



New York University School of Medicine
Office of Industrial Liaison/Technology Transfer

Web Monitoring/WebWatch

Data Management—*Network*

Principal Inventor:

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Description of the Technology:

This technology monitors activity on Web sites, and launches a discovery process based on these results. This process informs a user when a web site changes and based on the nature of the change and pre-defined set of rules, it looks for changes occurring to other sites on the web. Monitoring involves tracking changes happening at a web site that go beyond keeping track of appearance, disappearances of words, or changes to the physical file size. The monitoring of these sites happen at the level of a site or at the level of a cluster of sites

Features and Benefits:

- The direct utility of knowing that the content has changed on a web site and knowing if the change is of significance.
- Meta information offered by the activities that occur at the level of a Web site or cluster of sites. This information is important to users such as financial analysts, industry analysts, investors and regulatory agencies, and advertisers because trends in business and industry may be mirrored by the activities at the cluster of sites.

Applications:

- Allows users to monitor Web sites that feature information prone to change periodically.
- Provides an information retrieval tool for investors to track companies that they have invested in or would invest in.
- Provides meta information about strategic alliances between corporations, convergence of several organizations' market strategies, product offerings by groups of firms.

Patent Status:

U.S. Patent application pending.

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