

(54) Title of the invention : METHOD AND APPARATUS FOR DELIVERING TARGETED CONTENT

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(57) Abstract :

A method of selecting targeted content for delivery to a user content delivery device based on attitude values associated with users is disclosed. A first set of users participate in a computer implemented survey. The survey response information as well as website visitation information television viewing information and/or demographic information associated with the first set of users may be collected. An attitude value may be determined from the survey response information and/or the other information. The attitude value may be correlated with user web visitation information television viewing information and/or demographic information. A predictive model may predict the attitude values for a second set of user content delivery devices based on the second sets web visitation information television viewing information and/or demographic information.

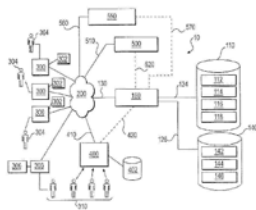


FIG. 1

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