

Apple receives a patent for 'advertising according to user mood'.

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Instead of giving direct questions, the method of deducing the user's mood indirectly through their activities on the phone. The activities of users such as using applications, listening music genres, operating on social networks and information from biometric sensors on the phone will be recorded and formed a profile private individual. Ad units use each client's profile to identify their mood in order to provide appropriate advertising.

Mood information will be used by Apple and the advertising content providers to pre-assess customer reactions to their products and to know which products users will want to correspond to. current status. Even advertising companies can pre-assess the mood of users to decide whether to call to buy products or not.

Although Apple is not an advertising company, they still have iAd unit to sell advertising space on *iOS* and *iTunes Radio apps* to other partners. Since its founding in 2010, iAd has gone through many generations of leadership and is currently headed by *Eddy Cue* , senior vice president of Intrenet software and services.

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