non-Functional requirements

Functional Requirements

- The platform should have 3 parties; admin, admin-client, client.
- It should allow clients to put their media on the site and buy the time slots given by the admin-client.
- The admin-client and the admin has the right to sell the time slots, but the client cannot sell the slot they have bought.
- The platform should give a push notification about their media being displayed. The time can be set by the client how much before they should be notified.

Non-Functional Requirements

- The platform should be responsive and easy to use by all three parties.
- The platform should notify the client about availability of time slots from other admin-clients.
- The platform should also have a timed login for a client to avoid any mass buying.

2.2 Proposed System and Targeted Users

Admin:-

- Manage the bandwidth control.
- Sell the time slots if necessary
- Send notification
- Manage admin-clients

Admin-Client:-

- Set the time slots for client to buy
- Sell the slots if necessary

Client:-

- Buy the time-slots given by the admin,admin-client
- Set time for notification before media being displayed
- Watch the time-slots and buy accordingly

2.3 Tools and Technology Used

Ruby on Rails:

To develop a web application using Ruby on Rails Framework, you need to install the following software:

- Ruby
- The Rails Framework
- A web server
- A database system

Rails works with many database systems including MySQL, PostgreSQL, SQLite, Oracle, DB2 and SQL server. Most of the frontend and the backend of the system will be in RoR. The database where all the data will be stored will be different.

Features of ROR:-

- The MVC architecture is one of the most important and the best feature of Ruby on Rails. This architectures helps the developer to manage the view and the controller of the system.
- Convention over Configuration: Since RoR does not have any XML configuration files, it includes simple programming conventions that can be used to specify the configuration parameters
- Debugging is very easier compared to other languages. Detailed error logs make it easy to fix the problem
- Reusability of the code.

PostgreSQL:-

PostgreSQL is an open source object-relational database system. It runs on all major operating systems, including Linux, UNIX (AIX, BSD, HP-UX, SGI IRIX, macOS, Solaris, Tru64), and Windows. It is fully ACID compliant, has full support for foreign keys, joins, views, triggers, and stored procedures (in multiple languages). It includes most SQL:2008 data types, including INTEGER, NUMERIC, BOOLEAN, CHAR, VARCHAR, DATE, INTERVAL, and TIMESTAMP.

Features of PostgreSQL:-

- PostgreSQL is the first database management system that implements multi-version concurrency control (MVCC) feature.
- PostgreSQL is a general-purpose object-relational database management system. It allows you to add custom functions developed using different programming languages such as C/C++, Java, etc.
- PostgreSQL is designed to be extensible. In PostgreSQL, you can define your own data types, index types, functional languages, etc.

2.4 Data Dictionary

“Table 1”- Registration Details

Description: - This table is used to store the registered client details.

Sr No	Field	Data type	Description
1	user_id	int	Unique User ID
2	user_name	varchar(max)	User's name
3	user_email	varchar(50)	User's Email id
4	user_phno	numeric(10,0)	User's phone number
5	user_address	varchar(max)	User's Address
6	user_url	varchar(30)	User's website/url/webpage
7	user_pwd	varchar(30)	User's password for login
8	user_role	varchar(20)	User's role: admin,admin-client or client
9	status	bit	Shows status of User: online/offline

Table 2.1 Registration Table

“Table 2”:- Role Details

Description: - This table is used to store the role like admin, customer, and employee.

Sr no	Field	Data type	Description
1	role_id	int	Role ID
2	role_name	varchar(10)	Role: admin,admin-client,client

Table 2.2 Role Table

“Table 3” :- Login Details

Description: - This table is used to store the login info.

Sr No	Field	Data type	Description

1	login_id	int	Unique login ID
2	user_name	varchar(30)	Store login for admin,admin-client and client
3	password	varchar(30)	Store password for the above mentioned users

Table 2.3 Login Table

“Table 4”:-Notification Details

Description: - This table is used to store the Notification details.

Sr No	Field	Data type	Description
1	notif_id	int	Unique notification ID
2	notif_body	varchar(max)	The message in the notification
3	c_phno	numerical(10.0)	Reference to Registration table

