Key Enablers for User-Centric Advertising Across Next Generation Networks (Iet Telecommunications)

Jose Simoes

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Currently there is no cross-domain solution capable of delivering realtime advertising across heterogeneous environments or domains and at the same time addressing users' needs, desires and intentions. *Key Enablers for UserCentric Advertising Across Next Generation Networks* shows how this could change using conceptual entities called enablers?software components, which are designed to address specific needs or requirements, but are generic enough to be reused outside a single domain.

It introduces three distinct but complementary enablers that together form the Converged User-Centric Advertising System:
* The Human Enabler provides a realtime context brokerage system capable of securely managing different types of user related data in a standardized way
* The Reasoning Enabler is the result of a well-defined methodology that enables new knowledge to be reasoned, based on previously stored data, by aggregating, correlating and inferring new information about people and their contexts
* The Session Management Enabler is responsible for abstracting the communication layers. It provides a context-aware multimedia delivery system capable of personalizing and adapting multimedia content according to a set of user and system predefined context data or rules, respectively.

Key Enablers for UserCentric Advertising across Next Generation Networks provides a fascinating overview of this topic for telecommunications engineers, computer scientists, network design engineers, marketing professionals and other researchers working in the web and telecommunication industries.

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