# EXHIBIT G

# Exhibit B

# EXHIBIT B

## TABLE OF CONTENTS

## EXHIBIT B

Where obviousness is asserted, an explanation of why the prior art renders the asserted claim obvious, including examples of combinations of prior art showing obviousness, is set forth in claim charts A-1 to A-39, which identify specific examples of where each limitation of the asserted claims is found in the prior art references, or herein. The cited portions are only examples, and Google reserves the right to rely on un-cited portions of the prior art references.

Because discovery is ongoing and Google has not yet completed their investigation, discovery, or analysis of the issues raised by Rockstar's claims, Google reserves it right to supplement and amend its explanation of why the prior art renders the asserted claims obvious, including an identification of any combinations of prior art showing obviousness, as they receive additional information either through their own investigations or from Rockstar or third parties. In particular, Google's investigation and analysis is significantly impeded by the insufficiency and incompleteness of Rockstar's infringement contentions.

**Table B6:  Fee Records**

To the extent the references addressed in claim charts A-1 to A-39 does not disclose the limitations identified in each chart citing Table B6, one of ordinary skill in the art would be motivated to combine the references addressed in claim charts A-1 to A-39 with any one or more of the Table B6 references listed below because:  it would have yielded predictable results; using the techniques of the Table B6 references would have improved the primary or obviousness references in the same way; and applying the techniques of the Table B6 references to improve primary or obviousness references would have yielded predictable results.

| Reference | Disclosure |
|---|---|
| U.S. Patent No. 6,119,101 ("PECKOVER") | *See, e.g.,* PECKOVER, 10:20-29:<br>    A practical and viable electronic marketplace involves the exchange of market information, as well as the more obvious trading for goods and services. From a consumer's point of view, shopping is a means of gathering data about goods and services offered. This data is used by the consumer to compare and rank offerings and to make decisions about purchases. From a provider's point of view, consumer shopping is an opportunity to gather data about consumer needs and interests. This data is used by the provider to improve product and service offerings.<br>PECKOVER, 11:16-19:<br>    Consumers have a standardized mechanism for receiving considerations from advertisers in exchange for allowing delivery of advertisements and other provider information.<br>PECKOVER, 11:61-62:<br>    Providers can provide a consideration to consumers for viewing advertisements and other notices.<br>PECKOVER, 21:5-11:<br>    A Consideration Account function 67 maintains a "consideration" account for the user. When the user earns a consideration by, for example, viewing a directly delivered advertisement or message, or completing a marketing survey, the consideration amount is credited to Consideration Account 67. The account is denominated in a convertible exchange media such as electronic cash tokens.<br>PECKOVER, 11:44-46:<br>    Advertising may have higher success rates since the targeted consumers have expressed an interest in the product. |

| Reference | Disclosure |
|---|---|
| | PECKOVER, 11:54-64:<br><br>The mechanism for quantifying consumer demand uses data based on individual buying decisions, not merely aggregate or estimated data.<br>Providers can quantify demand in real-time.<br>Providers have a mechanism for discovering the reasons for lost sales.<br>Providers can provide a consideration to consumers for viewing advertisements and other notices.<br>Providers can receive feedback in real-time about the success of promotions.<br><br>PECKOVER, 20:13-19:<br><br>A Decision Agent Archive 80 stores and accesses Decision Agents 14 that are expired, i.e., agents that have completed their tasks, whether successfully or not. For example, if a Demand Agent 16 needs more detailed data about a query than is stored in a Query Logger 136 of a Market 18, it can access the details of the related Decision Agent 14 through Decision Agent Archive 80.<br><br>PECKOVER, 18:40-53:<br><br>Referring to FIG. 4A, a Personal Agent 12 or 13 comprises the functional components of:<br>a Unique identification (ID) 50,<br>an Owner Manager 52,<br>a Preference Manager 54,<br>a Delivery Manager 56,<br>an Individual Firewall 58,<br>a Decision Agent Manager 60,<br>a Demand Agent Manager 62,<br>an Ad Manager 64,<br>a Target Manager 66, and<br>a Consideration Account 67.<br><br>PECKOVER, 29:49-67:<br><br>The Decision Agent's Response Manager 108 collects references (step 326) to the matching ads found by Basic Search Engine. The Response Manager also sends a response to the Personal Agent that placed the advertisement (if the placer so desired and marked in the ad), providing real-time feedback to the placer. Immediate Agents then removes the Decision Agent from its internal queue and gives the Decision Agent back to Active Decision Agent Manager 152 (step 328). |
| U.S. Patent No. 5,105,184 ("PIRANI") | PIRANI, 3:1-7:<br><br>This new use can also provide to a small or a new software developer much needed help to launch a software project. By convincing the viability of the project to a commercial |