Table 2.4 Notification Table

Chapter 3: System Design

3.1 Use Case Diagram

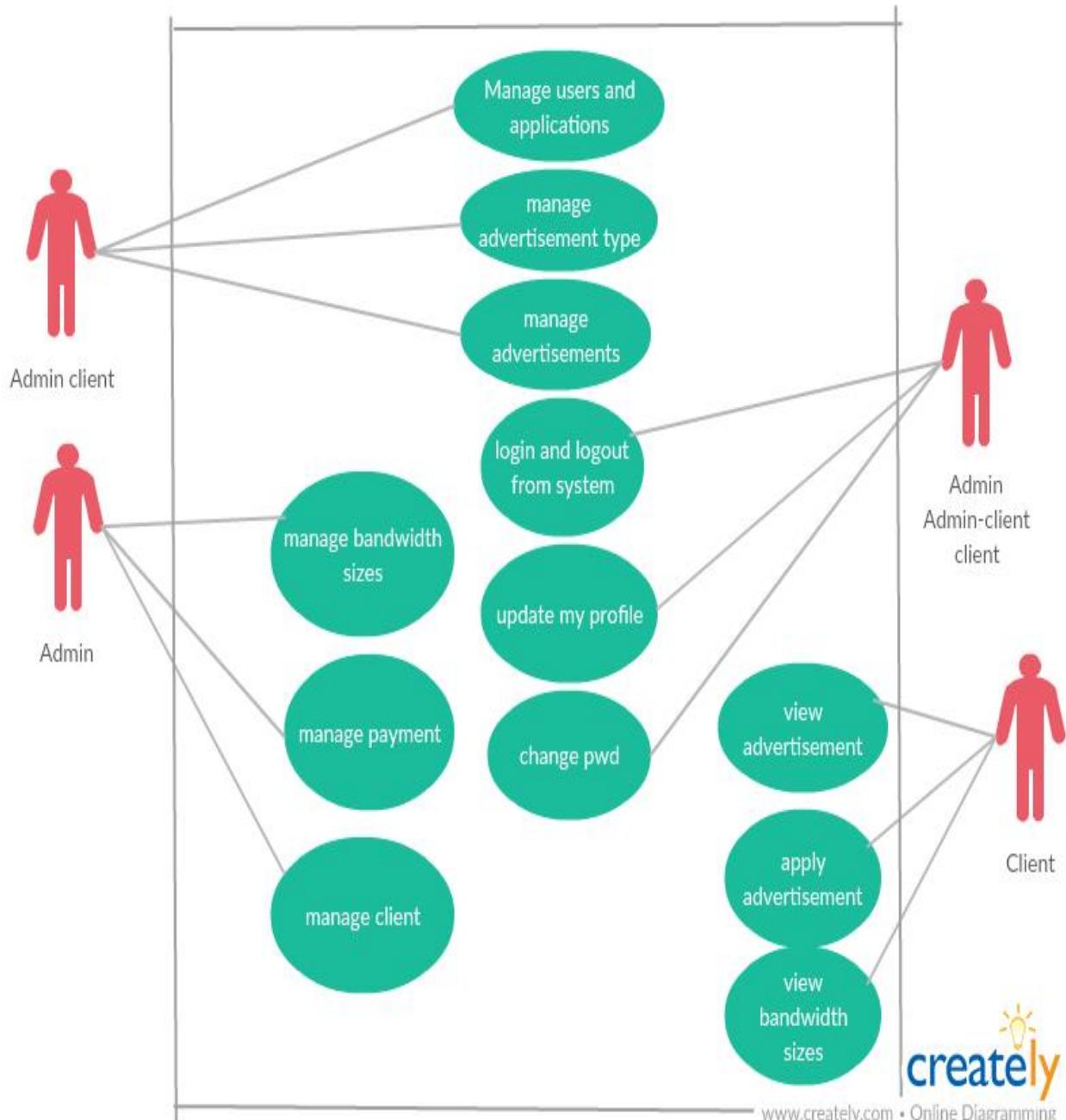


Fig 3.1 Use Case Diagram

3.2 Activity Diagram

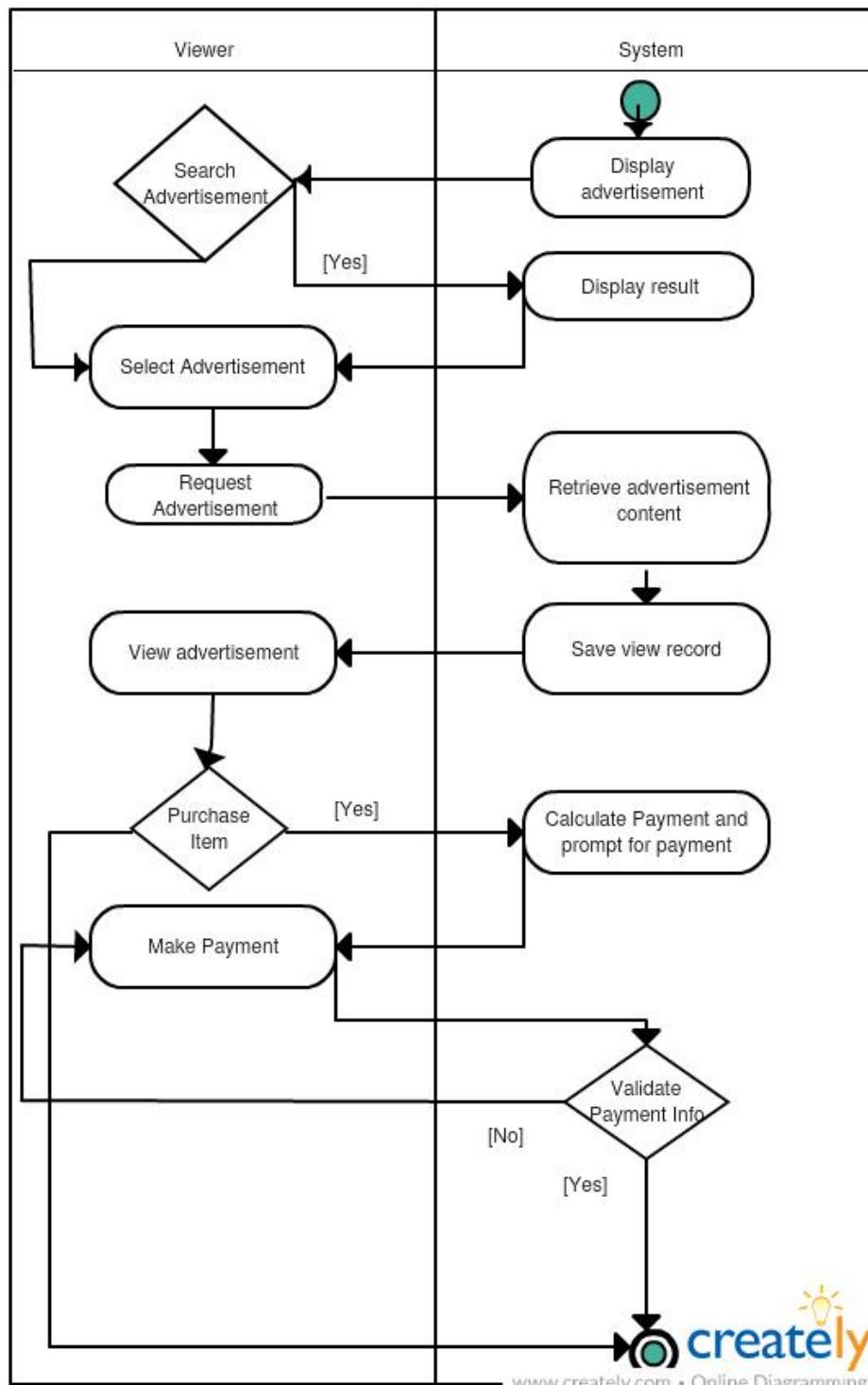


Fig 3.2 Activity Diagram

3.3 Sequence Diagram

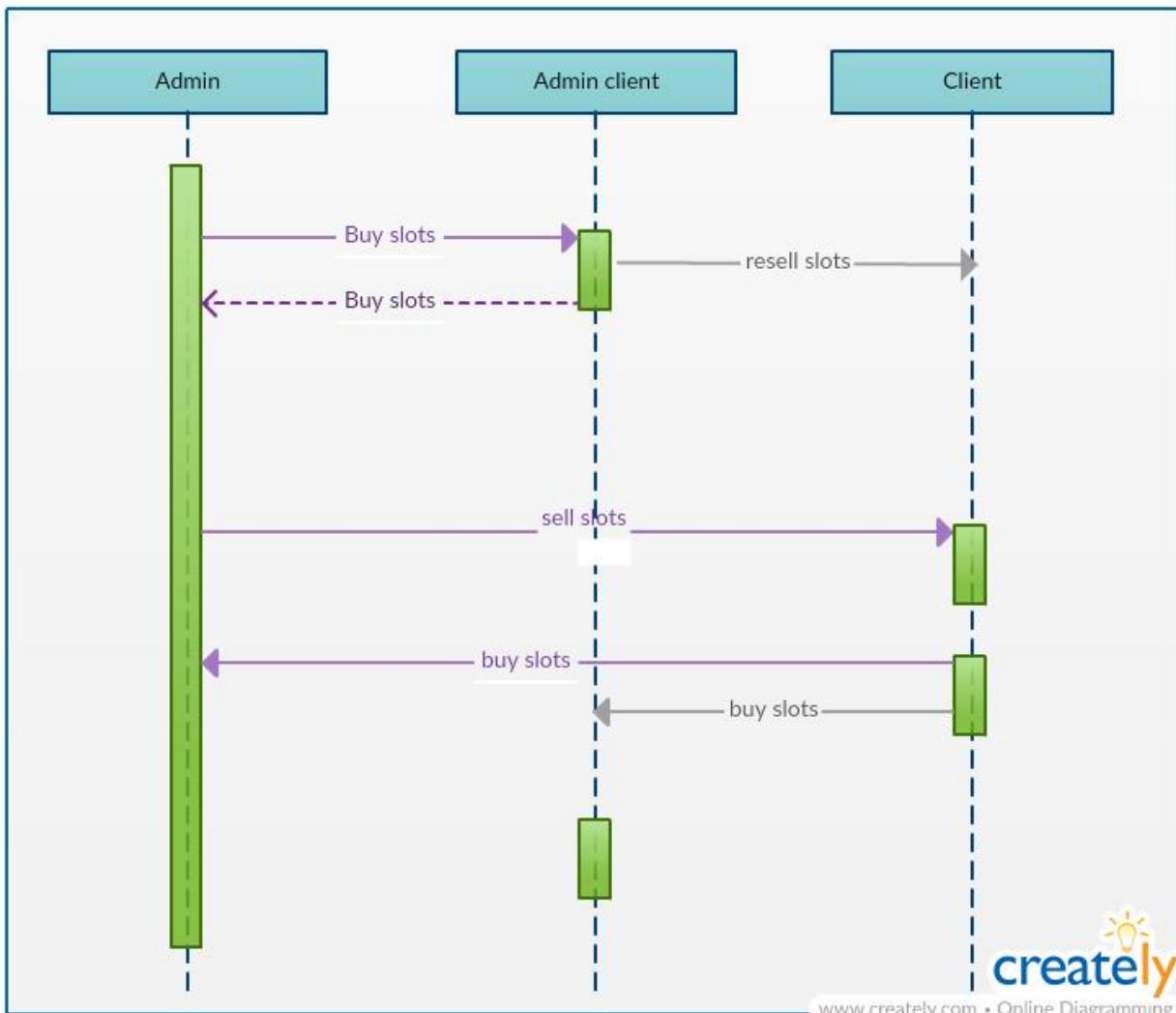


Fig 3.3 Sequence Diagram

3.4 Context Diagram

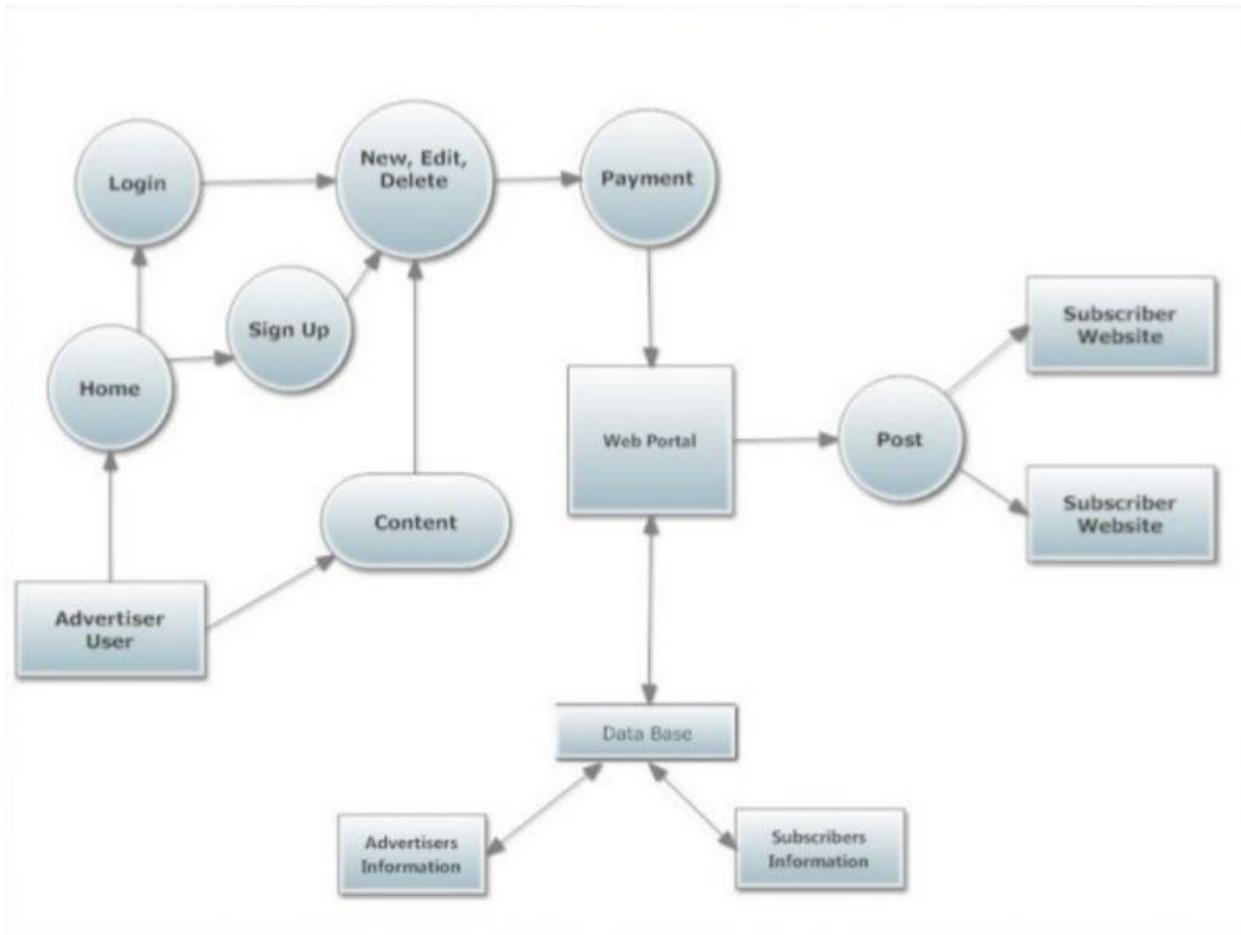


Fig 3.4 Context diagram

Chapter 4: Future Work

- The main aim of “Media Inventory Management” is to provide a platform for managing the advertising time slots and make the whole procedure faster and paperless.
- The current procedure of managing advertising is done using Excel sheet and whole procedure is on paper.
- We are going to provide the email notification whenever client’s advertisement plays in.
- We are also planning to make the application in future that will help us sending push notification to client.

