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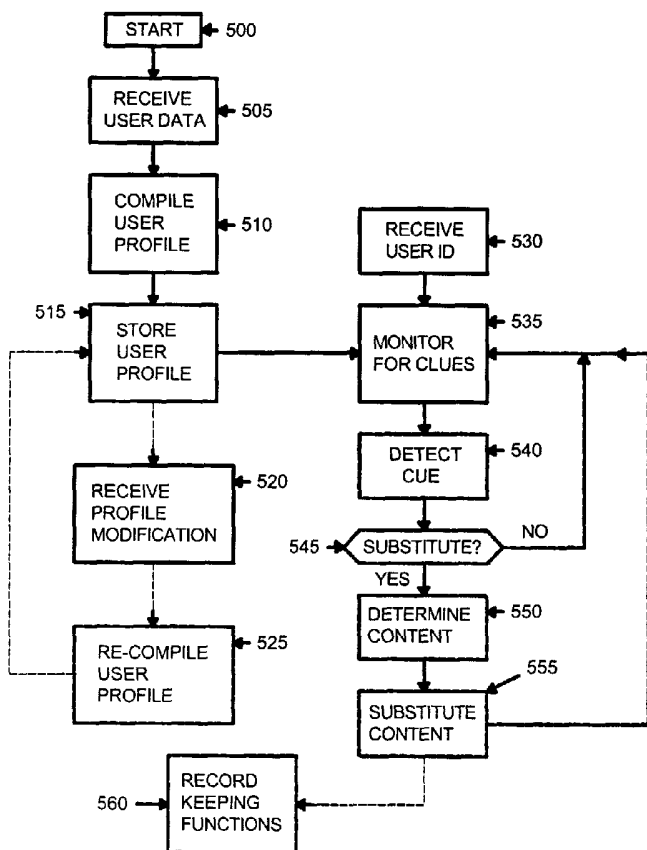
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(54) Title: SUBSCRIBER INTERFACE DEVICE FOR USE WITH AN INTELLIGENT CONTENT-BROADCAST NETWORK AND METHOD OF OPERATING THE SAME



(57) Abstract: A system and method for cueing and intelligently inserting content data into a digital content stream. The system receives user data associated with at least one user profile (505). The user-entered data is compiled into a user profile (510). The compiled user profile is then stored (515). The system receives a user ID indicating a particular user is now viewing the television (530). The system monitors the video stream for embedded cues (535). When a secondary content cue is detected (540), the system evaluates the user profiles associated with the viewing users and makes a determination whether to substitute alternate secondary content (545). If substitution is deemed to be appropriate, the system determines the specific secondary content should be substituted (550). Once the determination of what content to use has been made, the desired secondary content is substituted into the video stream to be viewed by the audience (555).

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US02/12173

A. CLASSIFICATION OF SUBJECT MATTER		
IPC(7) : H04N 7/10, 7/025 US CL : - 725/32		
According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED		
Minimum documentation searched (classification system followed by classification symbols) U.S. : 725/32, 42, , 46, 49		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Please See Continuation Sheet		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 6,160,570 A (SITNIK) 12 December 2000 (12.12.2000), see whole document.	1-21
Y	WO 98/20678 A1 (NICKUM) 14 May 1998 (14.05.1998), see whole document.	1-21
Y	US 6,216,112 B1 (FULLER et al) 10 April 2001 (10.04.2001), see col. 11, lines 19-59.	16
A	US 6,177,931 B1 (ALEXANDER et al) 23 January 2001 (23.01.2001), see whole document.	1-21
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* Special categories of cited documents:		
"A"	document defining the general state of the art which is not considered to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
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"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O"	document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P"	document published prior to the international filing date but later than the priority date claimed	
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<i>Rugenia Zagan</i>		

INTERNATIONAL SEARCH REPORT

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Continuation of B. FIELDS SEARCHED Item 3:

EAST

search terms: advertisement, commercial, user profile, PDA, cellular