| Reference | Disclosure |
|---|---|
|  | company which advertise widely to sell their products, the software developer can receive revenue from such company in exchange for the right to advertise in the new software. |
| U.S. Patent No. 5,710,884 ("DEDRICK PATENT") | DEDRICK PATENT, 10:8-21:<br><br>Thus, the metering server 14 contains an account balance, a user identification (such as an account number or a name), and may also include information indicating which information the user subscribes to. User profile data requested by metering server 14 from the client systems 12 is stored in user profile database 30, along with user profile data corresponding to electronic information being consumed by an end user. As discussed above, this user profile data does not specifically identify the individual end user. The account balance and user identification is contained in the transaction database 32. Therefore, the only information which is contained in the metering server which identifies an individual end user is that user's identification and an account balance, thereby maintaining the user's privacy.<br><br>DEDRICK PATENT, 10:22-29:<br><br>In one embodiment, the transaction database 32 also includes, in the log of a transaction, an indicator of the electronic information consumed. By maintaining such a log, the metering server 14 is able to summarize an end user's consumption for that user's review. For example, the metering server 14 may generate a monthly statement summarizing how much money the end user spent consuming electronic information.<br><br>DEDRICK PATENT, 10:45-61:<br><br>If the end user is not a subscriber, the metering process 36 calculates the price of the requested information and accesses the transaction database to subtract the price from the balance of the end user's account. The balance is initially established when the end user requests an account in the system. The balance may be specified by the end user and approved by the clearinghouse server. Approval may be based upon a credit card nmnber or bank account number provided by the end user. The balance may be updated by the clearinghouse server when the end user pays his bill. If the balance minus price is greater than zero, the metering process 36 retrieves the information and sends the same to the end user. If the balance minus price is less than zero, the metering process 36 does not retrieve the information and may send a message to the end user that the balance has been exceeded. The initial balance of the account is typically set by a credit limit.<br><br>DEDRICK PATENT, 11:35-55: |

| Reference | Disclosure |
|---|---|
| | The software tools include "cost type" and "cost value" fields that accompany each unit of electronic information. The cost type and cost value can be utilized to calculate a price that can be either credited to or debited from the end users. The fields allow the publisher/advertiser 18 to establish the manner in which the information will be charged to the end user's account. One example of a cost type is "pay per view" payment method, wherein the end user pays an associated cost each time the user consumes a unit of information. This cost may also be proportional to the amount consumed, so that the cost is higher for consuming the entire unit infonnation rather than a smallm portion, such as the abstract. This type of payment may be desirable for information which is typically seldom consumed by the end user. Other cost types include payment on a per byte or word of information viewed by the end user, or payment for the period of time that the user consumes the information. These cost types may be desirable when the end user is accessing a database that contains, for example, corporate or individual credit information, or the drawings and text of a patent database.<br><br>DEDRICK PATENT, 12:1-26:<br><br>"Pay Per View"<br>"Pay Per Byte"<br>"Pay Per Time"<br>. . . "<br><br>The cost value is provided in a different field and may be embodied by a simple data entry by the publisher. For example, if the pay per view cost type is selected, the publisher may enter "$1.00". If the pay per byte cost type is selected, the publisher may enter "$0.10 per Mbyte", and so forth and so on. The tools may also allow the publisher to associate a plurality of cost types and corresponding cost values with the same content of information.<br><br>In addition to debit models, the software tools may also allow the publisher/advertiser 18 to build a credit model which credits the end user's account each time the user views a unit of information. This model is particularly useful for advertisers who may want to credit the end user's account to encourage the user to consume an advertisement. By way of example, the credit model can be used in association with the yellow pages content database. The publisher/advertiser may also be provided with a field that allows the publisher/advertiser to select between credit and debit.<br><br>DEDRICK PATENT, 12:43-54:<br><br>The publisher/advertiser is also provided with an account number so that the charges associated with the consumption of information provided by the publisher/advertiser is charged to the account number of the publisher/advertiser. For example, a publisher may provide a unit of information which is subsequently consumed by the end user. The charge incurred |

