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- (71) Applicant (for all designated States except US): **BROAD-BANDITV, INC.** [US/US]; 810 Richards Street, Suite 650, Honolulu, HI 96813 (US).
- (72) Inventor: **DIAZ PEREZ, Milton**; 2251 Centro East, Tiburon, CA 94920 (US).
- (74) Agent: **CHONG, Leighton, K.**; Godbey Griffiths Reiss & Chong, 1001 Bishop Street, Suite 2300, Honolulu, HI 96813 (US).
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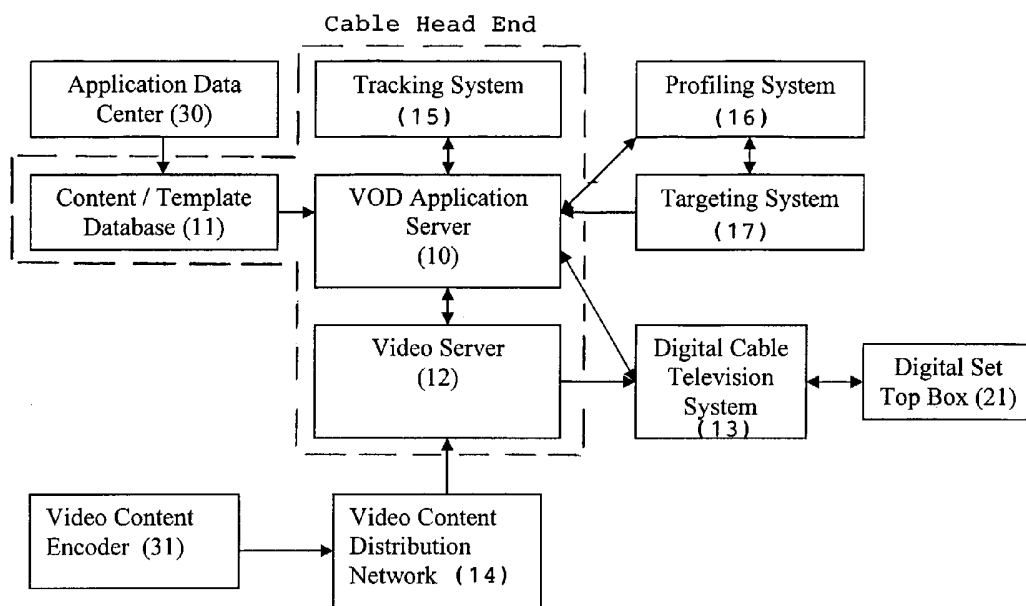
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(54) Title: SYSTEM AND METHOD FOR MANAGING, CONVERTING AND DISPLAYING VIDEO CONTENT ON A VIDEO-ON-DEMAND PLATFORM



(57) Abstract: A video on-demand (VOD) content delivery system for a cable TV system comprising a VOD Application Server (10) located at a cable Head End which manages a Database (11) of templates for generating templated VOD content in response to requests for specific video content elements by viewer request signals transmitted from the TV equipment (21) of a viewer to the Cable Head End, and a Video Server (12) for storing video content encoded as video content elements and for supplying a requested video content element in response to the VOD Application Server (10) for delivery to the TV equipment of the viewer.

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## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US05/27376

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) : H04N 7/173, H04N 5/445  
 US CL : 725/42,87

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. : 386/123,124; 709/219; 715/723,810; 725/32,34,36,42,46,51,60,61,86,87,91,109,114,116,135,138

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)

U.S. Patent and Trademark Office Patent Full-Text and Full-Page Database; PatentCafe ICO semantic search engine of US Patent, US Published Applications, WIPO, Great Britain, Japan, Germany, European Patent Office (EPO).

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2003/0191816 A1 (LANDRESS et. al) 09 October 2003 (09.10.2003) see paragraphs 11, 16, 20, 26, 28-29, 31, 49, 63-64, 66-67, 69, 94, 96, 98, 100-101, 103, 107, 123-124, 131, 135 and 148; and in the server farmer 12, terminals 14 "ad/sponsor content" 22 in figure 1 and all of figure 5.	1-14
A	US 2004/0136698 A1 (MOCK) 15 July 2004 (15.07.2004) see entire document.	1 and 6
A	US 5,826,102 A (ESCOBAR et al.) 20 October 1998 (20.10.1998) see entire document.	1, 6, 8 and 13-14
A	US 6,564,380 B1 (MURPHY) 13 May 2003 (13.05.2003) see entire document.	1 and 6
A	US 6,738,978 B1 (HENDRICKS et al.) 18 May 2004 (18.05.2004) see entire document.	1 and 6
A	US 2003/0234819 A1 (DALY et al.) 25 December 2003 (25.12.2003) see entire document.	1 and 6
A	US 2002/0078456 A1 (HUDSON et al.) 20 June 2002 (20.06.2002) see entire document.	1 and 6

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

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"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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Mail Stop PCT, Attn: ISA/US, Commissioner for Patents  
 P.O. Box 1450, Alexandria, Virginia 22313-1450  
 Facsimile No. 571-273-3201

Authorized officer:

Blaine R. Copenheaver  
 Telephone No. 571-272-7774