Chapter 5: Conclusion

The project Media Inventory Management is for managing advertisement online. The project has mainly three accounts Admin Account, Admin-Client Account and Client Account. Here Admin will have all the rights to buy and sell the frequency and sell them to client. Admin-Client will have the rights to buy the slots from admin and re-sell them to another client. Client can either buy slots from admin or admin-client. The system will be online and will developed in Ruby on Rails. The project is scheduled to be completed in approximately five months. The project is intended to be user friendly and secure.

The project will require good knowledge of Ruby on Rails. We are using Ruby on Rails because Rails abstracts and simplifies common repetitive tasks.

The process of programming is much faster than with other frameworks and languages, partly because of the object-oriented nature of Ruby. We are going to use PostgreSQL as it supports lots of advanced data types, such as (multi-dimensional) arrays, user-defined types natively. The project is concluded as a solution of the current way of managing advertisements which will be effective and useful.

Chapter 6: References

- <https://www.google.com>
- <http://www.wikipedia.org>
- <https://www.railstutorial.org/book>
- <https://stackoverflow.com/>
- <https://www.google.com/patents>

Appendix 1: Periodic Progress Report

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Email : pranavthombare97@gmail.com Semester : Semester 7

PPR Details

Periodic Progress Report : First PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

Initially I set up Ruby on Rails on our system. I have a linux based system so the installation was done according to it. After setting up RoR on my system, I learned how to make a sample app by using the command "rails new sample_app". After doing that we created a Gemfile in which all the gems will be included for our project. Then we use the command "bundle install" which installs all the gems.

2. What challenge you have faced ?

The problems I faced were to update the packages. It was solved by restarting the terminal everytime we update a package.

3. What support you need ?

I needed to have an internet connection for all these things.

4. Which literature you have referred ?

I referred this online book :<https://www.railstutorial.org/book/beginning>

Comments

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 Email : pranavthombare97@gmail.com Semester : Semester 7

PPR Details

Periodic Progress Report : Second PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

I have made through the second chapter of the book I'm referring and learned how to make a simple toy app. I also learned how to make a pre-defined structure for making an app with scaffolding similar to the following command: rails generate scaffold User name:string email:string I learned the flow and the use of every folder created while scaffolding and how the flow of the program is.

2. What challenge you have faced ?

Understanding the flow and the application of every folder created during scaffolding.

3. What support you need ?

No support was needed as of now.

4. Which literature you have referred ?

I refer this book for learning <https://www.railstutorial.org/book/beginning>

Comments

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Email : pranavthombare97@gmail.com

Semester : Semester 7

PPR Details

Periodic Progress Report : Third PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

I learned how to make a website which allows us to make microposts and users. A sample app which allows a user to create an account and allow them to make a micropost like on twitter. And follow them, view them and see who it is from originally.

2. What challenge you have faced ?

None right now.

3. What support you need ?

No support was needed right now

4. Which literature you have referred ?

I referred from here : railstutorial.org/book/beginning

Comments

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PPR Details

Periodic Progress Report : Forth PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

I learned how to make static pages in RoR. I also learned how to generate folder structure using the rails generate command so that it makes the structure for us and saving a lot of time. We can set the default startup page as a static page by changing the link to the static page in the routes.rb file. I also learned how to test your app by the command rails test. It shows green when there is no error and shows red when there are errors and also shows where the error is and what type it is.

2. What challenge you have faced ?

Understanding the process of testing

3. What support you need ?

I needed some guidance while learning the testing process

4. Which literature you have referred ?

I referred this site : https://www.railstutorial.org/book/static_pages

Comments

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Email : jhalayashraj@gmail.com Semester : Semester 7

PPR Details

Periodic Progress Report : First PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

As Our Project is going to be made on Ruby On Rails. I started learning Ruby On Rails and for which I have installed Rails 5.1 and Ruby 2.4.1 with rbenv setup. Also I am going to use PG as my project backend so I set up PG in my machine.

2. What challenge you have faced ?

I got several error while installing gems on my machine for my project. Error installing rails: ERROR: Failed to build gem native extension.

3. What support you need ?

Ruby On Rails Guide currently I am following this : <https://www.railstutorial.org/book>

4. Which literature you have referred ?

<https://gorails.com/> <https://askubuntu.com> <https://stackoverflow.com>

Comments

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PPR Details

Periodic Progress Report : Second PPR
 Project : Media Inventory Management
 Status : Reviewed

1. What Progress you have made in the Project ?
 I have completed the 2 chapters from the ruby on rails book Michael Hartl. In 1st chapter I learned about the MVC (Model-View-Controller) and setting up the bitbucket. Also about deploying on the Heroku. In the 2nd Chapter I made an simple toy app in which I got to know about setting validations of length and stuff.

2. What challenge you have faced ?
 Knowing the flow of MVC in ruby on rails and making an default app structure using scaffold.

3. What support you need ?
 The support of GitHub for pushing my toy app and Heroku for deploying the app.

4. Which literature you have referred ?
 Im following the Ruby On Rails tutorial by Michael Hartl Link : <https://www.railstutorial.org/book/>

Comments

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 None

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Discipline : BE
Semester : Semester 7

PPR Details

Periodic Progess Report : Third PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

I have completed the 3rd and 4th chapter from Ruby on Rails tutorial. In 3rd chapter Mostly static pages I got to know about adding about page and applying the basic html structure. In 4th chapter Rails flavored Ruby I got to know about using embedded Ruby title and setting the root to home page.

2. What challenge you have faced ?

Navigation through the new pages and doing rails test.

3. What support you need ?

Ruby on Rails tutorial: <https://www.railstutorial.org/book>

4. Which literature you have referred ?

Ruby On Rails Book : <https://www.railstutorial.org/book> Stack Overflow : <https://stackoverflow.com/>

Comments

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Discipline : BE
Semester : Semester 7

PPR Details

Periodic Progess Report : Forth PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

I have completed 5th and 6th chapter from Ruby on Rails tutorial book. In 5th chapter I studied about Filling in the layout and in 6th chapter I studied about Modeling users.

2. What challenge you have faced ?

Making use of Bootstrap css to work with Ruby On Rails and linking the button to the signup page.

3. What support you need ?

Ruby On Rails book: <https://www.railstutorial.org/book> And referred some of GitHub repositories.

4. Which literature you have referred ?

Stack Overflow: <https://stackoverflow.com/> and <http://api.rubyonrails.org/>

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Periodic Progress Report (PPR) Details

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Semester : Semester 7

PPR Details

Periodic Progess Report : First PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

I started with our Ruby on Rails project by installing all the necessary softwares and by setting up the required developmnet environment. Following are the few steps with their respective commands which I used in my first sampleapp 1. Installing Rails in my linux system - gem rails install -v 5.0.3 2. Creating sample app - rails new sample_app 3. Updating the Gemfile of my first sampleapp with the basic ruby commands I had put it under github version control.

2. What challenge you have faced ?

I faced my challenges while developing my first sampleapp. I would get many errors regarding the gem files or the old version of rails. Somehow, I managed to solve those errors with the help of Google.

3. What support you need ?

Since I use a linux based OS, I dont need much support other than a good internet connection. Everything is very easy on linux based OS.

4. Which literature you have referred ?

I referred this book :"<https://www.railstutorials.org/book/beginning/>" for learning and of course Stackoverflow to overcome my errors.

Comments

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Semester : Semester 7

PPR Details

Periodic Progress Report : Second PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

I have learnt how to make a user data model with a unique identifier and publicly viewable name and an email address. Command used:\$ rails generate scaffold User name:string email:string

2. What challenge you have faced ?

In beginning I couldnt understand the flow of MVC.But as I have reached the end of the chapter, I can now easily understand the flow of the program.

3. What support you need ?

No support needed.Since I am learning it by myself,patience is must.

4. Which literature you have referred ?

I refer this book <https://www.railstutorial.org/book/beginning>

Comments

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Semester : Semester 7

PPR Details

Periodic Progress Report : Third PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

Continuing the previously generated user model, this time I have learnt how to migrate the database using \$rails db:migrate and the REST architecture of Ruby.

2. What challenge you have faced ?

Understanding the flow of application controllers, data validations and authentication problems.

3. What support you need ?

No support needed

4. Which literature you have referred ?

BOOK : <https://www.railstutorial.org/book/beginning>

Comments

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29/09/2017

Periodic Progress Report (PPR) Details

College : AHMEDABAD INSTITUTE OF TECHNOLOGY, GOTABAD, AHMEDABAD

StudentName : Rashi Adukia

EnrollmentNo : 140020107094

Department : Computer Engineering

MobileNo : 9537318048

Discipline : BE

Email : rashiadukia111@gmail.com

Semester : Semester 7

PPR Details

Periodic Progress Report : Fourth PPR

Project : Media Inventory Management

Status : Reviewed

1. What Progress you have made in the Project ?

I completed the third chapter of the book which includes making of static and dynamic pages followed by little bit of testing. commands:\$ rails generate controller StaticPages home help

2. What challenge you have faced ?

I faced problems in controller tests, model tests and integration tests. I am working on it.