| Reference | Disclosure |
| --- | --- |
| | by the end user is then debited against the user's account and credited to the publisher's account. By way of another example, the end user may view an advertisement, wherein the charge associated with the unit of information viewed is credited to the end user's account and debited to the advertiser's account. |
| | DEDRICK PATENT, 14:19-37: |
| | As shown in FIG. 4, each clearinghouse server 20 contains a demographic database 50, a transaction database 52, billing process 54 and a session manager 56. The demographic database 50 contains user profile data collected from the metering servers 14. The transaction database 52 contains billing information relating to the end users. The transaction database 52 also contains data relating to the accounts of the publishers/advertisers 18. The billing process 54 can access and process data within the databases 50 and 52. For example, when an end user consumes a unit of electronic information, data relating to the consumption of the electronic information may be sent from the billing server 14 to the clearinghouse server 20. The session manager 56 instructs the billing process 54 to charge the publisher/advertiser account within the transaction database 52. The clearinghouse server 20 may also receive user profile data from the metering servers 14 which is subsequently stored by the billing process 54 in the demographic database 50. |
| | DEDRICK PATENT, 15:7-25: |
| | In one embodiment, the billing process 54 also generates bills for the end users and the publishers/advertisers. Upon a request from the publisher/advertiser, the session manager 56 instructs the billing process 54 to generate a bill. The billing process 54 retrieves the billing information from the transaction database 52 and generates a bill. The bill may be electronically transferred to the end user or sent through a conventional mail service. The billing process 54 may also generate bills that are transmitted to the publishers advertisers. The bill may be generated periodically in accordance with header information that accompanies the content that is generated by a publisher/advertiser. Alternatively, the clearinghouse server 20 may utilize consumer credit cards and or bank accounts for billing. For example, amounts owed by the consumer for consumption of electronic content and amounts due the consumer for consumption of electronic advertisements may be charged or credited, respectively, to the consumer's credit card or bank account. |
| | DEDRICK PATENT, 17:13-26: |

209

| Reference | Disclosure |
|---|---|
| | The metering server 14 in conjunction with the client activity monitor 24 of the client system may monitor the end user's consumption of electronic advertising information and provide user profile data to the metering server 14 relating to the end user. For example, the metering process 36 may monitor the amount of time an end user spends viewing an electronic advertisement, or which particular advertisement or page of the advertisement was of interest to the end user. The metering process 36 may further monitor what answers were provided by the user, or paths taken by the user in an interactive model, along with follow-up requests initiated by the end user in an interactive model. This information is then forwarded to the clearinghouse server 20 for compilation. |
| U.S. Patent No. 7,072,849 ("FILEPP") | *See, e.g.*, FILEPP, 3:1-4: And, it is still a further object of this invention to provide a method for presenting advertising in an interactive service which method enables the user to transactionally interact with the advertising presented. FILEPP, 3:44-67: Also in preferred form, the method includes step for maintaining an advertising object identification queue, and an advertising object store that are replenished based on predetermined criteria as advertising is called for association and presentation with applications. In accordance with the method, as applications are executed at the reception system, the application objects provide generalized calls for advertising. The application calls for advertising are subsequently forwarded to the reception system advertising queue management facility which, in turn supplies an identification of advertising who's selection has been individualized to the user based on, as noted, the user's prior interaction history with the service, demographics and local. Thereafter, the object identification for the advertising is passed to the object store to determine if the object is available at the reception system. In preferred fonn, ifthe advertising object is not available at the reception system, a sequence of alternative advertising object identifications can be provided which if also are unavailable at the reception system will resulting in an advertising object being requested from the network. In this way, advertising of interest can be targeted to the user and secured in time-efficient manner to increase the likelihood of user interest and avoid service distraction. FILEPP, 7:27-32: In preferred form, network 10 provides information, advertising and transaction processing services for a large |

