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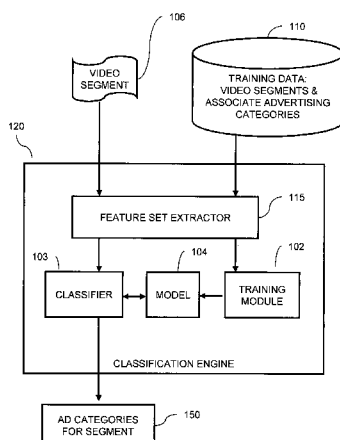
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(54) Title: AUTOMATICALLY ASSOCIATING RELEVANT ADVERTISING WITH VIDEO CONTENT



(57) Abstract: A method and system are provided for automatically selecting advertisements for placement in media content segments such as video segments. The method utilizes a classification engine to analyze values of a feature set extracted from the video segment, and to select one or more categories of advertisements to place in the segment. The classification engine is trainable using training data such as historical video segments in which advertisements were placed manually, and using performance data measuring the effectiveness of past advertisement placement in particular segments.



## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US07/23602

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - H04N 21/25, 21/2668 (2013.01)

USPC - 725/34, 35, 134

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: 715/275; 725/34, 35, 134, 139, 144, 151

IPC(8): H04N 5/44, 21/25, 21/2668 (2013.01)

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)

MicroPatent (US-G, US-A, EP-A, EP-B, WO, JP-bib, DE-C.B, DE-A, DE-T, DE-U, GB-A, FR-A); DialogPro (Derwent, INSPEC, NTIS, PASCAL, Current Contents Search, Dissertation Abstracts Online, Inside Conferences); IP.com; Google; place, placing, assign, advertisement, advertising, commercial, spot, video, video segment, associate, correlate, link, feature, characteristic, attribute, categorize

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2004/0073919 A1 (GUTTA, S., et al.) 15 April 2004; abstract; figures 1-4; paragraphs [0006], [0007], [0014]-[0018], [0040], [0043]-[0045], [0047]-[0053], [0080], [0087], [0100], [0103]	1-20
Y	US 6,698,020 B1 (ZIGMOND, D., et al.) 24 February 2004; abstract; figures 1-4; column 4, lines 25-35; column 7, lines 26-32; column 9, lines 20-38; column 15, lines 57-67 to column 16, lines 1-7	1-20
Y	US 7,080,392 B1 (GESHWIND, D.) 18 July 2006; figures 5, 6, 12, 13, 18; column 1, lines 30-35; column 2, lines 37-41; column 10, lines 18-30, 39-44; column 11, lines 11-18; column 15, lines 21-45; column 28, lines 64-67; column 34, lines 3-15; column 36, lines 39-49	4-8, 11, 12, 15 and 19
Y	US 5,446,919 A (WILKINS, J.) 29 August 1995; figure 2; column 3, lines 10-17, 44-53; column 14, lines 8-35	3 and 9
Y	US 6,463,585 B1 (HENDRICKS, J., et al.) 8 October 2002; column 3, lines 49-67 to column 4, lines 1-5; column 4, lines 25-53, 64-67; column 11, lines 33-43	17 and 18



Further documents are listed in the continuation of Box C.



\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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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

"Y"

document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"G"

document member of the same patent family

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