3. What support you need ?

No support needed other than good internet connection

4. Which literature you have referred ?

BOOK: <https://www.railstutorial.org/book/beginning>

Comments

Comment by Internal Guide :

None

Comment by External Guide :

None

Comment by HOD :

None

Comment by Principal :

None

Comment by University Admin :

None

Appendix 2: PSAR Report

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 24/08/2017		
Dear Jhala Yashraj Dilubha, Studied Patent Number for generation of PSAR : 17BE7_140020107029_1		
PART 1: PATENT SEARCH DATABASE USED		
1. Patent Search Database used	:	Google Patents
Web link of database	:	https://patents.google.com/
2. Keywords Used for Search	:	advertisement,management,television,time slots
3. Search String Used	:	advertisement management
4. Number of Results/Hits getting	:	7102
PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA		
5. Category/ Field of Invention	:	
6. Invention is Related to/Class of Invention	:	Advertisement management
6 (a) : IPC class of the studied patent	:	US20030070167A1
7. Title of Invention	:	Advertisement management method, system, and computer program product
8. Patent No.	:	
9. Application Number	:	US10247783
9 (a) : Web link of the studied patent	:	https://patents.google.com/patent/US20030070167A1/en?q=advertisement&q=management
10. Date of Filing/Application (DD/MM/YYYY)	:	09/20/2002
11. Priority Date (DD/MM/YYYY)	:	
12. Publication/Journal Number	:	
13. Publication Date (DD/MM/YYYY)	:	
14. First Filled Country : Albania	:	

Page 1

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Alex Holtz	Jacksonville
2	Marcel LaRocque	FL(US)

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	ParkerVision Inc	New York avenue

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

It is desktop application so for using it user needs to download it first.
Online website/web application is better compare to desktop application.

20. Specific Problem Solved / Objective of Invention

Distribution and tracking is enabled for both local and national advertisement and content management.

21. Brief about Invention

Title:- Advertisement management method, system, and computer program product
A method, system, and computer program product enables automation and control of the sales, management, accounting, reporting, and traffic functions necessary to manage advertisement sales, content management, and administrative processes for media production environments, including, but not limited to, broadcast television, radio and webcasting stations, and newspapers.

22. Key learning Points

The idea of including both wired and wireless appliances.
Also enabling distribution and tracking for both local and national advertisement and content management.

23. Summary of Invention

A method, system and computer program product are provided to enable the automation and control of the functions necessary to manage advertisement sales, content management, and administrative processes for media production environments, including, but not limited to, broadcast television, radio and webcasting stations, newspapers, and Internet or wireless broadband properties.

24. Number of Claims : 29**25. Patent Status : Other (Pending)****26. How much this invention is related with your IDP/UDP?**

< 70 %

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

Instead of using desktop application web-application is nice to have for using it anytime anywhere.
Tracking concept is nice for both local and national.
Also it would be nice to see the division slots.

Page 2

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)																																					
Date of Submission : 30/08/2017																																						
<p>Dear Jhala Yashraj Dilubha,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107029_2</p>																																						
<p>PART 1: PATENT SEARCH DATABASE USED</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">1. Patent Search Database used</td> <td style="width: 10%;">:</td> <td>Google Patents</td> </tr> <tr> <td>Web link of database</td> <td>:</td> <td>https://patents.google.com/</td> </tr> <tr> <td>2. Keywords Used for Search</td> <td>:</td> <td>Television,Advertising,management,parameter</td> </tr> <tr> <td>3. Search String Used</td> <td>:</td> <td>Television Advertising</td> </tr> <tr> <td>4. Number of Results/Hits getting</td> <td>:</td> <td>1677</td> </tr> </table>			1. Patent Search Database used	:	Google Patents	Web link of database	:	https://patents.google.com/	2. Keywords Used for Search	:	Television,Advertising,management,parameter	3. Search String Used	:	Television Advertising	4. Number of Results/Hits getting	:	1677																					
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14. First Filed Country : Albania	:																																					
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15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Arturo A Rodriguez	Norcross
2	John Eric West	GA(US)

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	ScientificAtlanta LLC	Lawrenceville

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

This project is just for selecting an advertising parameter.

20. Specific Problem Solved / Objective of Invention

The above limitation could be solved by an online website or web-application which would be better than this.

21. Brief about Invention

A method for providing television advertising includes receiving user input for selecting an advertising parameter and providing a user with an advertisement corresponding to the advertising parameter.

22. Key learning Points

Provides an advertisement selection menu

23. Summary of Invention

Provides the user with an advertisement that corresponds to the user selection.

24. Number of Claims : 24

25. Patent Status : Applied Patent

26. How much this invention is related with your IDP/UDP?

< 70 %

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

Yes. We are gonna develop a website for the online advertisement management which is gonna be far more better than this and less time consuming.

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 30/08/2017		
<p>Dear Jhala Yashraj Dilubha,</p> <p>Studied Patent Number for generation of PSAR : <u>17BE7_140020107029_3</u></p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Justia Patents</p> <p>Web link of database : http://patents.justia.com/patents-by-us-classification/705/28</p> <p>2. Keywords Used for Search : Buying,bandwidth,advertisement,online</p> <p>3. Search String Used : advertisement management</p> <p>4. Number of Results/Hits getting : 7099</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement Management</p> <p>6 (a) : IPC class of the studied patent : Inventory Management (705/28)</p> <p>7. Title of Invention : Method and apparatus for managing advertising</p> <p>8. Patent No. : 9736519</p> <p>9. Application Number : 14/294,550</p> <p>9 (a) : Web link of the studied patent : http://patents.justia.com/patents-by-us-classification/705/28</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : July 22, 2015</p> <p>11. Priority Date (DD/MM/YYYY) :</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Suhrid Balakrishnan	Scotch Plains
2	David Lee Applegate	NJ
3	Sumit Chopra	Maplewood

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	ATT Intellectual Property I LP	Atlanta, GA

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

Although the present specification describes components and functions implemented in the embodiments with reference to particular standards and protocols, the disclosure is not limited to such standards and protocols.

20. Specific Problem Solved / Objective of Invention

The method wherein the identified impressions are detected from the consumption data by determining whether a media device of the group of media devices was tuned to a channel for more than a first threshold time period and less than a second threshold time period.

21. Brief about Invention

A system that incorporates teachings of the subject disclosure may include, for example, determining identified impressions that are detected from consumption data collected from a group of media processors where the identified impressions represent viewing of selected content and where the consumption data indicates channel tuning events at the group of media processors including changing of channels, applying a ridge regression analysis to the identified impressions to determine a predicted number of target impressions per advertisement slot, and generating a media plan based on a ratio of an advertisement slot cost to the predicted number of target impressions per advertisement slot. Other embodiments are disclosed.

22. Key learning Points

The subject disclosure relates to communication systems and more particularly a method and apparatus for managing advertising for the systems.

23. Summary of Invention

The basic goal of an advertising campaign is typically to provide target customers with relevant advertisements, and television campaigns are similar in this respect. The process often begins with advertisers who research the target users for their product/service. The television ad-network (the people who create the media campaigns) then try to match the target customer group to various networks/channels or individual television programs. The goal of this process is to place ads on channels/programs where there is a high chance that the target customers will see (and hopefully act on) them. The deliverable of this process is a document called a media plan, which specifies the channels and times at which to book the ad spots (also called ad insertions) for the campaign.

24. Number of Claims : 20

25. Patent Status : Granted Patent & In-force Patent

26. How much this invention is related with your IDP/UDP?

Page 2

71 to 90%

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

we can improve this by generating the processing system, a media plan based on a ratio of an advertisement slot cost to the predicted number of slot impressions per advertisement slot, wherein the media plan specifies program channels and time slots for placing advertisements; and directing, by the processing system, an advertiser to place the advertisements in accordance with the media plan.

	<p>GUJARAT TECHNOLOGICAL UNIVERSITY (GTU)</p> <p>INNOVATION COUNCIL (GIC)</p> <p>Patent Search & Analysis Report (PSAR)</p>	
Date of Submission : 30/08/2017		
<p>Dear Jhala Yashraj Dilubha,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107029_4</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Google Patents</p> <p>Web link of database : https://patents.google.com/</p> <p>2. Keywords Used for Search : Advertisement,Management,Television</p> <p>3. Search String Used : Advertisement Management</p> <p>4. Number of Results/Hits getting : 3627</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement management</p> <p>6 (a) : IPC class of the studied patent : G06Q30/02</p> <p>7. Title of Invention : System and method for automatically managing avail inventory data and avail pricing</p> <p>8. Patent No. :</p> <p>9. Application Number : US10448157B2</p> <p>9 (a) : Web link of the studied patent : https://patents.google.com/patent/US20040025174A1/en?q=Advertisement&q=management&q=television</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 05/29/2003</p> <p>11. Priority Date (DD/MM/YYYY) : 05/31/2002</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Dean Cerrato	US

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	Predictive Media Corp	Massachusetts

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

The implementation focuses on only one actor. Multiple actors(channels) cannot use this at the same time, it'll be different for every one of them.

20. Specific Problem Solved / Objective of Invention

The main objective of the invention is to provide something to the companies that allows them to add media in the inventory and the operator buys them.

21. Brief about Invention

Allows the channel operator to buy ads from the companies

22. Key learning Points

The idea of including both wired and wireless appliances. Also enabling distribution and tracking for both local and national advertisement and content management.

23. Summary of Invention

A method for managing television advertisements. The method includes determining if a subscriber has reached a minimum level of advertisement viewing and curtailing the service level of the subscriber if the subscriber does not maintain the minimum level of advertisement viewing.

24. Number of Claims : 22

25. Patent Status : Granted Patent & In-force Patent

26. How much this invention is related with your IDP/UDP?

71 to 90%

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

We will improve this by making the site more responsive and allow the people to place the ads in the list and buy slots.

