**Title:** INTERACTIVE INFORMATION SERVICES SYSTEM AND ASSOCIATED METHOD FOR CAPTURING TRANSACTION DATA

**Abstract:** A method and system are provided to permit a network operator to capture transaction data relating to transactions between a subscriber (16) and a service provider that are conducted via a communications network established by the network operator, such as a cable television network (12). In operation, the subscribers are provided with information relating to items offered by one or more service providers. The subscriber can transmit a purchase order. A headend (14) of the communications network receives and analyzes the purchase order to capture transaction data. If the service provider is different than the network operator, the headend also relays a copy of the purchase order to the third party service provider such that the purchase order can be filled. Since the network operator has captured information relating to the purchase order, however, the network operator can charge the service provider and/or the subscriber for utilizing its network to facilitate the transaction.
## INTERNATIONAL SEARCH REPORT

### A. CLASSIFICATION OF SUBJECT MATTER

<table>
<thead>
<tr>
<th>IPC(7)</th>
<th>H04N 7/16</th>
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<tbody>
<tr>
<td>US CL</td>
<td>725/1-4, 60, 61 and 705/39-40</td>
</tr>
</tbody>
</table>

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. : 725/1-4, 60, 61 and 705/39-40

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)

- EAST

### C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>US 6,047,051 A (GINZBOORG et al) 04 April 2000 (04.04.2000), see whole document.</td>
<td>1-36</td>
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<tr>
<td>A</td>
<td>US 5,914,712 A (SARTAIN et al) 22 June 1999 (22.06.1999), see whole document.</td>
<td>1-36</td>
</tr>
</tbody>
</table>

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

** Special categories of cited documents:

- "A" document defining the general state of the art which is not considered to be of particular relevance.
- "E" earlier application or patent published on or after the international filing date which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified).
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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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Date of the actual completion of the international search: 03 October 2002 (03.10.2002)
Date of mailing of the international search report: 30 DEC 2002

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