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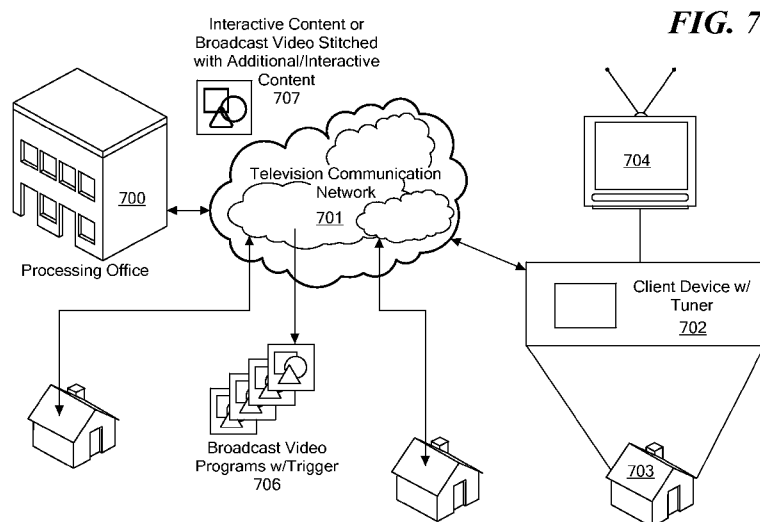
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(54) **Title:** USING TRIGGERS WITH VIDEO FOR INTERACTIVE CONTENT IDENTIFICATION



(57) **Abstract:** Access to interactive content at a client device through the use of triggers is disclosed. The client device is coupled to a television communication network and receives an encoded broadcast video stream containing at least one trigger. The client device decodes the encoded broadcast video stream and parses the broadcast video stream for triggers. As the broadcast video stream is parsed, the stream is output to a display device. When a trigger is identified, the client device automatically tunes to an interactive content channel. The client device sends a signal indicative of the trigger through the television communication network to the processing office. The processing office can then use the information contained within the trigger signal to provide content to the client device. The content may be interactive content, static content, or the broadcast program stitched with interactive or static content. The user of the client device can then interact with any interactive content.

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A. CLASSIFICATION OF SUBJECT MATTER**H04N 7/16(2006.01)i, H04N 7/173(2006.01)i, H04N 7/24(2006.01)i**

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 H04N

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)

eKOMPASS(KIPO internal) : interactive , broadcast, advertise, trigger, profile

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y --- A	US 2004-0163101 A1 (SCOTT R. SWIX et al.) 19 August 2004 See abstract; paragraphs [0018]-[0020], [0046], [0050]-[0052], [0054]-[0059]; figures 1 and 2.	1-7,9-11,14-28,30, 33-40 8,12,13,29,31,32
Y --- A	US 2003-0046690 A1 (DOUGLAS ALLYN MILLER) 06 March 2003 See abstract; paragraphs [0015], [0021]-[0029], [0030]-[0039], [0046], [0052]-[0056], [0061]; figures 1-5.	1-7,9-11,14-28,30, 33-40 8,12,13,29,31,32
A	US 2002-0059644 A1 (DAVID DE ANDRADE et al.) 16 May 2002 See abstract; paragraphs [0038], [0043]; figure 7.	1-40
A	US 2005-015816 A1 (MICHAEL G. CHRISTOFALO et al.) 20 January 2005 See abstract; paragraphs [0052], [0060], [0061]; figures 3, 8 and 9.	1-40

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

* Special categories of cited documents:

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Date of the actual completion of the international search

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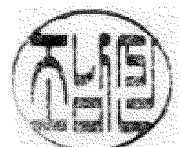
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Information on patent family members

International application No.

PCT/US2009/034395

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