| Reference | Disclosure |
|---|---|
|  | number of users simultaneously accessing the network via the public switched telephone network (PSTN), broadcast, and/or other media with their RS 400 units. Services available to the user include display of information such as movie reviews, the latest news, airlines reservations, the purchase of items such as retail merchandise and groceries, and quotes and buy/sell orders for stocks and bonds. Network 10 provides an environment in which a user, via RS 400 establishes a session with the network and accesses a large number of services. These services are specifically constructed applications which as noted are partitioned so they may be distributed without undue transmission time, and may be processed and selectively stored on a user's RS 400 unit. |
| FLYNN | *See e.g.*, FLYNN, p. 1 ("Once they begin running ads on various sites, advertisers analyze the number of times somebody clicked on their ad, then change the placement or timing of their ad to try and improve the 'click rate.'") |
| U.S. Patent Nos. 5,948,061 ("MERRIMAN I") and 7,844,488 ("MERRIMAN II") | *See, e.g.*, MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 2:59-3:4: <br><br> The basic architecture of the network 10 comprises at least one affiliate web site 12, an advertisement (ad) server web site 19 and one or more individual advertiser's web sites 18. Affiliates are one or more entities that generally for a fee contract with the entity providing the advertisement server permit third party advertisements to be displayed on their web sites. When a user using a browser accesses or "visits" a web site of an affiliate, an advertisement provided by the advertisement server 19 will be superimposed on the display of the affiliate's web page displayed by the user's browser. Examples of appropriate affiliates include locator services, service providers, and entities that have popular web sites such as museums, movie studios, etc. <br><br> MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 3:5-23: <br><br> The basic operation of the system is as follows in the preferred embodiment. When a user browsing on the Internet accesses an affiliate's web site 12, the user's browser generates an HTTP message 20 to get the information for the desired web page. The affiliate's web site in response to the message 20 transmits one or more messages back 22 containing the information to be displayed by the user's browser. In addition, an advertising server process 19 will provide additional information comprising one or more objects such as banner advertisements to be displayed with the information provided from the affiliate web site. Normally, the computers supporting |

| Reference | Disclosure |
|---|---|
| | the browser, the affiliate web site and the advertising server process will be at entirely different nodes on the Internet. Upon clicking through or otherwise selecting the advertisement object, which may be an image such as an advertisement banner, an icon, or a video or an audio clip, the browser ends up being connected to the advertiser's server or web site 18 for that advertisement object.<br><br>MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 3:24-63:<br><br>In FIG. 1, a user operates a web browser, such as Netscape or Microsoft Internet Explorer, on a computer or PDA or other Internet capable device 16 to generate through the hypertext transfer protocol (HTTP) 14 a request 20 to any one of preferably a plurality of affiliate web sites 12. The affiliate web site sends one or more messages back 22 using the same protocol. Those messages 22 preferably contain all of the information available at the particular web site 12 for the requested page to be displayed by the user's browser 16 except for one or more advertising objects such as banner advertisements. These objects preferably do not reside on the affiliate's web server. Instead, the affiliate's web server sends back a link including an IP address for a node running an advertiser server process 19 as well as information about the page on which the advertisement will be displayed. The link by way of example may be a hypertext markup language (HTML) <img> tag, referring to, for example, an inline image such as a banner. The user's browser 16 then transmits a message 23 using the received IP address to access such an object indicated by the HTML tag from the advertisement server 19. Included in each message 23 typically to the advertising server 19 are: the user's IP address, (ii) a cookie if the browser 16 is cookie enabled and stores cookie information, (iii) a substring key indicating the page in which the advertisement to be provided from the server is to be embedded, and (iv) MIME header information indicating the browser type and version, the operating system of the computer on which the browser is operating and the proxy server type. Upon receiving the request in the message 23, the advertising server process 19 determines which advertisement or other object to provide to user's browser and transmits the messages 24 containing the object such as a banner advertisement to the user's browser 16 using the HTTP protocol. Preferably contained within the HTTP message is a unique identifier for the advertiser's web page appropriate for the advertisement. That advertisement object is then displayed on the image created by the web user's |

