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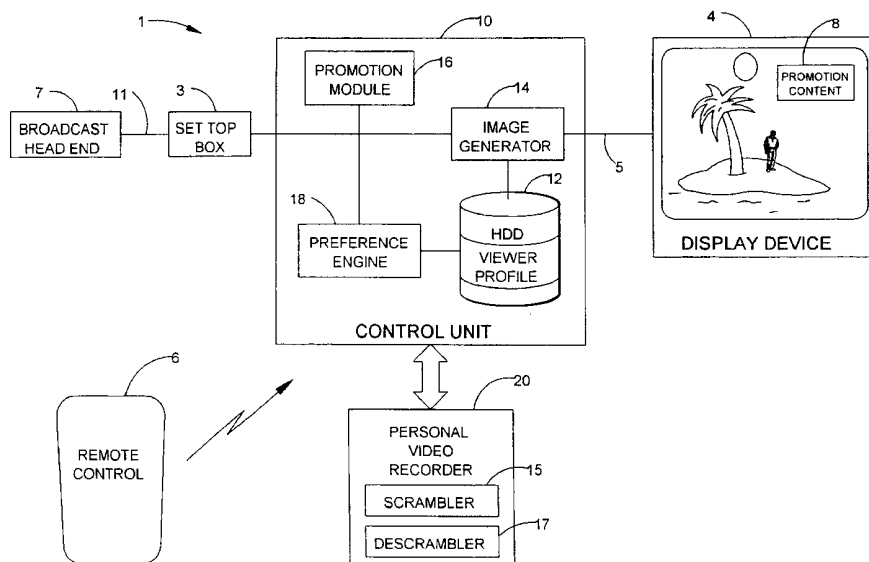
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(54) Title: A SYSTEM HAVING A PROMOTION MODULE TO ENTICE A VIEWER TO WATCH PREMIUM CONTENT



(57) Abstract: A video system has an input port to receive video data that includes a plurality of premium contents and has an output port to couple to a video display (4) for displaying video data selected by a viewer. A preference engine (18) is coupled to the input port and is configured to track viewer selections of the video data and to create a viewer profile representing viewing preference of the viewer. A promotion module (16), which is coupled to the preference engine (18) and the output port, is responsive to the viewer profile to select at least one preferred promotion content from the plurality of premium contents, to cause the selected preferred promotion content to be stored and to cause the selected preferred promotion content to be displayed to entice the viewer to watch a premium content associated with the selected preferred promotion content.



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INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US01/20059

**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC(7) :H04N 5/445; G06F 3/00, 13/00  
 US CL :725/46, 47, 45, 44, 39, 61  
 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. : 725/46, 47, 45, 44, 39, 61

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
 NONE

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
 EAST - viewer, preferences, display, selections, storage

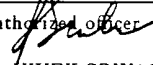
**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5,798,785 A (HENDRICKS et al) 25 August 1998, whole document	23
A, P	US 6,088,722 A (HERZ et al) 11 July 2000, whole document	1-23
A	US 5,446,490 A (BLAHUT et al) 29 August 1995, whole document	1-23
A	US 5,790,935 A (PAYTON) 04 August 1998, whole document	1-23

Further documents are listed in the continuation of Box C.  See patent family annex.

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
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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)	"g" document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search 23 SEPTEMBER 2001	Date of mailing of the international search report <b>15 MAR 2002</b>
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