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(71) Applicant (for all designated States except US):
GENESYS TELECOMMUNICATIONS LABORATORIES, INC. [US/US]; 2001 Junipero Serra Blvd, Dale City, CA 94004 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **GALVIN, Brian** [US/US]; 6987 Cadmar Ln NW, Seabeck, WA 98380 (US). **LARUELLE, Federic** [US/US]; 2001 Junipero Serra Blvd., Daly City, CA 94014 (US).

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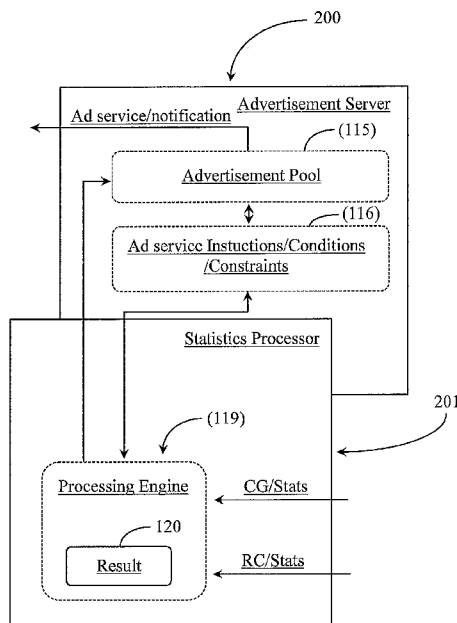


Fig. 2

(57) Abstract: A network-based processing server for processing statistics and serving advertisements includes a first network interface to a first stat server for receiving consumer statistics, a second network interface to a second stat server for receiving response capability statistics, and a dedicated input/output port connecting the processing server to a broadcast network. The processing server selects and serves advertisements over the broadcast network to consumers positioned to receive the advertisements based on the processing of consumer statistics and advertisement response capability statistics against at least one rule.

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INTERNATIONAL SEARCH REPORT

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C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 20060026067 A1 (NICHOLAS et al.) 02 February 2006 (02.02.2006), entire document, especially para [0104]-[0113], [0134], [0146] and Fig 1	1-5
A	US 2007/0266400 A1 (ROGERS et al.) 15 November 2007 (15.11.2007)	1-5
A	US 2004/0158858 A1 (PAXTON et al.) 12 August 2004 (12.08.2004)	1-5
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