

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
3 May 2007 (03.05.2007)

PCT

(10) International Publication Number
WO 2007/050649 A3

(51) International Patent Classification:
G06Q 20/00 (2006.01)

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(21) International Application Number:
PCT/US2006/041547

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, 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, LV, LY, MA, MD, 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.

(22) International Filing Date: 24 October 2006 (24.10.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
11/257,578 24 October 2005 (24.10.2005) US

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(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, 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).

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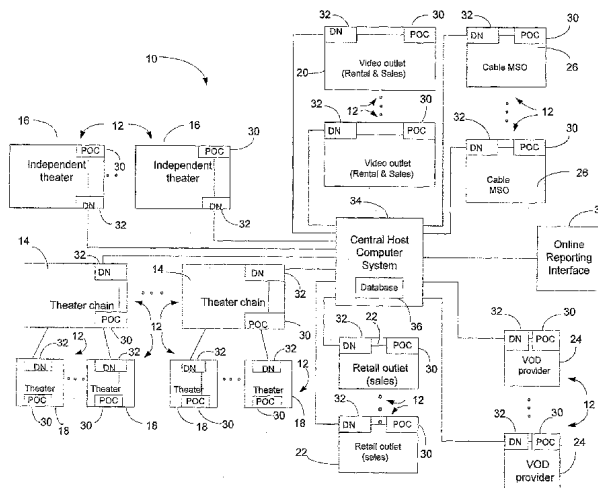
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Published:

— with international search report

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

(54) Title: SYSTEMS AND METHODS FOR MEASURING CONSUMPTION OF ENTERTAINMENT COMMODITIES



(57) Abstract: Systems and methods for measuring consumption of entertainment commodities distributed through at least two distribution channels by at least one distribution network operator to one or more media receivers. The methods include collecting consumption data from at least one distribution network operator. The at least one distribution network operator distributes entertainment commodities through at least a first distribution channel and a second distribution channel. The collected consumption data relates to entertainment commodities distributed through at least the first distribution channel and the second distribution channel. The collected consumption data includes at least one inconsistency. The collected consumption data is loaded into a computerized database adapted to store, process, and report on consumption. Cleaned consumption data is produced by reconciling consumption data inconsistencies. A consumption data report is based at least in part on the cleaned consumption data. The consumption data report communicates consumption of at least one entertainment commodity.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 20/00 (2007.01)

USPC - 705/17

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)

USPC - 705/17

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

USPC - 705/1, 700/1, 700/90

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PubWEST(USPT,PGPB,EPAB,JPAB); DialogPRO(Engineering); Google Scholar, Google Patents, CITESEER

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	Weinberg, C, 'Profits Out of the Picture: Research Issues and Revenue Sources Beyond the North American Box Office', 19 Dec 2002 (19.12.2003), pg 1-43, [retrieved on 4 April 2007 (04.04.2007) retrieved from <http://companyweb/pctsr/clg/PCT-US%2006-41547/profitsoutofthepicture_PCT-US_06-41547_PRIOR_ART.pdf> entire document, especially pg 6, para 2 - pg 24, para 1; Table 9-10, Fig 3	1-24
Y	US 6,564,381 B1 (Hodge et al.) 13 May 2003 (13.05.2003) entire document, especially Abstract, Fig 1-3, col 9, ln 34-35, claims 1-32	1-24
A	US 5,396,417 A (Burks et al.) 7 March 1995 (07.03.1995) entire document	1-24
A	US 6,925,469 B2 (Headings et al.) 2 August 2005 (02.08.2005) entire document	1-24
A	Lehman, D and Weinberg, C. 'Sales through Sequential Distribution Channels: An Application to Movies and Videos', Journal of Marketing', Vol. 64, No. 3 (Jul., 2000), pp. 18-33, retrieved on 4 April 2007 (04.04.2007), retrieved from <http://companyweb/pctsr/clg/PCT-US%2006-41547/959.pdf_PCT-US_06-41547_PRIOR_ART.pdf>, entire document	1-24

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"P" document published prior to the international filing date but later than the priority date claimed

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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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"&" document member of the same patent family

Date of the actual completion of the international search

04 April 2007 (04.04.2007)

Date of mailing of the international search report

22 JAN 2008

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