| Reference | Disclosure |
|---|---|
| | browser as a composite of the received affiliate's web page plus the object transmitted back by the advertising web server.<br>MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), Fig. 1:<br><br>MERRIMAN II (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 9:38-41:<br>2. The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior content request sent from said user node to an affiliate node. |
| ADSERVER 2.0 | *See e.g.*, ADSERVER 2.0, p. 2 ("By tracking viewer response to advertising, NetGravity reports allow agencies and advertisers to quickly test the effectiveness of their campaigns.") |
| ADSERVER 2.0; AD REPORTING | *See e.g.*, ADSERVER 2.0; AD REPORTING, p. 1 ("Performance is indicated by the number of ad impressions and click-throughs for ads and advertisers."); *id.* (describing that reports are provided on impressions/clicks.); *id.* ("AdServer supports *premium* ad types, the ability to test different ads in real-time, and the delivery of reliable performance reports."); *id.*, p. 2 ("By tracking viewer response to advertising, NetGravity reports allow agencies and advertisers to quickly test the effectiveness of their campaigns. Such rapid and reliable feedback empowers advertisers with the information they need to maximize their advertising efforts.") |
| NETGRAVITY ADSERVER HELP | *See e.g.*, NETGRAVITY ADSERVER HELP, Installing the Redirection Utility ("When a visitor to your site clicks on an ad, AdServer redirects them to the advertiser's site. Before they go there, however, |

| Reference | Disclosure |
| --- | --- |
| | AdServer must record that they clicked on the ad."); *see also id.*, AdSpace Specs, Working with Ads; *id.*, AdServer Tools Reference ("<u>RepAd</u> – generates ad reports.") |
| ABOUT NETGRAVITY ADSERVER | *See e.g.*, ABOUT NETGRAVITY ADSERVER, Getting Started, p. 1 ("AdServer records when the ad is shown, and also when it is clicked. You can then generate reports that show ad and location performance."); *id.*, p. 3: "Instead of immediately sending a user to the advertiser's site, all ad links automatically execute the redir program. This is a CGI program that first records the user's click before redirecting the user's browser to the advertiser's site."); *id.*, Serving Ads Dynamically, p. 2 (". . . 8. The visitor views the page and the ad. When they click on the ad, they issue a call to the redirect utility on your content server.  9. The redirect utility records the user's click in the AdServer logs, then sends the user to the advertiser's site."); *id.*, Serving Ads Dynamically, p. 5 ("When AdServer serves an ad, it records in the *AdServer_log* file that the ad has been shown. Similarly, the redirect utility records that an ad was clicked by writing to the *AdServer_log*. . . . During its normal operation, AdServer writes to the *AdServer_log* file each time an ad is requested, and each time the redirect utility is notified that an ad has been clicked."); *id.*, Serving Ads Dynamically, p. 6 ("The *parselog* tool reads the *AdServer_log* file, extracts statistics about which ads received impressions and clicks, and writes that information to the AdServer database."); *id.*, AdServer Tools, p. 2: "*Parselog* reads your content server's log file and writes usage statistics into the AdServer database. AdServer uses this information to measure the number of impressions and clicks an ad has received." ); *see also id.*, p. 5 (same), p. 6 (same).); *id.*, Internal Specifications, p. 9 (listing logging "the number of clicks received"), p. 11 (listing that the system records that a "dynamically served ad received an impression" and that a "dynamically served ad received a click"); *id.*, NGAPI Function Reference, p. 22 (noting that the ID of the ad that is clicked is logged), p. 23 ("records that an ad was clicked"), p. 37 (records "the number of clicks received"), p. 42 (same) |
| NETGRAVITY ADSERVER CHOSEN BY GNN | *See e.g.,* NETGRAVITY ADSERVER CHOSEN: NetGravity, the leader in Internet advertising technology, today announced GNN, a service of America Online Inc., will take advantage of the NetGravity AdServer technology for WebCrawler, its Internet search service. This allows GNN to better manage its WebCrawler advertising inventory, dynamically deliver targeted ads, measure advertising results in real time, and automate ad sales efforts. As part of this agreement, GNN becomes the first company to capitalize on the alliance between NetGravity and I/Pro (Internet Profiles Corporation), the leading Internet measurement firm. This |

