

Some Considerations on Proposed Advertisement Model and Advertisement Distribution

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Abstract Many issues of content distribution have defied us for years to innovate new technologies and business models for advocating the forthcoming future while only a few have concerned in the advertisement models. Hence, in this paper, we describe our work on modeling existing advertisements to investigate what are the key features for the future innovative advertisement distribution. Furthermore, the analytical results of the model and our consideration on advertisement distribution are discussed respectively to highlight the open issues to be investigated in future.

Keywords advertisement model, content distribution, advertisement distribution

According to our methodology, first, we model existing advertisements utilizing UML to represent the model shown as in Figure 1. The proposed model is composed of 7 main classes including (1)Physical Media, (2)Presentation Media, (3)Transportation Method, (4)Container, (5)Advertisement Information, (6)Content, Container and (7)User's Action Class. Moreover, in each class, many attributes are defined to represent its characteristics. Subsequently, the model is used to analyze and classify existing advertisements such as newspapers, television, e-mail and "word of mouth" to find the key characteristics for their distribution, and the result is shown in Figure 2. After that, we investigate the definition and model of the next generation of advertisement distribution. Consequently, our consideration is illustrated as in Figure 3. In our current and future work, the innovative advertisement distribution model will be designed and experimented respectively.

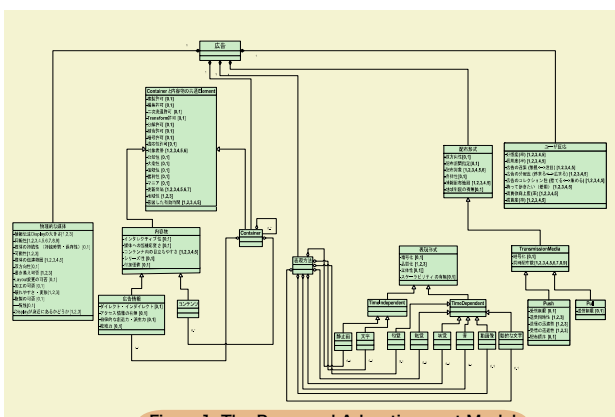


Figure1: The Proposed Advertisement Model

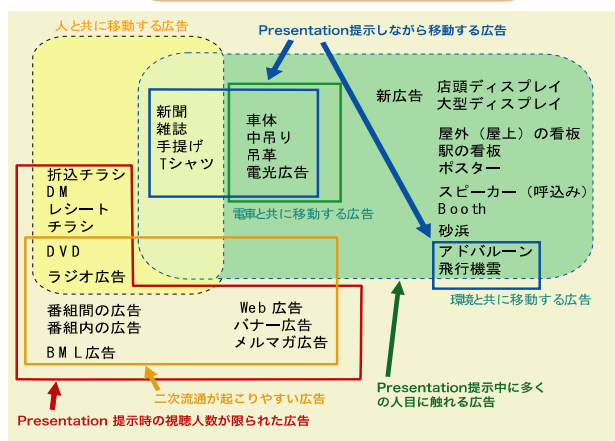


Figure2: The Analytical Result

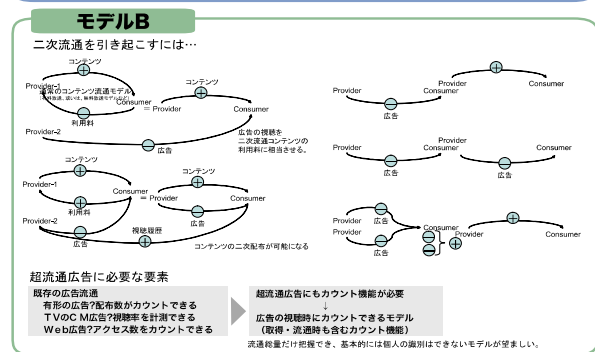
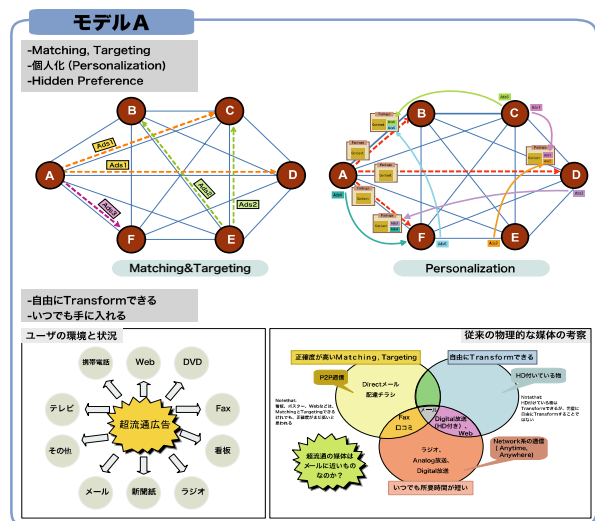


Figure3: The Considerations on Advertisement Distribution Model