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 31/08/2017		
<p>Dear Jhala Yashraj Dilubha,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107029_5</p>		
PART 1: PATENT SEARCH DATABASE USED		
1. Patent Search Database used	:	Google Patents
Web link of database	:	https://patents.google.com/
2. Keywords Used for Search	:	advertisement,management,television
3. Search String Used	:	Advertisement Management
4. Number of Results/Hits getting	:	7000
PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA		
5. Category/ Field of Invention	:	
6. Invention is Related to/Class of Invention	:	Advertisement Management
6 (a) : IPC class of the studied patent	:	US20100205049A1
7. Title of Invention	:	Advertisement management for live internet multimedia content
8. Patent No.	:	
9. Application Number	:	US12370568
9 (a) : Web link of the studied patent	:	https://patents.google.com/patent/US20100205049A1/en?q=advertisement&q=management&q=television
10. Date of Filing/Application (DD/MM/YYYY)	:	2009-02-12
11. Priority Date (DD/MM/YYYY)	:	
12. Publication/Journal Number	:	
13. Publication Date (DD/MM/YYYY)	:	
14. First Filled Country : Albania	:	

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Dustin W Long	NJ

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	MOVE NETWORKS Inc	Utah

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

This is limited to only managing advertisements for multimedia content delivered over the Internet for a live event.

20. Specific Problem Solved / Objective of Invention

In one embodiment, the method receives the multimedia content over a network connection for playback on a media player.

21. Brief about Invention

Managing advertisements for multimedia content delivered over the Internet for a live event. In one embodiment, the method receives the multimedia content over a network connection for playback on a media player, and receives a first advertisement marker that indicates a first start time and a first scheduled duration of a first advertisement break. The method adjusts the first scheduled duration to a first adjusted portion, and selects one or more advertisements for playback on the media player to fill the first adjusted duration of the first advertisement break, instead of the first scheduled duration.

22. Key learning Points

Advertisement marker that indicates a first start time and a first scheduled duration of a first advertisement break.

23. Summary of Invention

Embodiments of the invention relate to the field of delivery of multimedia content over the Internet; and more specifically, to the advertisement management for multimedia content for a live event delivered over the Internet.

24. Number of Claims : 41

25. Patent Status : Granted Patent & In-force Patent

26. How much this invention is related with your IDP/UDP?

71 to 90%

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

This is limited to only managing advertisements for multimedia content delivered over the Internet for a live event. It would be better if they add more things and also make a web application.

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 30/08/2017		
<p>Dear Pranav Pravin Thombare,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107092_1</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Google Patents</p> <p>Web link of database : https://patents.google.com/</p> <p>2. Keywords Used for Search : Advertising,Management,Television</p> <p>3. Search String Used : Television Advertising</p> <p>4. Number of Results/Hits getting : 1677</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement management</p> <p>6 (a) : IPC class of the studied patent : US7334251B2</p> <p>7. Title of Invention : Management of television advertising</p> <p>8. Patent No. :</p> <p>9. Application Number : US10073842</p> <p>9 (a) : Web link of the studied patent : https://patents.google.com/patent/US7334251B2/en?q=advertisem</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 02/11/2002</p> <p>11. Priority Date (DD/MM/YYYY) : 02/11/2002</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) : 02/19/2002</p> <p>14. First Filled Country : Albania</p>		
Page 1		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
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16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	John Eric West	GA(US)
2	Arturo A Rodriguez	Norcross

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	ScientificAtlanta LLC	Lawrenceville

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A method for providing television advertising includes receiving user input for selecting an advertising parameter and providing a user with an advertisement corresponding to the advertising parameter.

22. Key learning Points

It provides an advertisement selection menu

23. Summary of Invention

Provides the user with an advertisement that corresponds to the user selection.

24. Number of Claims : 24

25. Patent Status : Applied Patent

26. How much this invention is related with your IDP/UDP?

< 70 %

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

We will develop a website which will be faster and consume less time in this process. It'll handle advertisement management online.

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<p>Dear Pranav Pravin Thombare,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107092_2</p>		
PART 1: PATENT SEARCH DATABASE USED		
<p>1. Patent Search Database used : Google Patents</p> <p>Web link of database : https://patents.google.com/</p> <p>2. Keywords Used for Search : Advertisement,Management,Television,Time slots</p> <p>3. Search String Used : Advertisement Management</p> <p>4. Number of Results/Hits getting : 7102</p>		
PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA		
<p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement management</p> <p>6 (a) : IPC class of the studied patent : US20030070167A1</p> <p>7. Title of Invention : Advertisement management method, system, and computer program product</p> <p>8. Patent No. :</p> <p>9. Application Number : US10247783</p> <p>9 (a) : Web link of the studied patent : https://patents.google.com/patent/US20030070167A1/en?q=advertisment+management</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 09/20/2002</p> <p>11. Priority Date (DD/MM/YYYY) : 04/18/2002</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

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Sr.No	Country Where Filed	Application No./Patent No.
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16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Alex Holtz	Jacksonville
2	Marcel LaRocque	Florida

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	ParkerVision INC	New York Avenue

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

It is desktop application so for using it user needs to download it first. Online website/web application is better compare to desktop application.

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Distribution and tracking is enabled for both local and national advertisement and content management.

21. Brief about Invention

Advertisement management method, system, and computer program product

A method, system, and computer program product enables automation and control of the sales, management, accounting, reporting, and traffic functions necessary to manage advertisement sales, content management, and administrative processes for media production environments, including, but not limited to, broadcast television, radio and webcasting stations, and newspapers.

22. Key learning Points

The idea of including both wired and wireless appliances.

Also enabling distribution and tracking for both local and national advertisement and content management.

23. Summary of Invention

A method, system and computer program product are provided to enable the automation and control of the functions necessary to manage advertisement sales, content management, and administrative processes for media production environments, including, but not limited to, broadcast television, radio and webcasting stations, newspapers, and Internet or wireless broadband properties.

24. Number of Claims : 29

25. Patent Status : Other (Pending)

26. How much this invention is related with your IDP/UDP?

< 70 %

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

Instead of using desktop application web-application is nice to have for using it anytime anywhere.

Page 2

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 30/08/2017		
<p>Dear Pranav Pravin Thombare,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107092_3</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Google Patents</p> <p>Web link of database : https://patents.google.com/</p> <p>2. Keywords Used for Search : Advertisement,Management,Television</p> <p>3. Search String Used : Advertisement Management</p> <p>4. Number of Results/Hits getting : 3627</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement management</p> <p>6 (a) : IPC class of the studied patent : G06Q30/02</p> <p>7. Title of Invention : System and method for automatically managing avail inventory data and avail pricing</p> <p>8. Patent No. :</p> <p>9. Application Number : US10448157B2</p> <p>9 (a) : Web link of the studied patent : https://patents.google.com/patent/US20040025174A1/en?q=Advertisement&q=management&q=television</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 05/29/2003</p> <p>11. Priority Date (DD/MM/YYYY) : 05/31/2002</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Dean Cerrato	US

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	Predictive Media Corp	Massachusetts

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

The implementation focuses on only one actor. Multiple actors(channels) cannot use this at the same time, it'll be different for every one of them.

20. Specific Problem Solved / Objective of Invention

The main objective of the invention is to provide something to the companies that allows them to add media in the inventory and the operator buys them.

21. Brief about Invention

Allows the channel operator to buy ads from the companies

22. Key learning Points

The idea of including both wired and wireless appliances. Also enabling distribution and tracking for both local and national advertisement and content management.

23. Summary of Invention

A method for managing television advertisements. The method includes determining if a subscriber has reached a minimum level of advertisement viewing and curtailing the service level of the subscriber if the subscriber does not maintain the minimum level of advertisement viewing.

24. Number of Claims : 22

25. Patent Status : Granted Patent & In-force Patent

26. How much this invention is related with your IDP/UDP?

71 to 90%

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

We will improve this by making the site more responsive and allow the people to place the ads in the list and buy slots.

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 30/08/2017		
<p>Dear Pranav Pravin Thombare,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107092_4</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Justia Patents</p> <p>Web link of database : http://patents.justia.com/</p> <p>2. Keywords Used for Search : Buying,bandwidth,advertisement,online</p> <p>3. Search String Used : Advertisement Management</p> <p>4. Number of Results/Hits getting : 7099</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement management</p> <p>6 (a) : IPC class of the studied patent : H04H 60/32</p> <p>7. Title of Invention : Method and apparatus for managing advertising</p> <p>8. Patent No. : 9736519</p> <p>9. Application Number : 20150326905</p> <p>9 (a) : Web link of the studied patent : http://patents.justia.com/patent/9736519</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 07/22/2015</p> <p>11. Priority Date (DD/MM/YYYY) :</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Suhrid Balakrishnan	Scotch Plains
2	David Lee Applegate	Maplewood
3	Sumit Chopra	NJ

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	ATT Intellectual Property I LP	Atlanta, GA

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

Although the present specification describes components and functions implemented in the embodiments with reference to particular standards and protocols, the disclosure is not limited to such standards and protocols.

20. Specific Problem Solved / Objective of Invention

The method wherein the identified impressions are detected from the consumption data by determining whether a media device of the group of media devices was tuned to a channel for more than a first threshold time period and less than a second threshold time period.

21. Brief about Invention

A system that incorporates teachings of the subject disclosure may include, for example, determining identified impressions that are detected from consumption data collected from a group of media processors where the identified impressions represent viewing of selected content and where the consumption data indicates channel tuning events at the group of media processors including changing of channels, applying a ridge regression analysis to the identified impressions to determine a predicted number of target impressions per advertisement slot, and generating a media plan based on a ratio of an advertisement slot cost to the predicted number of target impressions per advertisement slot. Other embodiments are disclosed.

22. Key learning Points

The subject disclosure relates to communication systems and more particularly a method and apparatus for managing advertising for the systems.

