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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: TRICK PLAY RESISTANT AD INSERTION

(57) Abstract: Trick play resistant advertisements. Specified commercials could be recognized by the software in set-top boxes (150-1) to prohibit the use of trick play for the duration of the commercial. The commercials would also be precluded from trick play when played in a multi-room system (110) or when recorded to a DVD. Specified commercials could also be protected from updates or local ad insertion, and only be updated when specified by the company responsible for the commercial.



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# INTERNATIONAL SEARCH REPORT

International application No  
PCT/US2006/010999

## A. CLASSIFICATION OF SUBJECT MATTER

INV. H04N5/76

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)

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 practical, search terms used)

EP0-Internal

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	<p>US 2003/154128 A1 (LIGA ET AL.) 14 August 2003 (2003-08-14)</p> <p>the whole document</p> <p>-----</p> <p>-/--</p>	<p>1,2, 12-15, 24-26, 32,37,38</p>

☒ 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 document but published on or after the international filing date

"L" document 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)

"O" document referring to an oral disclosure, use, exhibition or other means

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

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"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

"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.

"&" document member of the same patent family

Date of the actual completion of the international search

16 November 2006

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International application No  
PCT/US2006/010999

Form PCT/ISA/210 (continuation of second sheet) (April 2005)

# INTERNATIONAL SEARCH REPORT

International application No  
PCT/US2006/010999

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
E	<p>WO 2006/107620 A (SCIENTIFIC ATLANTA, INC.) 12 October 2006 (2006-10-12)</p> <p>the whole document -----</p>	<p>1-6, 12-17, 22, 24-28, 32, 35-38</p>

## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US2006/010999

### Box II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This International Search Report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:  
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☐ Claims Nos.:  
because they relate to parts of the International Application that do not comply with the prescribed requirements to such an extent that no meaningful International Search can be carried out, specifically:
3. ☐ Claims Nos.:  
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

### Box III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

see additional sheet

1. ☐ As all required additional search fees were timely paid by the applicant, this International Search Report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. ☒ As only some of the required additional search fees were timely paid by the applicant, this International Search Report covers only those claims for which fees were paid, specifically claims Nos.:  
1-6, 12-17, 22, 24-28, 32, 35-38
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this International Search Report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

#### Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest.
- ☒ No protest accompanied the payment of additional search fees.

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. claims: 1,2,14,15,24,26,32

Trick play of one or more portions of a recorded presentation, corresponding to one or more tags, is precluded.  
After conclusion of said portions, trick play is no longer precluded.

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2. claims: 3-5,16,27,35

Trick play of one or more portions of a recorded presentation, corresponding to one or more tags, is precluded.  
Precluding trick play is signalled by means of an indicator.

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3. claims: 6,17,28,36

Trick play of one or more portions of a recorded presentation, corresponding to one or more tags, is precluded.  
At least one of said tags is expiring after a period of time.

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4. claims: 7-9,18-20,29-31

Trick play of one or more portions of a recorded presentation, corresponding to one or more tags, is precluded.  
Said one or more portions are updated.

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5. claims: 10,21,33

Trick play of one or more portions of a recorded presentation, corresponding to one or more tags, is precluded.  
The presentation is played from a DVD.

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6. claims: 11,23,34

Trick play of one or more portions of a recorded presentation, corresponding to one or more tags, is precluded.  
The presentation is viewed in a networked multi-room system.

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7. claims: 12,13,37,38

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

Trick play of one or more portions of a recorded presentation, corresponding to one or more tags, is precluded.  
Said portions relate to a time-dependent product or service.  
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8. claim: 22

Trick play of one or more portions of a recorded presentation, corresponding to one or more tags, is precluded.  
Playing said presentation includes storing it on a storage device.  
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9. claim: 25

Trick play of one or more portions of a recorded presentation, corresponding to one or more tags, is precluded.  
Said portions are inserted at said tags.  
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# INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/US2006/010999

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