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(54) **Title:** METHOD AND SYSTEM FOR ADVERTISING, MARKETING AND MARKET DATA COLLECTION THROUGH INCENTIVIZED INTERACTIVE INTERNET ACTIVITY

(57) **Abstract:** A system for advertising includes an interactive activity operated by a host on an electronic network. The interactive activity has a scoring algorithm. Content provided by a client is communicated to the user during participation in the interactive activity. A reward provided by the client is communicated to the user upon satisfying a predetermined scoring result. The host receives payment from the client based upon a measure of use by the user of the interactive activity, which can include frequency of communication of the advertising content, duration of communication of the content, duration of participation in the interactive activity, and sales by the client attributable to the interactive activity.