23. Summary of Invention

The basic goal of an advertising campaign is typically to provide target customers with relevant advertisements, and television campaigns are similar in this respect. The process often begins with advertisers who research the target users for their product/service. The television ad-network (the people who create the media campaigns) then try to match the target customer group to various networks/channels or individual television programs. The goal of this process is to place ads on channels/programs where there is a high chance that the target customers will see (and hopefully act on) them. The deliverable of this process is a document called a media plan, which specifies the channels and times at which to book the ad spots (also called ad insertions) for the campaign.

24. Number of Claims : 20

25. Patent Status : Granted Patent & In-force Patent

26. How much this invention is related with your IDP/UDP?

Page 2

71 to 90%

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

we can improve this by generating the processing system, a media plan based on a ratio of an advertisement slot cost to the predicted number of slot impressions per advertisement slot, wherein the media plan specifies program channels and time slots for placing advertisements; and directing, by the processing system, an advertiser to place the advertisements in accordance with the media plan.

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 31/08/2017		
<p>Dear Pranav Pravin Thombare,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107092_5</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Google Patents</p> <p>Web link of database : https://patents.google.com/</p> <p>2. Keywords Used for Search : Advertisement,Management,Television</p> <p>3. Search String Used : Advertisement Management</p> <p>4. Number of Results/Hits getting : 7000</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement management</p> <p>6 (a) : IPC class of the studied patent : G06Q30/02</p> <p>7. Title of Invention : Advertisement management for live internet multimedia content</p> <p>8. Patent No. :</p> <p>9. Application Number : US12370568</p> <p>9 (a) : Web link of the studied patent : https://patents.google.com/patent/US20100205049A1/en?q=advertisment+management+for+live+internet+multimedia+content</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 02/12/2002</p> <p>11. Priority Date (DD/MM/YYYY) :</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Dustin W Long	New Jersey,US

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	Dustin W Long	New Jersey
2	MOVE NETWORKS Inc	US

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

This is limited to only managing advertisements for multimedia content delivered over the Internet for a live event.

20. Specific Problem Solved / Objective of Invention

In one embodiment, the method receives the multimedia content over a network connection for playback on a media player.

21. Brief about Invention

Managing advertisements for multimedia content delivered over the Internet for a live event. In one embodiment, the method receives the multimedia content over a network connection for playback on a media player, and receives a first advertisement marker that indicates a first start time and a first scheduled duration of a first advertisement break. The method adjusts the first scheduled duration to a first adjusted portion, and selects one or more advertisements for playback on the media player to fill the first adjusted duration of the first advertisement break, instead of the first scheduled duration.

22. Key learning Points

Advertisement marker that indicates a first start time and a first scheduled duration of a first advertisement break.

23. Summary of Invention

Embodiments of the invention relate to the field of delivery of multimedia content over the Internet; and more specifically, to the advertisement management for multimedia content for a live event delivered over the Internet.

24. Number of Claims : 41**25. Patent Status** : Granted Patent & In-force Patent**26. How much this invention is related with your IDP/UDP?**

71 to 90%

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

This is limited to only managing advertisements for multimedia content delivered over the Internet for a live event. It would be better if they add more things and also make a web application.

Page 2

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 24/08/2017		
<p>Dear Rashi Adukia,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107094_1</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Google Patents</p> <p>Web link of database : https://patents.google.com/</p> <p>2. Keywords Used for Search : Television,Advertising,management,parameter</p> <p>3. Search String Used : Television Advertising</p> <p>4. Number of Results/Hits getting : 1677</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement Management</p> <p>6 (a) : IPC class of the studied patent : US7334251B2</p> <p>7. Title of Invention : Management of television advertising</p> <p>8. Patent No. :</p> <p>9. Application Number : US10073842</p> <p>9 (a) : Web link of the studied patent : https://patents.google.com/patent/US7334251B2/en?q=advertisement&q=management</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 2002-02-11</p> <p>11. Priority Date (DD/MM/YYYY) :</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Arturo A Rodriguez	Norcross
2	John Eric West	GA(US)

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	ScientificAtlanta LLC	Lawrenceville

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

This project is just for selecting an advertising parameter.

20. Specific Problem Solved / Objective of Invention

The above limitation could be solved by an online website or web-application which would be better than this.

21. Brief about Invention

A method for providing television advertising includes receiving user input for selecting an advertising parameter and providing a user with an advertisement corresponding to the advertising parameter.

22. Key learning Points

provides an advertisement selection menu

23. Summary of Invention

Provides the user with an advertisement that corresponds to the user selection.

24. Number of Claims : 24

25. Patent Status : Applied Patent

26. How much this invention is related with your IDP/UDP?

< 70 %

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

Yes. We are gonna develop a website for the online advertisement management which is gonna be far more better than this and less time consuming

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 30/08/2017		
<p>Dear Rashi Adukia,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107094_2</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Google Patents</p> <p>Web link of database : https://patents.google.com/</p> <p>2. Keywords Used for Search : advertisement management television time slots,management, television ,time slots</p> <p>3. Search String Used : advertisement management</p> <p>4. Number of Results/Hits getting : 7102</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement management</p> <p>6 (a) : IPC class of the studied patent : US20030070167A1</p> <p>7. Title of Invention : Advertisement management method, system, and computer program product</p> <p>8. Patent No. :</p> <p>9. Application Number : US10247783</p> <p>9 (a) : Web link of the studied patent : https://patents.google.com/patent/US20030070167A1/en?q=advertisement&q=management</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 09/20/2002</p> <p>11. Priority Date (DD/MM/YYYY) :</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Alex Holtz	Jacksonville
2	Marcel LaRocque	FL(US)

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	ParkerVision Inc	New York avenue

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

It is desktop application so for using it user needs to download it first.
Online website/web application is better compare to desktop application.

20. Specific Problem Solved / Objective of Invention

Distribution and tracking is enabled for both local and national advertisement and content management.

21. Brief about Invention

Title:- Advertisement management method, system, and computer program product
A method, system, and computer program product enables automation and control of the sales, management, accounting, reporting, and traffic functions necessary to manage advertisement sales, content management, and administrative processes for media production environments, including, but not limited to, broadcast television, radio and webcasting stations, and newspapers.

22. Key learning Points

The idea of including both wired and wireless appliances.
Also enabling distribution and tracking for both local and national advertisement and content management.

23. Summary of Invention

A method, system and computer program product are provided to enable the automation and control of the functions necessary to manage advertisement sales, content management, and administrative processes for media production environments, including, but not limited to, broadcast television, radio and webcasting stations, newspapers, and Internet or wireless broadband properties.

24. Number of Claims : 29

25. Patent Status : Other (pending)

26. How much this invention is related with your IDP/UDP?

< 70 %

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

Instead of using desktop application web-application is nice to have for using it anytime anywhere.
Tracking concept is nice for both local and national.
Also it would be nice to see the division slots.

Page 2

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 30/08/2017		
<p>Dear Rashi Adukia,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107094_3</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Justia Patents</p> <p>Web link of database : http://patents.justia.com/patents-by-us-classification/705/28</p> <p>2. Keywords Used for Search : Buying,bandwidth,advertisement,online</p> <p>3. Search String Used : advertisement management</p> <p>4. Number of Results/Hits getting : 7099</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement Management</p> <p>6 (a) : IPC class of the studied patent : Inventory Management (705/28)</p> <p>7. Title of Invention : Method and apparatus for managing advertising</p> <p>8. Patent No. : 9736519</p> <p>9. Application Number : 14/294,550</p> <p>9 (a) : Web link of the studied patent : http://patents.justia.com/patents-by-us-classification/705/28</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : July 22, 2015</p> <p>11. Priority Date (DD/MM/YYYY) :</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Suhrid Balakrishnan	(Scotch Plains
2	David Lee Applegate	NJ)
3	Sumit Chopra	(Maplewood

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	ATT Intellectual Property I LP	(Atlanta, GA)

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

Although the present specification describes components and functions implemented in the embodiments with reference to particular standards and protocols, the disclosure is not limited to such standards and protocols.

20. Specific Problem Solved / Objective of Invention

The method wherein the identified impressions are detected from the consumption data by determining whether a media device of the group of media devices was tuned to a channel for more than a first threshold time period and less than a second threshold time period.

21. Brief about Invention

A system that incorporates teachings of the subject disclosure may include, for example, determining identified impressions that are detected from consumption data collected from a group of media processors where the identified impressions represent viewing of selected content and where the consumption data indicates channel tuning events at the group of media processors including changing of channels, applying a ridge regression analysis to the identified impressions to determine a predicted number of target impressions per advertisement slot, and generating a media plan based on a ratio of an advertisement slot cost to the predicted number of target impressions per advertisement slot. Other embodiments are disclosed.

22. Key learning Points

The subject disclosure relates to communication systems and more particularly a method and apparatus for managing advertising for the systems.

23. Summary of Invention

The basic goal of an advertising campaign is typically to provide target customers with relevant advertisements, and television campaigns are similar in this respect. The process often begins with advertisers who research the target users for their product/service. The television ad-network (the people who create the media campaigns) then try to match the target customer group to various networks/channels or individual television programs. The goal of this process is to place ads on channels/programs where there is a high chance that the target customers will see (and hopefully act on) them. The deliverable of this process is a document called a media plan, which specifies the channels and times at which to book the ad spots (also called ad insertions) for the campaign.

24. Number of Claims : 20

25. Patent Status : Granted Patent & In-force Patent

26. How much this invention is related with your IDP/UDP?

71 to 90%

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

we can improve this by generating the processing system, a media plan based on a ratio of an advertisement slot cost to the predicted number of slot impressions per advertisement slot, wherein the media plan specifies program channels and time slots for placing advertisements; and directing, by the processing system, an advertiser to place the advertisements in accordance with the media plan.

