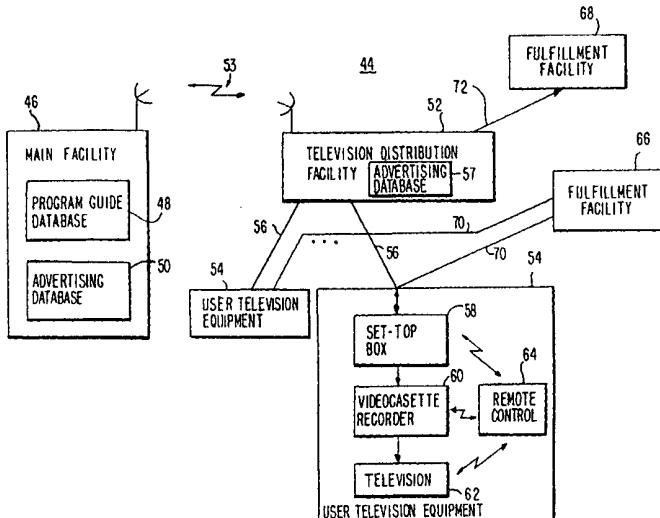




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 7:	A3	(11) International Publication Number: WO 00/02380
H04N 7/173, 5/445		(43) International Publication Date: 13 January 2000 (13.01.00)
(21) International Application Number: PCT/US99/14345		(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
(22) International Filing Date: 24 June 1999 (24.06.99)		
(30) Priority Data: 09/110,667 7 July 1998 (07.07.98) US		
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		<b>Published</b> <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>
		(88) Date of publication of the international search report: 30 March 2000 (30.03.00)

(54) Title: INTERACTIVE TELEVISION PROGRAM GUIDE SYSTEM WITH LOCAL ADVERTISEMENTS



## (57) Abstract

A program guide system is provided in which local advertisements may be distributed to interactive television program guides implemented on the user television equipment associated with a television distribution facility such as a cable system headend. The local advertisements contain information that is directed toward the particular users in a local area. The local advertisements may be displayed when a user selects a related global advertisement. The local advertisements may also be displayed automatically by cycling global advertisements and local advertisements. Advertisements may be blocked based on content or time shifted. Policies regarding advertisement usage may be enforced.

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# INTERNATIONAL SEARCH REPORT

Inte. onal Application No

PCT/US 99/14345

**A. CLASSIFICATION OF SUBJECT MATTER**  
IPC 7 H04N7/173 H04N5/445

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)

IPC 7 H04N H04H

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 practical, search terms used)

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		-/-

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

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Date of the actual completion of the international search

21 January 2000

Date of mailing of the international search report

02.02.2000

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# INTERNATIONAL SEARCH REPORT

International Application No

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International Application No

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**C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT**

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US 99/14345

### Box I Observations where certain claims were found unsearchable (Continuation of item 1 of first sheet)

This International Search Report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1.  Claims Nos.: because they relate to subject matter not required to be searched by this Authority, namely:
  
2.  Claims Nos.: because they relate to parts of the International Application that do not comply with the prescribed requirements to such an extent that no meaningful International Search can be carried out, specifically:
  
3.  Claims Nos.: because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

### Box II Observations where unity of invention is lacking (Continuation of item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

see additional sheet

1.  As all required additional search fees were timely paid by the applicant, this International Search Report covers all searchable claims.
  
2.  As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
  
3.  As only some of the required additional search fees were timely paid by the applicant, this International Search Report covers only those claims for which fees were paid, specifically claims Nos.:
  
4.  No required additional search fees were timely paid by the applicant. Consequently, this International Search Report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

#### Remark on Protest

- The additional search fees were accompanied by the applicant's protest.
- No protest accompanied the payment of additional search fees.

**FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210**

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. Claims: 1-46,63,64

A system and method for using a system in which local advertisements are distributed to user equipment on which an interactive program guide is implemented and comprising means for distributing the local advertisements to the user television equipment and means for displaying the local advertisements with the interactive television program guide.

2. Claims: 47-62

A system and method for using the system in which advertisements are distributed to user television equipment on which an interactive television program guide is implemented whereby only some of the advertisements are displayed on the user equipment based on the content of the advertisements, and making use of the transmission of content tags, the reception of which may eventually be used by the user for blocking the displaying of predetermined advertisements.

3. Claims: 65-74

A system and method for using the system in which a television distribution facility is used to distribute advertisements to user television equipment on which an interactive television program guide is implemented whereby the advertisements are provided at the main facility with advertisement usage information (usage policy flags), the latter being used to enforce an advertisement usage policy at the television distribution facility.

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