(19) World Intellectual Property Organization

International Bureau





(43) International Publication Date 26 June 2008 (26.06.2008)

(10) International Publication Number WO 2008/075356 A3

(51) International Patent Classification: H04N 7/16 (2006.01) H04N 5/445 (2006.01)

(21) International Application Number:

PCT/IL2007/001577

(22) International Filing Date:

19 December 2007 (19.12.2007)

(25) Filing Language: English

English (26) Publication Language:

(30) Priority Data:

61/065,407 19 December 2006 (19.12.2006) US

(71) Applicant and

(72) Inventor: BUSHINSKY, SHAY [IL/IL]; 87 Hagalil St., 55900 Ganei Tikva (IL).

(74) Agents: Pvernik Rutman et al.: Beit Etzion, 91 Herzl St., P.O.Box 10012, 84106 Beer-sheva (IL).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM,

AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

with international search report

(88) Date of publication of the international search report: 16 April 2009

(54) Title: INTERACTIVE BROADCAST SYSTEM AND METHOD

(57) Abstract: The present invention provides a system and method for providing an interactive broadcast of a video or TV content. The system preferably comprises means for displaying the content, an input device for receiving user inputs from a viewer, processing means for executing a computer program capable of marking candidate areas in images displayed by said display means, for processing inputs received from said viewer, and for providing indications responsive to said inputs, and an application server for broadcasting said content, said application server comprises means for indicating location(s) of key features within displayed images of said content, wherein said user inputs are predictions relating to said key features and said responsive indications indicate whether said predictions match said key features

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IL07/01577

A. CLASSIFICATION OF SUBJECT MATTER IPC: H04N 7/16(2006.01),5/445(2006.01)			
	H04N 7/16(2006.01),5/445(2006.01)		
USPC: 725/32,135 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, 135			
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)			
C. DOCI	JMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where a	ppropriate, of the relevant passages	Relevant to claim No.
Y	US 4,592,546 (Fascenda et al.) 03 June 1986 (03.06.	1986), column 2.	1-18
Y	US 5,708,845 (Wistendahl et al.) 13 January 1998 (1	3.01.1998), column 1 and 6-9.	1-18
	. 1	·	
		•	•
٠			
	·		•
	·		
Further documents are listed-in the continuation of Box C. See patent family annex.			
• S	pecial categories of cited documents:	"T" later document published after the inter date and not in conflict with the applica	tion but cited to understand the
	defining the general state of the art which is not considered to be of relevance	principle or theory underlying the inven	tion
"E" earlier application or patent published on or after the international filing date "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)		"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone	
		"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	
"O" document	referring to an oral disclosure, use, exhibition or other means	obvious to a person skilled in the art	
"P" document published prior to the international filing date but later than the priority date claimed		"&" document member of the same patent family	
Date of the ac	ctual completion of the international search	Date of mailing of the international searce	
06 May 2008 (06.05.2008) Name and mailing address of the ISA/US Au		21 MAY 201	<u> </u>
Mail Stop PCT, Attn: ISA/US			
Commissioner for Patents P.O. Box 1450		James Sheleheda	
Alexandria, Virginia 22313-1450 Facsimile No. (571) 273-3201 Telephone No. (703) 308-H			
i acsimilie NO		I	