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 30/08/2017		
<p>Dear Rashi Adukia,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107094_4</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Google Patents</p> <p>Web link of database : https://patents.google.com/</p> <p>2. Keywords Used for Search : Advertisement,Management,Television</p> <p>3. Search String Used : Advertisement Management</p> <p>4. Number of Results/Hits getting : 3627</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement management</p> <p>6 (a) : IPC class of the studied patent : G06Q30/02</p> <p>7. Title of Invention : System and method for automatically managing avail inventory data and avail pricing</p> <p>8. Patent No. :</p> <p>9. Application Number : US10448157B2</p> <p>9 (a) : Web link of the studied patent : https://patents.google.com/patent/US20040025174A1/en?q=Advertisement&q=management&q=television</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 05/29/2003</p> <p>11. Priority Date (DD/MM/YYYY) : 05/31/2002</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

	GUJARAT TECHNOLOGICAL UNIVERSITY (GTU) INNOVATION COUNCIL (GIC) Patent Search & Analysis Report (PSAR)	
Date of Submission : 31/08/2017		
<p>Dear Rashi Adukia,</p> <p>Studied Patent Number for generation of PSAR : 17BE7_140020107094_6</p>		
<p>PART 1: PATENT SEARCH DATABASE USED</p> <p>1. Patent Search Database used : Google Patents</p> <p>Web link of database : https://patents.google.com/</p> <p>2. Keywords Used for Search : advertisement,management,television</p> <p>3. Search String Used : Advertisement Management</p> <p>4. Number of Results/Hits getting : 7000</p>		
<p>PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA</p> <p>5. Category/ Field of Invention :</p> <p>6. Invention is Related to/Class of Invention : Advertisement Management</p> <p>6 (a) : IPC class of the studied patent : US20100205049A1</p> <p>7. Title of Invention : Advertisement management for live internet multimedia content</p> <p>8. Patent No. :</p> <p>9. Application Number : US12370568</p> <p>9 (a) : Web link of the studied patent : https://patents.google.com/patent/US20100205049A1/en?q=advertisement&q=management&q=television</p> <p>10. Date of Filing/Application (DD/MM/YYYY) : 2009-02-12</p> <p>11. Priority Date (DD/MM/YYYY) :</p> <p>12. Publication/Journal Number :</p> <p>13. Publication Date (DD/MM/YYYY) :</p> <p>14. First Filled Country : Albania</p>		
Page 1		

15. Also Published as

Sr.No	Country Where Filed	Application No./Patent No.
1		

16. Inventor/s Details.

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Dustin W Long	NJ

17. Applicant/Assignee Details.

Sr.No	Name of Applicant/Assignee	Address/City/Country of Applicant
1	MOVE NETWORKS Inc	Utah

18. Applicant for Patent is : Company

PART 3: TECHNICAL PART OF PATENTED INVENTION**19. Limitation of Prior Technology / Art**

This is limited to only managing advertisements for multimedia content delivered over the Internet for a live event.

20. Specific Problem Solved / Objective of Invention

In one embodiment, the method receives the multimedia content over a network connection for playback on a media player.

21. Brief about Invention

Managing advertisements for multimedia content delivered over the Internet for a live event. In one embodiment, the method receives the multimedia content over a network connection for playback on a media player, and receives a first advertisement marker that indicates a first start time and a first scheduled duration of a first advertisement break. The method adjusts the first scheduled duration to a first adjusted portion, and selects one or more advertisements for playback on the media player to fill the first adjusted duration of the first advertisement break, instead of the first scheduled duration.

22. Key learning Points

Advertisement marker that indicates a first start time and a first scheduled duration of a first advertisement break.

23. Summary of Invention

Embodiments of the invention relate to the field of delivery of multimedia content over the Internet; and more specifically, to the advertisement management for multimedia content for a live event delivered over the Internet.

24. Number of Claims : 41**25. Patent Status** : Granted Patent & In-force Patent**26. How much this invention is related with your IDP/UDP?**

71 to 90%

27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

This is limited to only managing advertisements for multimedia content delivered over the Internet for a live event. It would be better if they add more things and also make a web application.