| Reference | Disclosure |
|---|---|
| | builds on GNN's longstanding relationship with I/Pro and enhances its ability to provide the most comprehensive reports on advertising effectiveness and to deliver them to advertisers far faster than sites not using the NetGravity technology. NetGravity was founded to enable Web publishers to retain complete control of their online advertising management. Unlike other companies which merely provide services for ad placement and scheduling, NetGravity offers a unique approach, providing the software and technology which empowers publishers to manage advertising inventory, dynamically target ads to the right audiences, measure results in real time, and automate sales efforts. Now, through NetGravity's relationship with I/Pro, Web sites will be able to develop and place advertising much more effectively using management tools with demographic profiles for targeted ad placement. Sites using the NetGravity AdServer are able to retain all advertising revenues and eliminate the risks of dependency on external services such as downtime, increasing costs, unplanned maintenance and unpredictable management. |
| "For More About Tide, Click Here" by Zachary Schiller, *Bloomberg Businessweek*, June 2, 1996. ("SCHILLER") | *See e.g.*, SCHILLER: "In a test arrangement, instead of compensating online companies for each consumer who sees a P&G ad, P&G will pay only when the online customer 'clicks' from that ad to one of P&G's own Web sites. This means that Yahoo!, a major online provider that agreed to P&G's terms, won't make any money if a customer sees a spot promoting P&G's SunnyDelight juice drink unless the customer moves on to its Sunny Delight Web site, which has a game with various prizes." |
| DEDRICK 1994 | *See e.g.*, DEDRICK 1994, p. 57 ("Soon however, advertisers will be more attracted to a distribution medium that . . . provides proof back to the advertiser showing aggregate consumption statistics for an advertisement" ); *id.* (p. 57: "The advertisers will pay for the storage and distribution services of the yellow pages, based upon the quality of the targeted consumers currently served by the yellow pages.");*id.*, p. 59 ("Paying for usage of the electronic yellow pages may follow a variety of models. One likely model consists of the advertiser paying the electronic yellow pages service provider a fee for storing and distributing each advertisement for a specified period of time."); *id.*, p. 61 ("Electronic content metering capabilities must exist within the servers that communicate with the client consumption devices. This will enable charging consumers for electronic content consumption and to pay the same consumer rebates for the consumption of electronic advertisements. . . . Some metering methodologies that may be important are pay per view of object (same cost each time or a decreasing cost based upon number of views), pay per byte (or other |

| Reference | Disclosure |
|---|---|
|  | designated unit of content),pay per second (or other designated unit of time) . . .”); *id.*, p. 62: “Specifically, the currently suggested attribute extension list is as follows: . . . Metering methodology attributes (includes debit and credit capabilities), Metering methodology pricing attributes”) |
| DEDRICK 1995 | *See e.g.*, DEDRICK 1995, p. 42 (“provides statistics to advertisers showing aggregate consumption for an advertisement.”); *id.* (“Advertisers will pay for storage and distribution services based on the quality of the targeted consumers currently served by the yellow pages.”); *id.*, p. 44 ("Paying for use of the electronic Yellow Pages could follow a variety of models. One likely model consists of the advertiser paying the electronic Yellow Pages service provider a fee for storing and distributing each ad for a specified period of time." ) |
| GALLAGHER | *See e.g.,* GALLAGHER, p. 7 (“Profiles accommodate the possibility that some users within the region of acceptability may be more desirable to an advertiser than others. Hen, a distance metric capturing the relative desirability of a user with respect to an ideal profile is possible. . . . recognizing a notion of distance allows the possibility for advertisers to ‘bid’ for the opportunity to display an advertisement to a user. Such bids would be determined by the advertiser, based on variables such as the user profile . . . and advertising budget.”)*; id.*, p. 8 (“When bids are received, they can be ranked. The banner advertisement corresponding to the winning bid is displayed to the user. Other advertisements may be displayed according to their ranking if there is an opportunity to display additional advertisements (e.g., if the user engages in several search or browse activities during a session).”) |
| NETGRAVITY ADSERVER CHOSEN BY GNN | NETGRAVITY ADSERVER CHOSEN BY GNN (NetGravity, the leader in Internet advertising technology, today announced GNN, a service of America Online Inc., will take advantage of the NetGravity AdServer technology for WebCrawler. . . . This allows GNN to . . . measure advertising results in real time . . .”) |