Development of Distributed Information Retrieval for Advertising Agent Company Using Mobile Agents

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Abstract

Media planning is the task of a media agency and includes finding the most appropriate media platforms for a client's brand or product. A mobile agent is an executing program that can migrate during execution from machine to machine in a heterogeneous network. On each machine, the agent interacts with stationary service agents and other resources to accomplish its task. Mobile agents are particularly attractive in distributed information retrieval applications. By moving to the location of an information resource, the agent can search the resource locally, eliminating the transfer of intermediate result across the network and reducing end-to-end latency. This system intends to retrieve distributed information from different media platforms using mobile agents. Work on mobile agents reaches from distributed AI and distributed programming to the field of computer communications. By using the information collected by mobile agents, the owner of advertisements will decide which media platform is most suitable for the product. Using mobile agent in media planning greatly helps users in finding appropriate media platforms and also reduces network latency and bandwidth.