Appendix 3: Design Engineering Canvases

1.AEIOU Summary Canvas

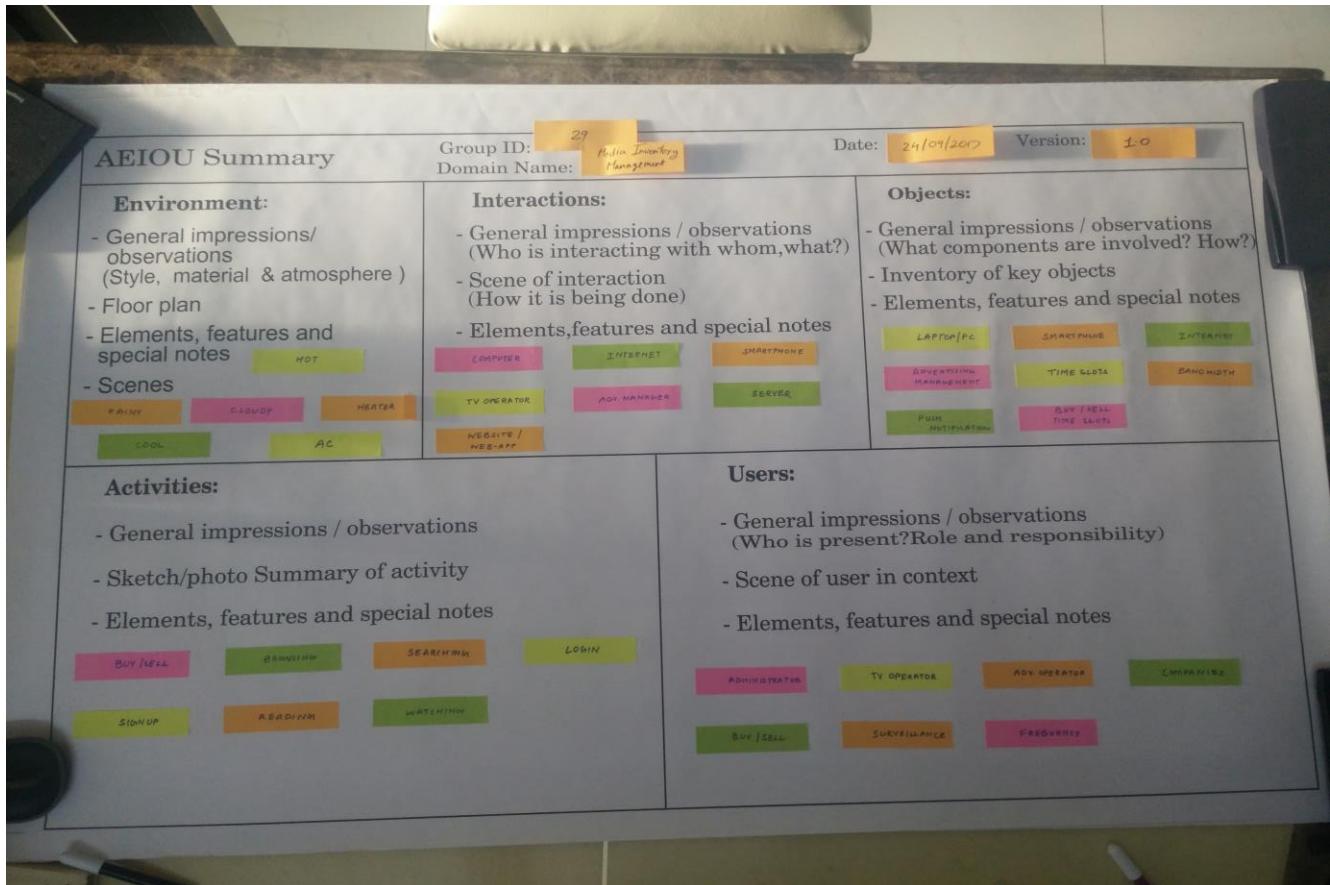


Fig 4.1 AEIOU Framework

2.Empathy Mapping Canvas

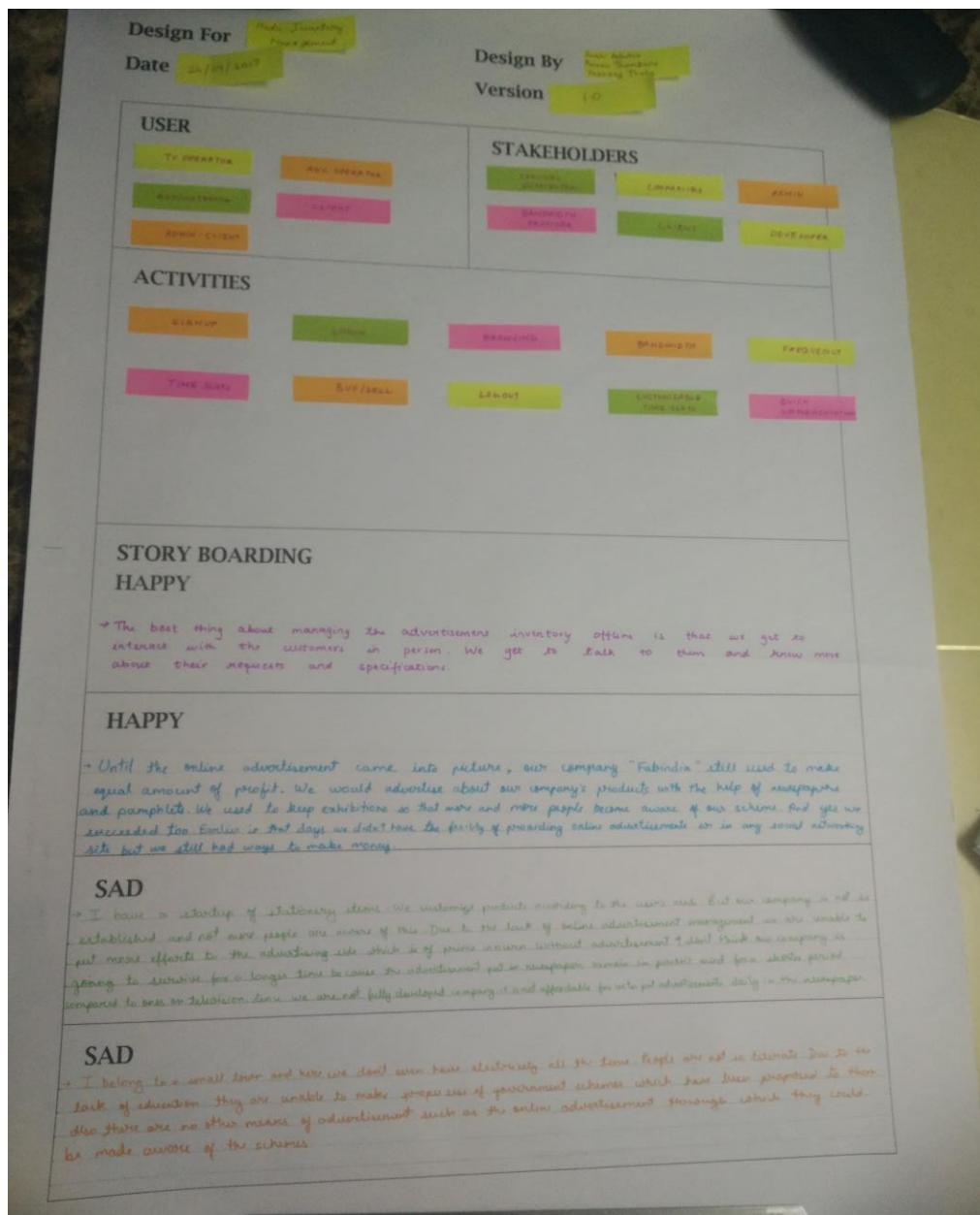


Fig 4.2 Empathy Mapping Canvas

3.Ideation Canvas

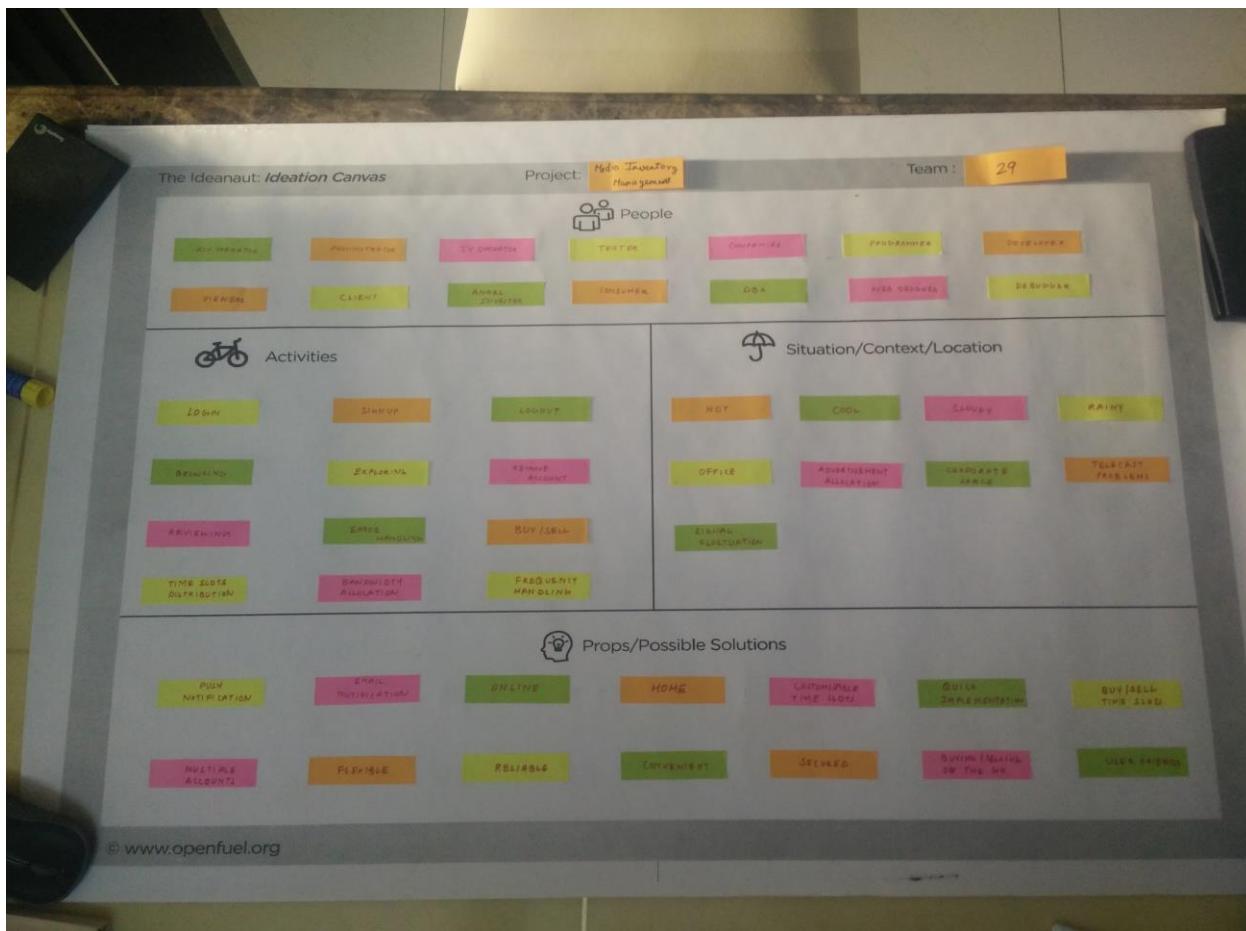


Fig 4.3 Ideation Canvas

4. Product Development Canvas

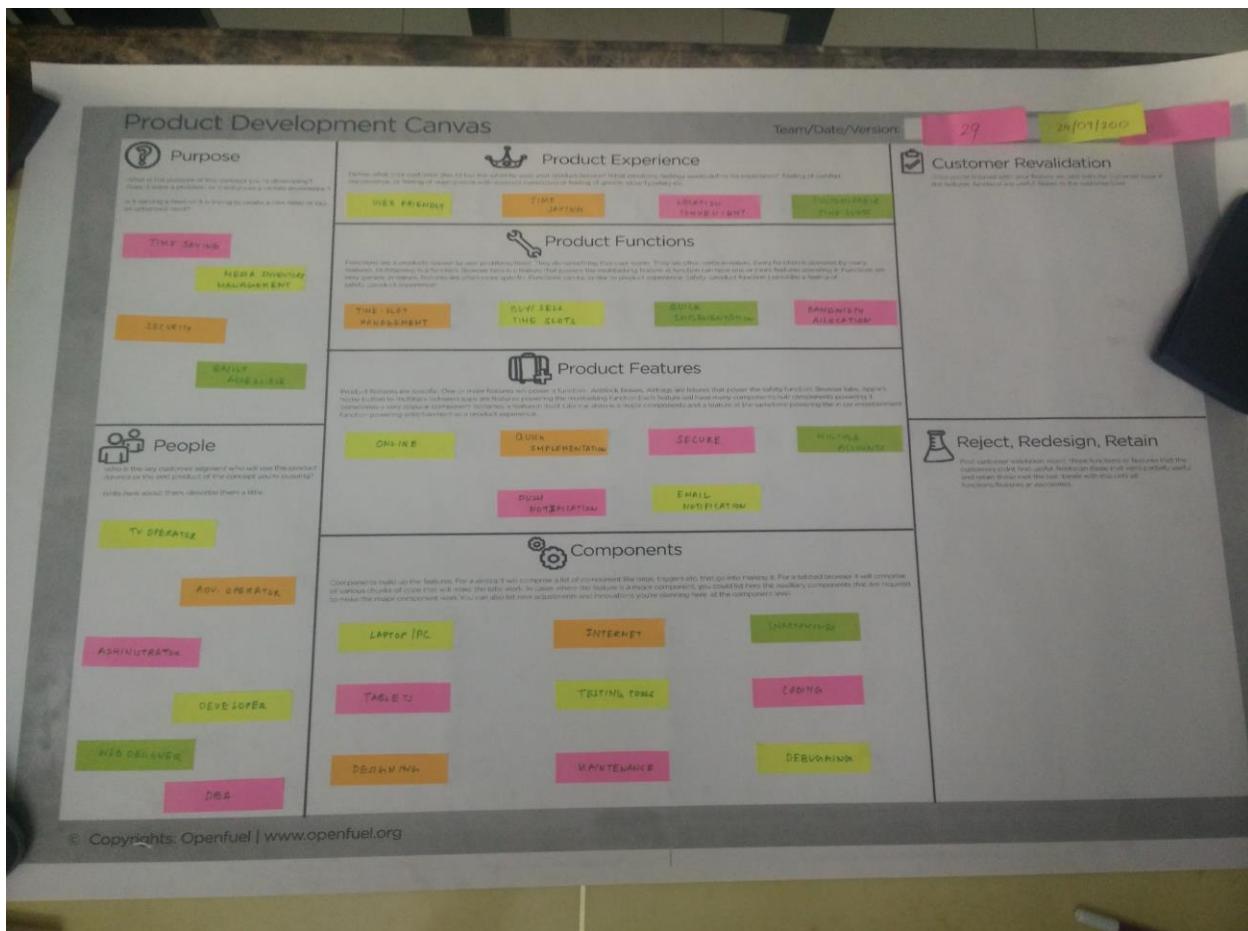


Fig 4.4 Product Development Canvas